

**Travel Motivations to selected National Parks in South Africa:
Karoo-, Tsitsikamma- and KgalagadiTransfrontier National Parks**

**L. Bothma
12853402**

**BA
Hons BA**

**Dissertation submitted in fulfillment of the requirements for the degree Magister
Artium within the School Entrepreneurship, Marketing- and Tourism Management
at the Potchefstroom University of the North West.**

Supervisor: Dr. P. Van der Merwe

Assistant Supervisor: Prof. M. Saayman

May 2009

Potchefstroom

ABSTRACT

Research in tourist behaviour follows the cognitive approach. This contains the behavioural cycle of stimulation (motivation and intention formation), the actual behaviour and experience, and finally the evaluation of consequences. These stages are referred to in tourism as: the pre-trip experience (motivation and intention formation), travel stage (actual behaviour) and the post-travel stage (evaluation of the travel experience). The characteristics, which influence tourist behaviour, indicate that travel motivations are the result of how tourists behave (tourist behaviour). These characteristics are: the decision-making process, demographical factors, marketing mix, external/social factors and internal/psychological factors (motivations). Motivations to travel have a major influence on the travel behaviour of tourists. Tourists' motivations to satisfy their needs directly influence their behaviour, or the actions they take, in order to satisfy these needs. Due to its impelling and compelling nature, motivation is considered to be one of the most important variables in explaining tourist behaviour. As countries and destinations strive to increase their share of the international and national tourism market, it becomes important to understand why people travel and why they choose a specific ecotourism destination. If travel motivations of tourists are known to the product, it will be an aid when developing a competitive marketing strategy. From the literary review, the following travel motivations occurred regularly: leisure, excitement, socialisation, relaxation, family togetherness, escape, culture, novelty, attractions, knowledge seeking, adventure, prestige, nature, facilities, recreation, attributes, nostalgia, photography, exploration and activities. The literary review further revealed that there are travel motivations commonly found with regard to tourism destinations, and on the other hand, there are travel motivations which are product related.

The aim of this research was to determine the travel motivations of tourists to selected national parks in South Africa: Karoo-, Kgalagadi Transfrontier- and Tsitsikamma National Parks. Secondary data was used to determine the visitors' profile, as well as the factor analysis on travel motivations. For the visitors' profile, 286 questionnaires were administered for Karoo National Park, 468 for the Tsitsikamma National Park and 582 for Kgalagadi Transfrontier National Park. For the factor analysis, 318 questionnaires were administered for Karoo National Park, 673 for the Tsitsikamma National Park and 534 for Kgalagadi Transfrontier National Park. Primary data was used to determine the reasons for visiting these parks. 101 Questionnaires were administered for Karoo National Park, 192 for the Tsitsikamma National Park and 104 for Kgalagadi Transfrontier National Park.

The foremost findings of the research were divided into three categories, namely: visitors' profile, reasons for visiting the parks and travel motivations. Regarding visitors profile; it was found that profiles for the three parks were quite similar, except for the following: expenditure of tourists at Kgalagadi Transfrontier National Park, where the average spending of tourists was higher and directly linked to the duration of stay; duration of stay indicated that tourists visiting Kgalagadi Transfrontier National Park stayed longer. Two major markets were revealed by the research for all three parks, namely: Gauteng and Western Cape, with the exception of Tsitsikamma National Park, which had a third market of importance, namely Eastern Cape. This information is important when developing marketing strategies. It was especially evident that 4x4 vehicles are the preferred mode of transport for visitors to Kgalagadi Transfrontier National Park. Therefore, this park can be marketed as a 4x4 destination. From these results one can conclude that the profile of tourists to the three selected national parks showed minor differences. Primary data was used to determine the reasons why tourists visit the selected parks. Among the most important travel reasons why tourists visit the selected parks, was: to relax, for family recreation, to get away from regular routine and for the benefit of the children.

The factor analysis regarding travel motives revealed the following: five factors were identified for Karoo National Park and six factors were identified for both Tsitsikamma- and Kgalagadi Transfrontier National Parks. Results illustrated that these parks have common and unique motives. Common travel motives in these parks include: park attributes, escape and relaxation, as well as knowledge seeking. Unique to Karoo National Park, was attractions and family togetherness, compared to photography and adventure for Kgalagadi Transfrontier National Park, and adventure and attractions for the Tsitsikamma National Park. A combined factor analysis was also conducted, which showed knowledge seeking, park attributes, as well as escape and relaxation as the most important travel motives of tourists visiting the three selected national parks.

This research, therefore, confirmed that different attractions and destinations feed different travel motives, even when classified as similar types of products. Marketers can use this information to position these parks and to develop better marketing strategies, to enable national parks to outwit their competitors.

Key words: Karoo National Park, Tsitsikamma National Park, Kgalagadi Transfrontier National Park, tourist behaviour, travel motives, South Africa

SAMEVATTING

Navorsing in toerisgedrag volg die kognitiewe benadering. Dit sluit in: die gedragssiklus van stimulasie (motiverings- en meningsvorming), die werklike gedrag en ervaring en ten slotte, die evaluasie van nagevolge. In toerisme word daar na hierdie stadiums verwys as die: voorrit-ervaring (motiverings- en meningsvorming), reisstadium (werklike gedrag) en die nait-ervaring (evaluasie van die reiservaring). Die eienskappe wat toerisgedrag beïnvloed dui aan dat reismotiverings die resultaat is van 'n toeriste se gedrag (toerisgedrag). Hierdie eienskappe is: besluitnemingsproses, demografiese faktore, bemerkingsverhouding, eksterne/sosiale faktore en interne/psigologiese faktore (motiverings). Die motivering om te reis het 'n reuse invloed op die reisgedrag van toeriste. Toeriste se motiverings om hulle behoeftes te bevredig beïnvloed regstreeks hul gedrag, asook die stappe wat hulle neem om hierdie behoeftes te bevredig. Motivering word beskou as een van die vernaamste veranderlikes wat toerisgedrag verklaar. Dit kan toegeskryf word aan die aansporende en meeslepende natuur hiervan. Soos lande en bestemmings streef om hulle aandeel in die internasionale en nasionale markte te vermeerder, is dit noodsaaklik om te verstaan waarom mense reis en waarom hulle 'n bepaalde bestemming verkies. Indien die reismotiverings van toeriste gereken word as die produk, sal dit ondersteuning bied vir die ontwikkeling van 'n mededingende bemerkingsstrategie. Die volgende reismotiverings het gereeld voorgekom in die literêre oorsig: vrye tyd, opwinding, sosialisasie, ontspanning, familie samesyn, ontvlugting, kultuur, uitheemsheid, attraksies, strewe na kennis, avontuur, aansien, fasiliteite, vermaak, parkeienskappe, nostalgie, fotografie, verkenning en aktiwiteite. Verder het genoemde oorsig ook onthul dat reismotiverings meestal gevind word ten opsigte van toerisbestemmings, ofskoon daar wel reismotiverings is wat produkverwant is.

Die doelwit van die navorsing was om die reismotiverings van toeriste, na uitgekose nasionale parke in Suid Afrika (Kgalagadi Transfrontier- en Tsitsikamma Nasionale parke), vas te stel. Sekondêre data was aangewend om die besoekersprofiel, asook die faktor-ontleding van reismotiverings, te bepaal. Daar was 286 vraelyste waargeneem vir Karoo Nasionale Park, 468 vir Tsitsikamma Nasionale Park en 582 vir Kgalagadi Transfrontier Nasionale Park, ten opsigte van besoekersprofiel. Vir die faktor-ontleding was daar 318 vraelyste waargeneem vir Karoo Nasionale Park, 673 vir Tsitsikamma Nasionale Park en 534 vir Kgalagadi Transfrontier Nasionale Park. Primêre data was aangewend om die redes te bepaal vir besoeke aan hierdie parke. Ten opsigte hiervan was daar 101 vraelyste waargeneem by Karoo Nasionale Park, 192 by Tsitsikamma Nasionale Park en 104 by Kgalagadi Transfrontier Nasionale Park.

Die vernaamste bevindings uit die navorsing was verdeel in drie kategorieë, naamlik: besoekersprofiel, redes vir besoeke aan die parke en reismotiverings. Daar was gevind dat die profiele vir die drie parke soortgelyk is wat betref die besoekersprofiel, met uitsondering van die volgende: besteding van toeriste by die Kgalagedi Transfrontier Nasionale Park, waar die gemiddelde besteding hoër was en direk verband gehou het met die duur van verblyf. Duur van verblyf het aangetoon dat toeriste by die Kgalagedi Transfrontier Nasionale Park, langer vertoef. Uit die navorsing is twee vername afsetgebiede geïdentifiseer vir al drie parke, naamlik: Gauteng en Weskaap, met die uitsluitel van Tsitsikamma Nasionale Park, wat 'n derde afsetgebied van belang gehad het, naamlik : Ooskaap. Hierdie inligting is van kardinale belang wanneer bemarkingsstrategieë beplan word. Dit het sterk na vore gekom dat 4x4 voertuie die verkose vervoermiddel is by Kgalagedi Transfrontier Nasionale Park, gevolglik kan hierdie park bemark word as 'n 4x4-bestemming. Uit hierdie resultate kan afgelei word dat die profiele van toeriste aan die drie gekose nasionale parke, minimale verskille toon. Primêre data was aangewend om te bepaal waarom toeriste die gekose parke besoek. Die vernaamste redes hiervoor was: om te ontspan, vir familie vermaak, om weg te breek van normale roetine en vir die kinders se onthalwe.

Die faktor-ontleding, aangaande reismotiewe het die volgende bewys: vyf faktore was geïdentifiseer vir Karoo Nasionale Park en ses faktore vir beide, Tsitsikamma en Kgalagedi Transfrontier Nasionale Parke. Resultate toon dat hierdie parke beide, gemene en unieke motiewe besit. Gemene reismotiewe vir hierdie parke bestaan uit: parkeienskappe, ontvlugting en ontspanning, asook die strewe na kennis. Uniek aan Karoo Nasionale Park is: attraksies en familie samesyn, vergeleke met fotografie en avontuur by Kgalagedi Transfrontier Nasionale Park en avontuur en attraksies by Tsitsikamma Nasionale Park. 'n Gekombineerde faktor-ontleding was ook waargeneem en het getoon dat; die strewe na kennis, parkeienskappe, ontvlugting en ontspanning, die vernaamste reismotiewe was vir toeriste wat besoek afgelê het aan die drie parke.

Die navorsing bevestig dus, dat verskillende attraksies en bestemmings, kweek verskillende reismotiewe, alhoewel hulle geklassifiseer kan word as soortgelyke produkte. Bemarkers kan die inligting benut om hierdie parke goed te plaas en beter bemarkingsstrategieë te ontwikkel. Hiermee kan nasionale parke toegerus word om, sodoende, hulle mededingers te uitoorlê.

Slutelwoorde: Karoo Nasionale Park, Tsitsikamma Nasionale Park, Kgalagadi Transfrontier Nasionale Park, toerisgedrag, reismotiewe, Suid Afrika.

Acknowledgement

The author would like to thank the National Research Foundation (NRF), who made it financially possible to run this project. Without the NRF's assistance, the project would not have been feasible and successful. It must be noted that the opinions and statements made in the study is that of the author and not of the National Research Foundation.

Acknowledgements

- Firstly, and above all, I give thanks to my Father in Heaven for the inspiration and enthusiasm to complete this dissertation.
 - I dedicate my thesis to my parents. Thank you for the motivation and loving support throughout my studies. You always believed in me.
 - A special thanks to Dr. Van der Merwe for his guidance and selfless support. You taught me the real meaning of perseverance. "Dok, ek het die olifantopgeëetgekry, hap-vir-hap!"
 - I would like to thank Prof. Saayman for his support and guidance as assistant supervisor.
 - I would like to give thanks to NRF for the financial support to make this study possible.
 - A special thanks to Glenn Philips at SANParks, for supporting the research on National Parks.
 - I am grateful to Dr. G Koekemoer (Statistical Department, NWU), who helped with valuable statistical analysis whenever needed.
 - I want to express my gratitude to Lizette Porter who did the proof reading of this dissertation.
 - I want to thank Prof. C. Lessing for checking the references used in my dissertation, on very short notice.
-

Table of Contents

Chapter 1: Introduction & Problem Statement	1
1.1 Introduction.....	1
1.2 Problem Statement.....	2
1.3 Goal and Objectives	5
1.3.1 Main goal	5
1.3.2 Objectives	6
1.4 Research Methodology	6
1.4.1 Literature study	6
1.4.2 Empirical study	7
1.5 Preliminary Chapter Classification	11
1.6 Definition of concepts	12
1.6.1 Ecotourism.....	12
1.6.2 Travel Motivations.....	12
1.6.3 Tourist Behaviour	12
1.6.4 National Parks	13
Chapter 2: Tourists' Behaviour	16
2.1 Introduction	16
2.2 What is Tourist Behaviour?.....	17
2.3 The influence of Tourist Behaviour on Market Segmentation.....	19
2.4 Physical distinctions of tourists which affect Tourist Behaviour.....	20
2.5 Tourist Behaviour Model	22
2.5.1 Decision-making Process	25
2.5.2 Demographic factors.....	31
2.5.3 Marketing Mix	32
2.5.4 Internal factors	34
2.5.5 External factors.....	35
2.5.6 Situational Factors	38
2.6 Conclusion.....	40
Chapter 3: Travel Motivations	41
3.1 Introduction.....	41
3.2 Travel motivation Theories	41
3.2 Motivational Theorists.....	43
3.2.1 Maslow's hierarchy of needs	43
3.2.2 Murray's classification system	43
3.3 Tourism travel motivations theories	45
3.3.1 Holiday preference and choice model	45
3.3.2 Push and Pull theories.....	46

3.3.3 Plog's theory	48
3.3.4 Holloway's translation of a need into motivation.....	49
3.3.5 Sunlust and Wanderlust Theory	50
3.3.6 Barriers to travel	51
3.4 Internal/psychological factors of the tourist behaviour model	51
3.4.1 Learning.....	52
3.4.2 Perception.....	54
3.4.3 Attitudes	55
3.4.4 Personality and self-concept	56
3.5 Previous Studies conducted on Travel Motivation	57
3.6. Conclusion.....	62
Chapter 4:Empirical Study	63
4.1Introduction.....	63
4.2 Section A: Visitors profile and reasons for travelling	63
4.2.1 Visitors Profile.....	63
4.2.2 Reasons for visiting Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks	66
4.3 Section B: Travel Motivations	71
4.3.1 Factor Analysis: Travel Motivations	71
4.4.1 Factor analysis: Karoo National Park	74
4.4.2 Factor analysis: Kgalagadi Transfrontier National Park	77
4.4.3 Factor analysis: Tsitsikamma National Park	81
4.4.4 Combined factor analysis for the three parks.....	85
4.5 Conclusion.....	90
Chapter 5:Findings and Recommendations	92
5.1 Introduction.....	92
5.2 Conclusions regarding research.....	93
5.2.1 Conclusion regarding tourist behaviour (Chapter 2).....	93
5.2.2 Conclusion regarding the literature analysis of travel motivations of tourists (Chapter 3)	95
5.2.3 Conclusions regarding the empirical survey (Chapter 4)	96
5.3 Recommendations	100
5.3.1 Recommendations with regard to the travel motivations to selected national parks in South Africa: Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park.....	100
5.3.2 Recommendations for further research.....	100
5.4 Limitations of the study.....	100
References.....	101
Appendix	

List of Tables

Table 1.1:	Types of motives.....	4
Table 1.2:	Tourism travel motivations.....	5
Table 1.3(a):	Number of questionnaires from 2001-2007.....	8
Table 1.3(b):	Number of questionnaires from 2001-2007.....	8
Table 1.3(c):	Number of questionnaires from 2001-2007.....	8
Table 2.1:	Valene Smith's typology of tourists.....	18
Table 2.2:	Classification of tourists into behavioural types.....	18
Table 3.1:	Human motives and needs in Psychology theory and research.....	42
Table 3.2:	Examples of needs from Murray's classification system.....	44
Table 3.3:	Push and pull theories.....	47
Table 3.4:	The characteristics of wanderlust and sunlust.....	50
Table 3.5:	Barriers to travel.....	51
Table 3.6:	Summary of research on travel motives.....	58
Table 4.1:	Total number of questionnaires from 2001-2007.....	64
Table 4.2:	Visitors profile to the three selected national parks.....	64
Table 4.3:	Total number of questionnaires during 2007.....	67
Table 4.4:	Reasons for visiting Karoo national park.....	67
Table 4.5:	Reasons for visiting KgalagadiTranfrontier national park.....	68
Table 4.6:	Reasons for visiting Tsitsikamma national park.....	70
Table 4.7:	Travel reasons summary – Karoo-, Tsitsikamma- and KgalagadiTranfrontier National Park.....	71
Table 4.8:	Number of useable questionnaires for 2001-2007.....	72
Table 4.9:	Total variance explained for Karoo National Park.....	73
Table 4.10:	Total variance explained for KgalagadiTransfrontier National Park.....	73
Table 4.11:	Total variance explained for Tsitsikamma National Park.....	73
Table 4.12:	Factor analysis - Karoo National Park.....	75
Table 4.13:	Factor analysis – KgalagadiTransfrontier National Park.....	79
Table 4.14:	Factor analysis - Tsitsikamma National Park.....	83
Table 4.15:	Total variance explained.....	87
Table 4.16:	ANOVA – means of factors.....	88
Table 4.17:	Combined factor analysis for Karoo-, Tsitsikamma- and KgalagadiTranfrontier National Park.....	89
Table 5.1:	General and nature destination motives.....	97
Table 5.2:	Travel reasons summary - Karoo-, Tsitsikamma- and KgalagadiTranfrontier National Park.....	98

List of Figures

Figure 1.1:	Map of parks in South Africa.....	15
Figure 2.1:	Expanded model of tourist behaviour.....	24
Figure 2.2:	The tourist decision-making process.....	27
Figure 2.3:	Low-involvement vs. High-involvement.....	31
Figure 2.4:	The marketing mix.....	32
Figure 3.1:	Maslow's hierarchy of needs.....	43
Figure 3.2:	An expectancy model of holiday preference and choice.....	46
Figure 3.3:	Plog's motivations to travel.....	48
Figure 3.4:	Translating a need into motivation.....	49
Figure 3.5:	Aspects of the internal/psychological factors.....	52
Figure 4.1:	Boxplot for Karoo National Park.....	78
Figure 4.2:	Boxplot for KgalagadiTransfrontier National Park.....	82
Figure 4.3:	Boxplot for Tsitsikamma National Park.....	86
Figure 4.4:	Clustered Boxplot for the combined factors.....	91

Chapter 1

Introduction & Problem Statement

1.1 Introduction

South Africa is a tourist paradise offering scenic beauty, diverse wildlife, a kaleidoscope of cultures and heritages, and endless opportunities to explore the outdoors through sport, ecotourism and adventure activities. South Africa offers the ecotourist a wide range of ecotourism products such as wildlife viewing, camping, hiking, hunting, walking safaris and horse safaris to name but a few (**Van der Merwe and Saayman, 2004:54**). These products are mostly found on privately owned land (game farms), nature reserves, as well as, government owned provincial and national parks (**Honey, 1999:340**). Three percent of the land or 3.7 million ha, is officially protected under SANParks (the national conservation agency for South Africa). SANParks is one of the world's leading conservation and ecotourism destinations, with 21 national parks, each offering a variety of ecotourism products (**SANParks, 2008**).

This makes South Africa a popular ecotourism destination which draws thousands of international, as well as, local tourists each year (**South African Yearbook, 2005/2006:570**). It is said that eighty percent of South Africa's tourism, product offering is nature based, leaving product owners with tough competition (**Eloff, 2000; Fox & Du Plessis, 2003:46**). Adding to this, is the fact that "today's tourist" seems to be very specific about where they want to go and what they want to see and therefore, travel for a particular reason.

According to **Holloway (2004:50-55)**, when tourists are asked why they want to travel to a specific destination, they give a variety of answers such as: "it's where I've always wanted to visit", or "some friends highly recommended it", or "it's always good weather at that time of the year and the beaches are wonderful", or "we've been going there regularly for the past few years". Tourists also demand the opportunity to choose activities and are looking for different experiences. Therefore, tourist behaviour and travel motivations, which identify the needs or wants that drive tourists into making a decision about a specific destination, play an important role (**Saayman, 2001:12; Nordin, 2005:11**).

The goal of this chapter is to clarify the problem statement, the main aim and objectives of the study, method of research, chapter classification, and the clarification of relevant concepts.

1.2 Problem Statement

Tourist behaviour can be seen as the reason why tourists buy certain products and how their decisions are made (Du Plessis & Rousseau, 1999:3). Leisure and the opportunity to travel influence the travel behaviour of tourists. Travel behaviour on the other hand has a direct influence on tourism marketing (Venkatesh, 2006:89). Marketers will optimise their effectiveness and efficiency of marketing strategies if they understand how tourists make their decisions to purchase tourism products and services. As the tourism industry matures and becomes more competitive, successful marketing practices will increasingly be based on solid knowledge of tourist behaviour (Dimanche & Havitz, 1994:52).

Organisations need information about the activities tourists would like to take part in, where, when and with whom they want to pursue these activities and how these activities are scheduled, in order to understand tourists' travel behaviour. According to Mazanec, Crouch, Ritchie and Woodside (2001:107), it is also important to understand how tourists make their decisions and how these decisions are affected by personal and institutional influences.

There are parallels in various fields of tourism research such as anthropology (Adler, 1989: 366-391), psychology (Maslow, 1970: 370-396; Hansen & Scullard, 2002:331-341), sociology (Cohen, 1972:164-182), information technology (Goossens, 2000:301-321) and consumer behaviour (Plog, 2001:13-24). The parallel forms the basis of behaviour that is important in this study.

Research in tourist behaviour follows the cognitive approach. This contains the behavioural cycle of stimulation (motivation and intention formation), the actual behaviour and experience, and finally, the evaluation of consequences. These stages are referred to in tourism as the pre-trip experience (motivation and formation), travel stage (actual behaviour) and the post-travel stage (evaluation of the travel experience) (Fodness, 1994:577; Lubbe, 2003:109).

The following characteristics, which affect tourist behaviour, show that travel motivations are the result of how tourists behave (tourist behaviour):

- Demographic factors (age, income, education, race, marital status and household size) and marketing mix (price, product, place and promotion).
- Decision process with the influences which play a role when making a decision in buying a tourism product or service (Kinnear, Bernhardt & Krentler, 1995:177).
- External/social factors (culture, social class, reference group and family) and situational factors (physical surrounding, social surrounding, temporal perspective, task definition and antecedent states), that play a role in tourist behaviour.
- Internal/psychological factors (motivation, perception, learning, personality and attitudes)

Tourists differ in their perceptions, wants, needs and expectations of a destination as a tourism product. Marketers have to be more innovative and creative in developing marketing strategies and techniques which will satisfy the needs of the more demanding customers (**Kozak & Andreu, 2006:79**). This highlights the importance of having adequate knowledge of travel behaviour and the motivations of travel in order to implement more effective marketing strategies and successful product development (**Law, Cheung & Lo, 2004:361**).

Motivations to travel have a major influence on the travel behaviour of tourists. Maslow suggests that people's motivation to satisfy their needs, directly influences their behaviour and/or the actions they take in order to satisfy these needs (**Page, Brunt, Busby and Connell, 2001:61**). Due to its impelling and compelling nature, motivation is considered one of the most important variables in explaining tourist behaviour (**Baloglu & Uysal, 1996:32; Hsu & Lam, 2005:589**). Satisfying tourists' needs can lead to the purchase of a holiday, which implies the process of final decision-making. Organisations benefit from understanding tourists' travel motivations and the factors which influence their behaviour when deciding on a travel destination (**Hsu & Lam, 2005:589**).

Fodness (1994:557) stated that effective, tourism marketing is impossible without an understanding of the tourists' motivations, or, to put it differently, to know the answer to the question of what motivates people to travel. The aim of marketing, according to **Saayman (2006:27)**, is the effective and efficient use of resources in the changing environment of today, in order to ensure the profit, survival, and growth of the tourism organisation destination. As countries and destinations strive to increase their share of the international and national tourism market, it becomes important to understand why people travel and why they choose a specific ecotourism destination (**Oh, Uysal and Weaver, 1995:123-137**). **Fodness (1994:557)** adds that further insights into tourists' travel motivation can benefit tourism marketing, specifically with regard to product development, service quality evaluation, image development, and promotional activities.

Mill and Morison (1985:402) support the notion that motivation plays a very important role in the process of travelling, vacation, and when visiting friends and relatives. Motivation comes into play when a person wants to satisfy a need and must take action to do so. **Mill and Morrison (1985:402)** state further that the behaviour of tourists is influenced by a small number of factors, and a person can be motivated by more than one motive at a time.

A motivation is therefore, that which drives tourists to make decisions. Travel motivations are needs or wants which drive tourists to make a decision about a specific tourism destination (Saayman, 2001:12). These motives are classified in Table 1.1.

Table 1.1: Types of motives

Primary Motives	The main reason that leads to the purchase of a product class
Secondary Motives	The reasons behind buying a specific brand
Rational Motives	These are based on reasoning or a logical assessment of the situation
Emotional Motives	These motives have to do with the customers feelings about a certain brand
Conscious Motives	The motives that the customer is aware of
Dormant Motives	Motives that are operating below the conscious level

(Source: Blythe, 2006)

The current view of motivation is that there is a balance between the rational and emotional elements of motivation. There can be little doubt that emotion plays a large part in buying decisions, partly through the formation of attitudes (Blythe, 2006:122). Most attempts to explain tourist motivation take a content theory approach to the problem and despite its limitations, many show marked similarities to Maslow's need hierarchy in particular. According to Bovée and Thill (1992:153) the consumers must be aware that a product exists before they can buy the product. This is a process which begins with being exposed to the stimuli that represent a particular tourism product. Attending to these stimuli and interpreting them, would form an overall perception of the tourism product (Bovée & Thill, 1992:153).

A literature review on travel motivation revealed a large variation of publications, by authors such as: Kim, Jogaratnam and Noh (2006); Chiang and Jogaratnam (2005); Mehmetogly (2005); Rhodes (2005); Yu (2004); Hsu and Lam (2003); Bogari, Crowther and Marr (2003); Pearce and Wilson (1995); Jang and Wu (2006); Oh, Uysal and Weaver (1995); Tao, Eagles and Smith (2004); Awaritefe (2004); Fodness (1994); Correia, Oom do Valle and Moco (2007); Uysal, McDonald and Martin (1994); Bansal and Eiselt (2003); Swanson and Horridge (2006); Kim, Borges and Chon (2006); Backman, Backman and Sunshine (1995); Schneider and Backman (1996); Yoon and Uysal (2005); Saayman and Van der Merwe (2008); Saayman and Saayman (2008); Kruger and Saayman (2008). These researchers identified numerous, tourist-related travel motivations, of which the most frequently used motives are listed in Table 1.2.

Table 1.2: Tourism travel motivations

• Leisure	• Escape	• Adventure	• Attributes
• Excitement	• Culture	• Prestige	• Nostalgia
• Socialisation	• Novelty	• Nature	• Photography
• Relaxation	• Attractions	• Facilities	• Exploration
• Family togetherness	• Knowledge seeking	• Recreation	• Activities

Based on the analysis of the findings of the above-mentioned publications, it can be stated that some travel motivations frequently occur independent of the tourism destination and others are destination-related.

Hu (1996:35), states that understanding where tourists originate from and what their travel motivation is, are some of the most important and challenging issues in tourism marketing. Therefore, should an organisation have adequate knowledge and information regarding the travel behaviour of the tourist, this would enable the marketing managers to implement effective marketing strategies (Decrop, 2006:139).

As indicated earlier, South Africa National Parks is a key, role player in providing ecotourism products. Therefore, for South Africa National Parks to have a winning edge over other eco-destinations, travel motivations are extremely important for national parks' marketing strategy. Three national parks were selected for this study, namely; KarooNational Park (hereafter KNP), TsitsikammaNational Park (hereafter TNP) and KgalagadiTransfrontierNational Park (hereafter KTNP). KarooNational Park is situated in the Karoo and is a semi-desert National Park; TsitsikammaNational Park is situated in Knysna and is a marine National Park and KgalagadiTransfrontierNational Park is a desert National Park and situated north of Upington on the border where Namibia, Botswana and South Africa meet. Although they are all part of South Africa National Parks, they do offer different tourism products and experiences. Therefore, the problem that arises is determining what motivates tourists to travel to National Parks, in the case study of Karoo-, Tsitsikamma- and KgalagadiTransfrontierNational Parks.

1.3Goal and Objectives

The main goal and objectives of this study are as follows:

1.3.1 Main goal

To determine the travel motivations of tourists visiting National Parks: Karoo-, Tsitsikamma- and KgalagadiNational Parks.

1.3.2 Objectives

The following objectives were set:

Objective 1:

- To conduct literature analysis regarding tourists' behaviour

Objective 2:

- To conduct literature analysis of tourists' travel motivations

Objective 3:

- To determine the "visitors' profile" and "reasons" for tourists visiting selected national parks in the research

Objective 4:

- To conduct a factor analysis of tourists' travel motivations to the selected national parks

Objective 5:

- To draw the main conclusions of each chapter and make recommendations with regard to the study

1.4 Research Methodology

A two-pronged approach was followed for the research. The research was done by means of a literature review, as well as, an empirical survey. The empirical study was divided into three categories, namely; the visitors' profiles, reasons why tourists visited the selected national parks and travel motivations.

1.4.1 Literature study

Literature pertaining to travel motivations and tourist behaviour was used to define certain concepts and examine case studies. Various books, articles, internet sources and dissertations were used to define important concepts, and to elaborate on information in various chapters. The literature search utilised the following online databases such as Ebscohost Research Database - specifically the Academic Search Premier, Business Source Premier and Hospitality and Tourism Index - Nexus Database System, Sabinet online Science Direct and SAE Publications were consulted to identify recent studies in the field of travel motivations and tourist behaviour. Keywords included: travel motivations, tourist behaviour, ecotourism, tourism, visitors' profile, tourists and product development and national parks.

1.4.2 Empirical study

The empirical study (primarily research) consists of the following:

1.4.2.1 Research design and method of collecting data

Quantitative research was conducted at the three selected national parks which involved the collection of data from tourists visiting the parks (excluding day visitors). According to **Slabbert, Saayman and Saayman (2006:63)** as well as **Ivankova, Creswell and Clark (2007:257)** the advantages of a quantitative approach is, firstly, that it is suitable for collecting demographical information, for example, gender and income. Secondly, it is inexpensive to conduct and thirdly, it is relatively easy to analyse when using statistical programmes for further analysis such as factor analysis. The research was descriptive of nature and a structured questionnaire served as instrument to compile data. Factor analyses were used to find latent variables among observed variables. Descriptive research primarily describes what is taking place or what exists and determines whether one or more variable causes or affects one or more outcome variables (**Trochim, 2006:5**)

Postgraduate students were recruited to help with the surveys. Field workers went from chalet to chalet, as well as, the camping site to hand out the questionnaires in the evenings at 18:00: questionnaires were then collected an hour later. A record was kept of tourists departing and arriving at the parks. There, an availability sample was taken from the visitors at each park. These field workers were trained in research methodology and the analysing of questionnaires.

1.4.2.2 Development of the sample plan

The research was based on secondary and primary data. The secondary data is based on research conducted at the selected parks from 2001 (Table 1.3 a, b, c), by the Institute for Tourism and Leisure Studies. During this time, a total of 318 were received for KNP, 534 for KTFNP and 673 for TNP. **Saayman and Fouché (2007:26)**, did an analysis of research conducted in these national parks in South Africa, indicating that all surveys conducted since 2001 at the selected national Parks in South Africa, revealed that the profile of visitors to national parks stayed consistent. Therefore, this proves the validity of the measurement instrument. The sample is therefore seen as representative of the total population. Limited accommodation units, unwillingness to complete the questionnaire, limited length of survey and budgetary implications made it difficult to administer more questionnaires.

Table 1.3 (a, b & c) shows when the surveys were conducted and how many questionnaires were received each year. The sample size for the primary research was based on these surveys.

Table 1.3(a): Number of questionnaires from 2001-2007

KarooNational Park		
Year	Month	Total
2001	May	41
2002	June/July	30
2003	December	50
2004	November	32
2005	November	26
2006	July	38
2007	March/April	101
Total		318

Table 1.3(b): Number of questionnaires from 2001-2007

KgalagadiTransfrontierNational Park		
Year	Month	Total
2001	May	75
2002	June/July	75
2003	June/July	77
2004	June/July	66
2005	June/July	59
2006	June/July	78
2007	March/April	104
Total		534

Table 1.3(c): Number of questionnaires from 2001-2007

TsitsikammaNational Park		
Year	Month	Total
2001	May	73
2002	June/July	48
2003	December	122
2004	November	91
2005	November	83
2006	November	64
2007	June/December	41 & 151 (192)
Total		673

Karoo National Park

During the 2001-2007 period (Table 1.3a), an average of 5 nights were used to capture the data at the park, which translates into 11 questionnaires per night on average (318 questionnaires / 5 nights average / 6 consecutive years = 11 questionnaires per night). According to **Saayman and Fouché (2006:39)**, this number is sufficient, as the data revealed a similar pattern each year. Therefore, a total of +/- 66 (11 questionnaires x 6 nights = 66) questionnaires were distributed in the 2007 survey over 6 nights. From these reports it is clear that an average of 22 questionnaires per survey (average 2 nights) were sufficient to determine the tourist profile. A total of 101 (n=101) useable questionnaires were received back over the 6-night period in March 2007, which was more than the previous surveys.

Kgalagadi Transfrontier National Park

During the 2001-2007 period (Table 1.3b), an average of 5 nights were used to capture the data at the park, which translates into 18 questionnaires per night on average (534 questionnaires / 5 nights average / 6 consecutive years = 18 questionnaires per night). According to **Saayman and Fouché (2006:39)**, this number is sufficient, as the data revealed a similar pattern each year. Therefore, a total of +/- 108 (18 questionnaires x 6 nights = 108) questionnaires were distributed in the 2007 survey over 6 nights. From these reports it is clear that an average of 36 questionnaires per survey (average 5 nights) were sufficient to determine the tourist profile. A total of 104 (n=104) useable questionnaires were received back over the 6-night period in June/July 2007.

Tsitsikamma National Park

During the 2001-2007 period (Table 1.3c), an average of 6 nights were used to capture the data at the park, which translates into 18 questionnaires per night on average (673 questionnaires / 6 nights average / 6 consecutive years = 18 questionnaires). According to **Saayman and Fouché (2006:39)**, this number is sufficient, as the data revealed a similar pattern each year. Therefore, a total of +/- 108 (18 questionnaires x 6 nights = 108) questionnaires were distributed in the 2007 survey over 6 nights. From these reports it is clear that an average of 108 questionnaires per survey (average 6 nights) were sufficient to determine the tourist profile. A total of 192 (n=192) useable questionnaires were received back for the periods, June (6 nights) and December (6 nights) 2007.

1.4.2.3 Development of questionnaire

The questionnaire used was developed by the Institute of Tourism and Leisure Studies, North West University Potchefstroom campus in 2001 (**Saayman, 2006:39**). The questionnaires were developed to determine tourist profiles and travel motives to national parks in South Africa. The basis of the questionnaire stayed the same during the six years but small alterations were made

as the research progressed and suited to each national park individually. **Saayman, Fouché and Kruger (2008)**, conducted a combined analysis of all the research obtained between 2001 and 2008, regarding the selected parks. The analysis did reveal that all the surveys conducted since 2001 showed that the profile of visitors to national parks stayed consistent.

In Section A, demographic details were surveyed while section B, focused on spending behaviour (marital status, age, province of origin, number of persons paid for, frequency of visits, length of stay and amount spent) and motivational factors. The section on travel motivations was based on the work of **Crompton (1977:53-65)** and was adapted for national parks. The most important reasons why visitors visit the three parks were discussed. The visitors to these parks were asked to indicate their reasons for visiting each park by making use of a five point Lickert scale, where one was "not at all important" and five "extremely important". The data used was from the period 2001-2008. Data used was collected over a time period of seven years (2001-2007). Section C of the questionnaire, consisted of more detailed information about the consumer's general behaviour (type of magazines or newspapers they read and their catering preferences, for example). For the purposes of this study, the information obtained from sections A and B is predominantly used.

1.4.2.4 Data analysis

Microsoft Excel was used for data capturing and basic data analysis. The factor analysis was conducted by means of **SPSS (2006)** and Oblique Promax with a Rotation Oblimin method was used. Factor analysis is used to find latent variables or factors among observed variables. If the data contains many variables, the factor analysis can be used to reduce the number of variables. Factor analysis, group variables with similar characteristics and can produce a small number of factors from a large number of variables, which are capable of explaining the observed variance of the larger number of variables. The reduced factors can also be used for further analysis (**Tustin, Ligthelm, Martins & Van Wyk, 2005:341**).

To explain the variance-covariance structure of a set of variables through a few linear combinations of these variables, a principal component analysis can be applied. The aim of such an analysis is to (i) reduce the data and (ii) to assist in the interpretation of the data. Although p components are required to explain the total variability in the system, much of this variability can normally be accounted for by a small number, k , of principal components. There is almost as much information in k components as there is in the initial p variables. The k components can thus replace the p variables, thereby reducing the data set. The analysis often reveals relationships that were not previously suspected and thereby allows interpretations that would not ordinarily result (**Johnson & Wichern, 2002:426**).

Factor analysis extends a varimax, since both can be viewed as attempts to approximate the covariance matrix. However, the approximation based on the factor analysis model is much more elaborate than that of a principal component analysis. Although factor analysis has its origin in the measurement of intelligence, it can be applied to most disciplines with success. The purpose of a factor analysis is to describe the covariance relationships among many variables in terms of a few underlying, but unobservable, random quantities called factors. The factor model can be motivated by the following argument: Suppose that variables can be grouped according to their correlations. That is, all variables in a particular group are highly correlated among themselves, but small correlations with variables in a different group. If this is the case, it is conceivable that each group of variables represents a single underlying factor that is responsible for the observed correlations. It is this type of structure that a factor analysis seeks to confirm (Johnson & Wichern 2002:426). The results found will be analysed and discussed in Chapter 4.

1.5 Preliminary Chapter Classification

The study will consist of the following chapters:

Chapter 1: Introduction and Problem Statement

This chapter focuses on the introduction and problem statement as well as the goals and objectives, method of research and clarification of terms.

Chapter 2: Tourist Behaviour

This chapter will focus on tourist behaviour and the importance thereof for travel motivation. Aspects such as: who the tourists are and what role the individuals play to recognize the target market. What is the influence of tourist behaviour on market segmentation? The tourist decision-making process, which includes the determinants of tourist behaviour, will be discussed. The characteristics which influence tourist behaviour will also be discussed and an expanded model of tourist behaviour will be given. This model consists of aspects such as; demographic factors, cultural factors, groups, the social class, reference groups, family groups and economical factors.

Chapter 3: Travel Motivations

This chapter will focus on the travel motivations of tourists. Aspects that will be covered in this chapter are Maslow's hierarchy of needs and Murray's classification system. The tourists' motivation theories, such as, the holiday preference and choice model, push and pull theory, sun lust and wanderlust theory, will also be covered. A number of studies regarding travel motivations will also be analysed.

Chapter 4: Empirical Research

This chapter will reveal the findings of the research: First the profile of visitors will be given, secondly the reasons for visiting national parks and thirdly the travel motivations will be discussed.

Chapter 5: Conclusion and Recommendations

The main conclusion of each chapter will be given and recommendations of the study will be made in this chapter.

1.6 Definition of concepts

The following concepts are defined:

1.6.1 Ecotourism

The father of ecotourism, Ceballos-Lascurain, first defined ecotourism as “responsible travel to relatively undisturbed natural areas, with the object of studying, admiring and enjoying the natural landscape and its wild plants and animals, as well as existing cultural manifestations (both present and past) found in these areas” (**Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22 and Orams, 2001:23-36**). Ceballos-Lascurain later made some adjustments to his first definition and adds that ecotourism is *environmentally responsible travel and visitation to enjoy and appreciate nature* (and any accompanying cultural features), that promotes conservation and sustainable development, has low visitor impact, and provides for beneficial active socio-economic involvement of local populations (**Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22 and Orams, 2001:23-36**).

1.6.2 Travel Motivations

A motivation is something which drives people to make decisions. Travel motivations are needs or wants that drive tourists to make a decision about a specific destination (**Saayman, 2001:12**). Motivation in a general sense is that which influences the arousal, selection, direction and maintenance of all human behaviour. Motivation is this energy to study, to learn and achieve and to maintain these positive behaviours over time. Motivation is what stimulates tourists to acquire, transform and use knowledge (**Groccia, 1992:20**).

1.6.3 Tourist Behaviour

Tourist behaviour can be seen as why tourists buy certain tourism products and how the decisions are made (**Du Plessis & Rousseau, 1999:3**). Tourists are able to make informed choices as they live in an age of mass communication and rapid advances in information technology (**Sharpley, 1994:87**). The key to an organisation's marketing orientation is to

understand how individuals, who are potential tourists, make decisions to spend their resources of time, money and effort and of the benefits they seek from doing so (Laws, 1991:10). The more closely attitudes and needs are understood, the more accurately the tourism experience offered can be developed and explained to tourists (Laws, 1991:56).

1.6.4 National Parks

South African National Parks, (SANParks), manages a system of parks which represents the indigenous fauna, flora, landscapes and associated cultural heritage of the country. Of all the national parks, most have overnight tourist facilities, with an unrivalled variety of accommodation in arid, coastal, mountain and bushveld habitats. National parks offer visitors an unparalleled diversity of adventure tourism opportunities, which include game viewing, bush walks, canoeing and exposure to cultural and historical experiences (SANParks, 2008).

The three national parks selected for this research with different product offerings are Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks.

1.6.4.1 Tsitsikamma National Park

TNP is a marine park situated close to the town of Tsitsikamma and Nature Valley, some 615km from Cape Town, 195km from Port Elizabeth and 68km from Plettenberg Bay. The park is accessed from the N2 highway running along the coast. TNP is situated in the heart of the Garden Route, founded in the Southern Cape of South Africa. Tsitsikamma is a Khoisan (early inhabitants of the area) word meaning, "place of much water." The Park consists of 80 km of rocky coastline with impressive sea and landscapes, secluded valleys covered in mountain Fynbos and temperate high forests with deep river gorges leading down to the sea. The Tsitsikamma's spectacular scenery includes the Indian Ocean breakers. TNP is South Africa's third-most, frequently visited national park, making it one of the few National Parks where tourism revenue is adequately able to match the comprehensive expenses associated with conservation.

The main vegetation biomes consist of Mountain Fynbos, Coastal Fynbos, Afro-montane Forest and the Marine herb-land-, inter-tidal-, and sub-tidal zones. This Park protects a wonderland of inter-tidal and marine life and is also one of the largest single unit 'no take' (including fishing) Marine Protected Areas (MPA) in the world, conserving 11 percent of South Africa's Temperate South Coast rocky shoreline. The original Coastal and Forest National Parks were proclaimed on in December 1964, by the, then, Minister of Forestry in conjunction with the Director of the National Parks Board making it the first Marine National Park to be proclaimed in Africa. There are two camps with recreational activities and adventures that includes birding, Otter trail and Dolphin trail hiking, abseiling, scuba diving, snorkelling, boatrides, Tsitsikamma coast hiking and canoeing (SANParks, 2008) (Figure 1.1).

1.6.4.2 Karoo National Park

KNP is a semi-desert park and situated 12 km from the town of Beaufort West in the Western Cape, along the N1 highway (main route between Gauteng and Cape), making it a convenient stopover for tourists travelling between Cape Town and the interior of the country.

The Great Karoo is an area of unrivalled importance for understanding the evolution of the oldest known complex ecosystems on land. The park forms part of one of the Karoo's classic study and collection areas for the wealth of ancient petrified fossils of the long-gone Karoo animals. In the KNP there is a clearly visible link between the geological horizons of the plains of Beaufort West, progressing through time, layer by layer, to those at the top of the Nuweveld escarpment.

The main vegetation falls within the Karoo-Namib bio-geographical region, with areas of the park falling in the Nama Karoo Biome. The vegetation physiognomy consists of Montane Karoo grassy scrublands, Karoo grassy dwarf scrublands, Karoo succulent dwarf scrublands, and riparian thicket. Annual rainfall totals 260 mm, with the plains being hot in summer, and the mountain areas relatively cool throughout the year. During mid-winter, snow occurs regularly on the peaks of the Nuweveld Mountains. This area formed the nucleus of the KNP, proclaimed in 1979. South African Nature Foundation, purchased additional land to be incorporated into KNP, and in 1989 a luxury rest camp was opened. Karoo has one main camp with activities that include: scenic drives, game viewing, short 4x4 trails, guided game drives, hiking trails, birding, interpretive centre and a picnic spot with a swimming pool, ablution facilities and braai facilities (SANParks, 2008) (Figure 1.1).

1.6.4.3 Kgalagadi Transfrontier National Park

KTNP is a semi-desert park situated approximately 250km north from Upington in the Northern Cape, where Namibia, Botswana and South Africa meet. The park can be accessed through five gates in three different countries. From South Africa access is through the Twee Rivieren gate, from Namibia through the Mata-Mata gate and from Botswana through the Two Rivers, Mabuasehube and Kaa gates.

The term Kalahari was derived from the Kgalagadi word for 'the land which dried up', 'the dry land' or 'the thirstland'. The Kalahari is a semi-arid region with an average rainfall of 150mm in the southwest to 350mm in the northeast. The unreliable and irregular rains fall mostly during dramatic thunderstorms, often accompanied by strong winds and dust-storms, between November and April. The first rains transform the red dunes, covering them with the fresh yellow flowers of the dubbeltjie, *Tribulus terrestris*. Within two weeks fresh green grass begins to grow,

but if the rains do not return, the vegetation will soon wither and the thirstyland once again becomes apparent. Temperatures vary greatly, from -11°C on cold winter nights, to 42°C in the shade on summer days when the ground surface temperature reaches a sizzling 70°C . During the winter months, when frost is common, the ground surface temperature can be 25°C lower than the air temperature. Winter in the Kalahari is a cool, dry season from September to October and then a hot, wet season from November to April.

The park emerged from the amalgamation of the BotswanaGemsbokNational Park(Botswana side) and GemsbokNational Park(South Africa side) forming KgalagadiTransfrontierNational Park, one of the largest conservation areas proclaimed in 1992. There are 10 camps with activities which include: guided drives, information centre, 4x4 eco trails and a 4x4 Loop (SANParks, 2008)(Figure 1.1).



Figure 1.1: Map of Parks in South Africa (Toursa, 2008)

Chapter 2

Tourists' Behaviour

2.1 Introduction

Today, tourists are able to make informed choices, as they live in an era of mass communication and rapid advances in information technology (**Sharpley, 1994:87**). The key to an organisation's marketing orientation is its understanding of how individuals, who are potential tourists, make decisions regarding: spending their resources, time, money and efforts; and of the benefits tourists seek from doing so (**Laws, 1991:10**). The more closely attitudes and needs are understood, the more accurately the tourism experience offered can be developed and explained to tourists (**Laws, 1991:56**).

Tourist behaviour can be seen as the reasons why tourists buy certain products and how their decisions are made (**Du Plessis & Rousseau, 1999:3**). Marketers will optimize their effectiveness and efficiency of marketing strategies if they understand how tourists' decisions, to purchase tourism products and services, are made. As the tourism industry matures and becomes more competitive, successful marketing practices will increasingly be based on solid knowledge of tourist behaviour (**Dimanche & Havitz, 1994:52**). Travel behaviour has a major influence on the tourists' travel motivations. Thus, tourist behaviour and travel motivations go hand on hand (**Kinnear, Berhardt & Krentler, 1995:180**). Therefore, the aim of this chapter is to conduct a theoretical analysis regarding tourist behaviour. By determining the tourist behaviour, product owners will be able to understand the travel motivations of tourists better. Tourists travel motivations will be discussed in Chapter 3.

The remainder of the chapter will focus on the following: firstly, who are the tourists?; secondly, what role the individuals play to recognize the target market; thirdly, what the influence of tourist behaviour is on market segmentation; fourthly, the tourist decision-making process, and the determinants of tourist behaviour; and lastly, the characteristics that influence tourist behaviour will be discussed and an expanded model of tourist behaviour will be given.

2.2 What is Tourist Behaviour?

McColl, Kiel, Lusch and Lusch (1994:116) define tourist behaviour as 'the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions'. From the above statement, it is possible to say that actions carried out by tourists are very important for development of the tourism industry. Given this, marketing managers must also pay attention to analyse tourist behaviour. This need has been recognized, since; currently tourists have been turning down what appears to be winning offers and have become more and more discerning when questioning and comparing products and services. Given the regard, it becomes clear that tourists' behaviour is never simple and is affected by many different factors, especially in a globalization era.

According to **Boveè and Thill (1992:150)**, tourist behaviour encompasses all the action that is involved in the selecting, purchasing, using and disposing of tourism products. A tourists' buying behaviour refers specifically to the actions the tourist take when they decide what to buy, and when making the actual purchase of a tourism product (**Boveè & Thill, 1992:150**). When tourists evaluate information about destination options, they may weigh not only a product type in relation to other product types, but also differences between brands, for example, SANParks and ATKV Resorts, and also, within brands -between different national parks or resorts(**Jobber, 2004:65**).When analyzing tourist behaviour, an important aspect in this regard is the tourist itself.

It is important to define and understand the term tourist, to understand tourist behaviour. The word tourist on its own conceals a whole host of different factors, such as: the length and type of holiday, a person's demographics, social and psychological characteristics, and the purpose of the trip, to mention but a few (**Sharpley, 1994:64**).**Smith (1977:4-5)** and **King and Hyde (1989:244)** indicated that tourists are considered to be the most important, as it directly involves tourist behaviour. **Smith (1977:4-5)** and **King and Hyde (1989:244)** have formulated classifications of tourists who travel, which proved to be very useful for understanding tourists' behaviour, for tourism planning and marketing (**Kotler, Bowens & Makens, 1999**).The classifications are as follows:

As seen in Table 2.1, there are rarely elite tourists who adapt fully to local norms. Off-beat tourists are uncommon, but adapt well to local norms. The unusual tourist comes in occasional numbers and adapts somewhat to local norms. There is a steady flow of: incipient mass tourists who seek western amenities; continuous mass tourists who expect western amenities; and a huge number of charter tourists who demand western amenities (**Smith, 1977:4-5**). By classifying these types of tourists, the marketers can understand how to market a tourism product or destination according to the tourists' behaviour.

Table 2.1: Valene Smith's typology of tourists

Type of tourist	Numbers	Adaptations to local norms
Elite	Rare	Adapts fully
Off-beat	Uncommon	Adapts well
Unusual	Occasional	Adapts somewhat
Incipient mass	Steady flow	Seeks Western amenities
Mass	Continuous	Expects Western amenities
Charter	Huge	Demands Western amenities

Source: Smith (1977)

Table 2.2 indicates a new indulger type of tourist seek escaping in luxury. These tourists are rather experiential than acquisitive. The anti-tourist types try to be independent and don't want to be classified as "tourists". The big spender types are heavily dependent on extensive and intensive service. These types of tourists want luxury and are willing to pay for it. New enthusiastic tourist types are inexperienced and eager for something new. These tourists are mainly young and single and prefer resort holidays. The stay-at-home types go on trips, but want the destination to feel like home, in its security.

Table 2.2: Classification of tourists into behavioural types

Type of tourist	Characteristics
New indulgers	Escapists; seeking luxury; major motivation is to escape stress; are experiential more than acquisitive; want the good life
Anti-tourists	Try to be seen as independent; non-conformist, as the opposite of the symbols of 'tourist', which they avoid if possible; put very high value on authenticity; insecure about status
Big spenders	Heavily dependent on extensive and intensive service; want luxury and are willing to pay for it; usually experienced and discerning tourists
New enthusiasts	Inexperienced tourists eager for newness; energetic, mainly young and single; prefer resort holidays
Stay-at-homes	Go on trips, but want the destination to feel like home in its security; unimaginative, seek passive rather than active holidays; highly motivated by the status of - been there, done that

Source: King and Hyde (1989)

These tourists are mainly young and single and prefer resort holidays. The stay-at-home tourists go on trips, but want the destination to feel like home, in its security. These tourists seek passive, rather than active holidays (King & Hyde, 1989:244). When marketers discern the

behaviour of tourists, they can market their product or destinations according to what tourists seek.

Thus, Table 2.1 and 2.2 clearly shows that the understanding of the psychology of tourists should be highly considered for tourism planning and marketing, as it helps to define tourist behaviour. It is also possible to say that different types of persons travelling have different travelling behaviours. Understanding each group of tourists assists practicing managers to develop, promote and sell tourist products effectively (**King & Hyde, 1989:244; Smith, 1977:4-5**).

2.3 The influence of Tourist Behaviour on Market Segmentation

As the tourism market has become more fragmented, and tourists' needs and wants more individualistic, marketers have to group tourists by similarities such as: what they desire and who they are; as well as, target the segments which are potentially profitable (**Assael, 1995:411**). The more individualistic tourists become, the greater the diversity in lifestyles in a given market, and the more difficult and less cost effective it becomes to segment (**Wolfe, 1990:26**). When marketers provide a range of tourism products and service choices to meet diverse interests, tourists are better satisfied and their overall happiness and quality of their lives are ultimately enhanced. Market segmentation thus serves both tourist and marketers alike (**Swarbrooke & Horner, 1999:189**).

The primary reason for studying tourist behaviour is to identify bases for effective segmentation, and a large portion of tourist research is concerned with segmentation (**Peter & Olsen, 1994:32**). The wildlife market may be segmented in terms of international or domestic tourists (geographic segmentation), or older couples who are graduated, holding professional positions and earning high incomes (demographic segmentation). Psychological segmentation may also be used to describe wildlife tourists, as they tend to be adventurous people; achievers with a positive attitude seeking self-actualisation and affection, with high learning involvement. One can argue that the wildlife segment consists of environmentally- aware, outdoor enthusiasts, interested in the world, history and nature (lifestyle segmentation).

Marketers need to determine to what extent tourists, of different countries or nations, are similar or different. **Schiffman and Kanuk (2000:376)** showed that the greater the similarity in beliefs, values and customs between nations, the more it is feasible to use relatively similar products or service strategies, and this will lead to global efficiency. On the demand side there are clusters of tourists who do not necessarily live in the same country, but show remarkably similar demographic and economic characteristics. This has led to striking similarities in habits and

buying behaviours, even though national differences are still evident (**Schiffman & Kanuk, 2000:376**).

Tourism destinations tend to become homogeneous in response to global tourists seeking the same core benefits (**Morgan, 1994:378-379**). This takes the risk out of foreign travel and lowers the tourist involvement, which will likely lead to tourists trying a different tourism destination each time. **Morgan (1994:380)** suggests that resorts should deliberately deliver services of international style and add novelty and status at a competitive price, in order for the tourism destination to survive. They need to segment behaviourally and find a distinct positioning strategy to differentiate themselves from their competition in the minds of both existing and potential tourists, not only in terms of promotion, but also in terms of the entire marketing mix (**Morgan, 1994:395**).

Tourist behaviour can thus be used as a part of market segmentation. According to **Hollensen (2003:113)**, the market for a producer or service provider is where the product or service is sold or delivered and profits are generated. The seller or marketer defines the market in types of tourists. A market, therefore, consists of all the potential tourists sharing particular wants and needs, who might be willing to engage in exchange to satisfy those wants or needs. Once the potential tourists' wants and needs are backed by their purchasing power, an actual market is formed (**Hollensen, 2003:113**). The following are the distinctions of tourists which affect tourist behaviour.

2.4 Physical distinctions of tourists which affect Tourist Behaviour

By understanding and knowing tourists in terms of numbers and statistics, and explaining how and why they buy and use certain tourism products, one determines their behaviour (**Quester; McGuiggan; Perreault and McCarthy, 2004:180**). Information about tourists is very broad and can therefore be grouped into current and future market information (**Hooley; Saunders and Piercy, 2004:179**). There are a number of important aspects regarding current and future market information, which is essential for marketers to understand tourist behaviour. These aspects are as follows (**Hooley et al., 2004:179**):

- *Current market information:*
 - Who are the prime target markets?
 - What gives a market a value?
 - How can markets be brought closer?
 - How can markets be better served?
- *Future market information:*
 - How will the needs and requirements of tourists change in the future?
 - What are the new tourist markets that should be pursued?

- How should these markets be pursued?

Added to the above, the physical distinctions can be used to differentiate between tourists **(Sharpley, 1994:64)**. One must consider these distinctions, when looking at tourist behaviour and travel motivations, because it influences the tourist. These physical distinctions include the following:

- *The mode of transport*

The tourist can arrive via airplane, train, a recreational vehicle, hot air balloon, own transportation, a helicopter, cruise ship, tour bus or private jet.

- *The accommodation type*

Tourists can make use of friends or relatives, bed-and-breakfast facilities, five star hotels, economy motel, self-catering facilities, a luxury resort, a game lodge or at a national park.

- *The nature of the destination*

Nature of destination can be influenced by what a destination offers, for example, will there be a difference between North America, the Caribbean, Central America, South America, Africa, East Asia and the Pacific, Europe and the Middle East. The Caribbean, for example, may attract tourists who like the white beaches, whilst South Africa attracts tourists who want to see wildlife.

- *The physical environment of the destination*

Tourists may wish to explore mountains, ice fields, hot or cold deserts, a tropical beach or rain forest, an active volcano or wilderness.

- *The facilities at the destination*

Facilities available at destinations differ from each other; for example, will there be a difference between national parks, health spas, wildlife reserves, or theme parks, ski resorts, a casino complex, living museums and mega shopping malls.

- *Attractions and events*

This may be used to describe differences in tourist behaviour. Events, such as: the Olympic Games, an art festival (KKNK), a live concert or a special exhibit offer different experiences and attract different tourist types **(Smith & Reid, 1994:856)**.

- *Social distinctions*

These are the classifications of mass tourists, chic travellers or independent travellers **(Sharpley, 1994:64)**.

Tourists make a number of buying decisions every day **(Kotler & Armstrong, 2006:137)**, but according to **Boone and Kurtz (2001:267)**, these tourists do not make decisions in a vacuum, but they rather respond to numerous external or interpersonal influences. Tourists base their decisions of where to go on holiday, on what they believe others expect them to go and visit.

They may want to project positive images to peers, or to satisfy the unspoken desires of family members (Boone & Kurtz, 2001:267).

2.5 Tourist Behaviour Model

Tourist behaviour is a process rather than a distinct act (Kinneer, Berhardt & Krentler, 1995:180); in fact, tourist behaviour is a series of acts. According to Kinneer *et al.* (1995:180), tourist behaviour can be analysed in terms of the purchase decision process; the series of stages (or acts) a tourist goes through in deciding whether to buy a product or service. There are two main types of mental processing an individual can go through to reach a decision about a problem at hand.

The first type of processing is called **systematic processing**. Systematic processing involves an in-depth analysis and examination of all stimuli in the environment (including the persuasive arguments of the marketer). The second type of mental processing is called **heuristic processing**, which involves taking mental short-cuts or "rules-of thumb" to come to a decision. A very popular heuristic that many people often take is the "like-agree" heuristic, which leads people to make the same decision as people they like did. One very famous example of marketers trying to get tourists to use this heuristic is by putting famous people in their advertisements, for example: using Charlize Theron to advertise Sun International (Irwin, 1997:85; Peter & Olsen, 1994:32; Sun International, 2009).

Tourist buying behaviour, according to Drummond and Ensor (2005:69), relates to the end tourist, the individuals who purchase products and services for personal consumption. This section will discuss the main sources of influence that affect the tourists' buying decisions.

Maslow suggests that people's motivation to satisfy their needs directly influence their behaviour or the actions they take in order to satisfy these needs (Page *et al.*, 2001:61). Due to its impelling and compelling nature, motivation is considered one of the most important variables in explaining tourist behaviour, since it goes hand in hand with travel motivations (Baloglu & Uysal, 1996:32 and Hsu & Lam, 2005:589).

Figure 2.1 explains the characteristics affecting tourist behaviour which consist of the following:

- Decision-making processes and the influences that play a role when making a decision to buy a tourism product or service (Kinneer *et al.*, 1995:177). These influences are the stages which tourists use to make a decision.
- Demographic factors where age, income, education, race, marital status and household size affects the decision making process.
- The marketing mix where price, product, place and promotion can influence tourists'

decisions to buy a certain product or service.

- Internal/psychological factors where the motivation, perception, learning, personality and attitudes of a tourist can influence the decision to buy a product or service. Tourist motivation will be discussed in Chapter 3.
- External/social factors where the culture, social class, reference group and family influence the decision-making process.
- Situational factors where physical surrounding, social surrounding, temporal perspective, task definition and antecedent states influence the decision-making process.

These aspects will now be discussed in detail.

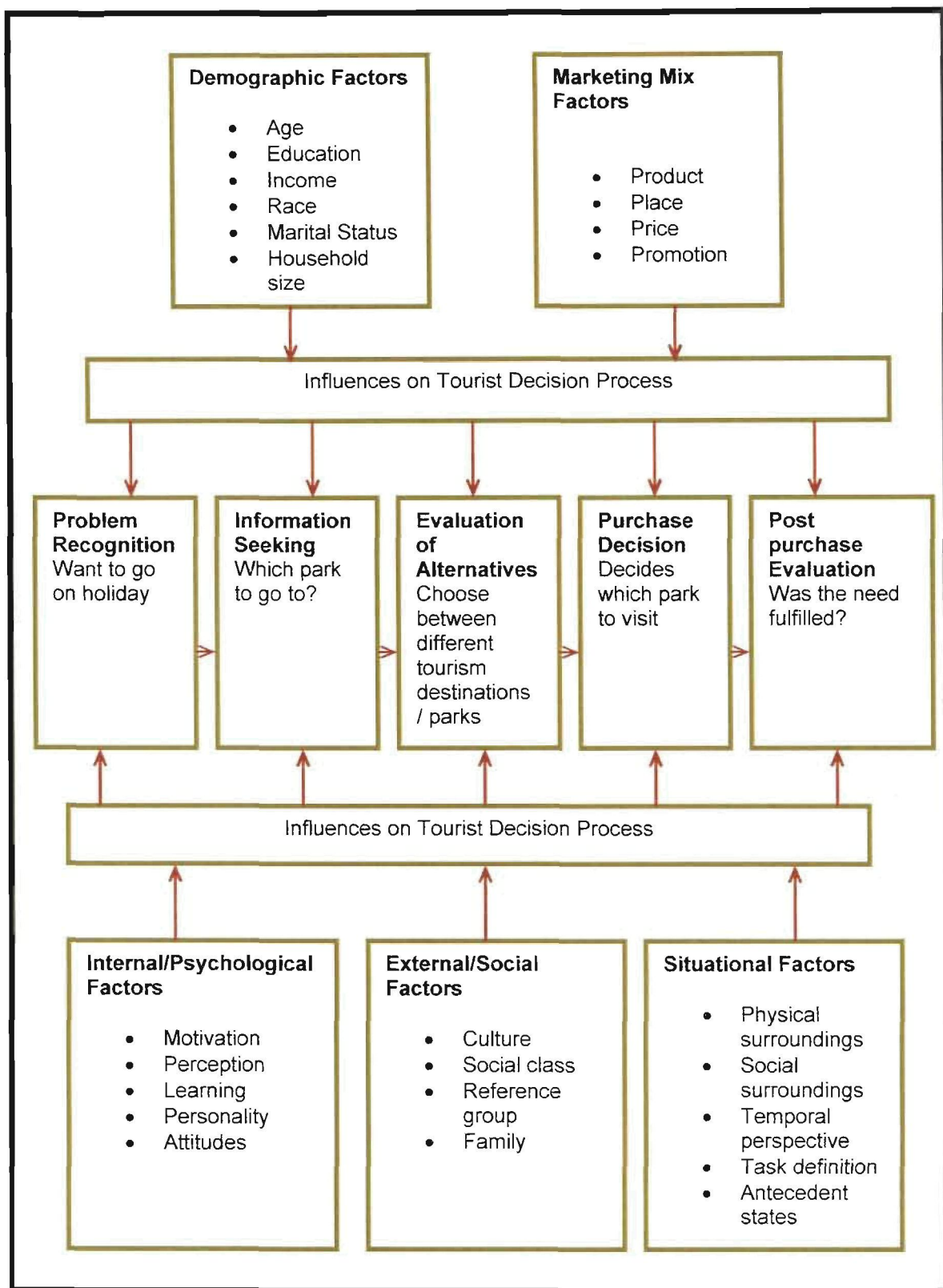


Figure 2.1: Expanded model of tourist behaviour (Adapted from Kinnear *et al.*, 1995:177)

2.5.1 Decision-making Process (Figure 2.1)

Making a decision to solve a problem is called problem solving. Below is a figure demonstrating the **systematic** procedure that tourists go through (in their head) to choose the appropriate purchase to solve their problem (Peter & Olsen, 1994:32).

The process tourists' use when making purchases varies, according to Hollensen (2003:116). Different buyers may engage in different types of decision-making processes depending on how highly involved they are with the product (tourism destination). A high involvement product for one buyer may be a low involvement product for another (Hollensen, 2003:116) see Figure 2.2. According to Kinnear *et al.* (1995:184-185) the types of consumer buying behaviour are determined by:

- Level of involvement in purchase decision.
- Importance and intensity of interest in a product, in a particular situation.
- Buyers' level of involvement determines why he/she is motivated to seek information about certain tourism products and brands, but virtually ignores others.

The determinants of buying behaviour are supported by the following four types of tourist buying behaviours (Kinnear *et al.*, 1995:184-185 and Jobber, 2004:65):

1. *Routine Response/Programmed Behaviour*

- This is, buying low involvement/frequent purchase of low cost tourism products. The tourists need very little decision and search effort and, therefore, the purchase is almost automatic, for example, eating in restaurants and going to the beach or surfing.

2. *Limited Decision Making*

- Buying tourism products occasionally. When you need to obtain information about an unfamiliar brand in a familiar product category, it requires a moderate amount of time for information gathering. Examples include: national parks; knowing what product class it is, but not necessarily the brand.

3. *Extensive Decision Making*

- Complex high involvement, unfamiliar, expensive and/or infrequent buying of products. High degree of economic/performance/psychological risk. For example, going overseas or doing boat cruises. One spends much time seeking information and deciding what product to buy. Information from the agencies, friends and relatives, and the internet. Going through all six stages of the buying process. (Figure 2.2)

4. Impulse buying

- This is where no conscious planning takes place. For example, one sees a nice advertisement of a holiday destination on the Internet or in a magazine and decides to buy it immediately. There is no planning or further seeking for another holiday destination. This decision is an immediate impulse.

The purchase of the same tourism product does not always bring forth the same buying behaviour. Product can shift from one category to the next. For example: Going away for the weekend, for one person this may require extensive decision making (for some people that do not go on holiday often at all), but limited decision making for people who go away often. The reason for the weekend, whether it is an anniversary celebration, or a weekend with a couple of friends, will also determine the extent of the decision making **(Kim, Oh & Jogaratnam, 2007:73)**.

The decision processes involved in purchasing high and low involvement products are quite different (see Figure 2.2 and Figure 2.3). The following sections examine the mental steps involved in each decision process **(Hollensen, 2003:116)**.

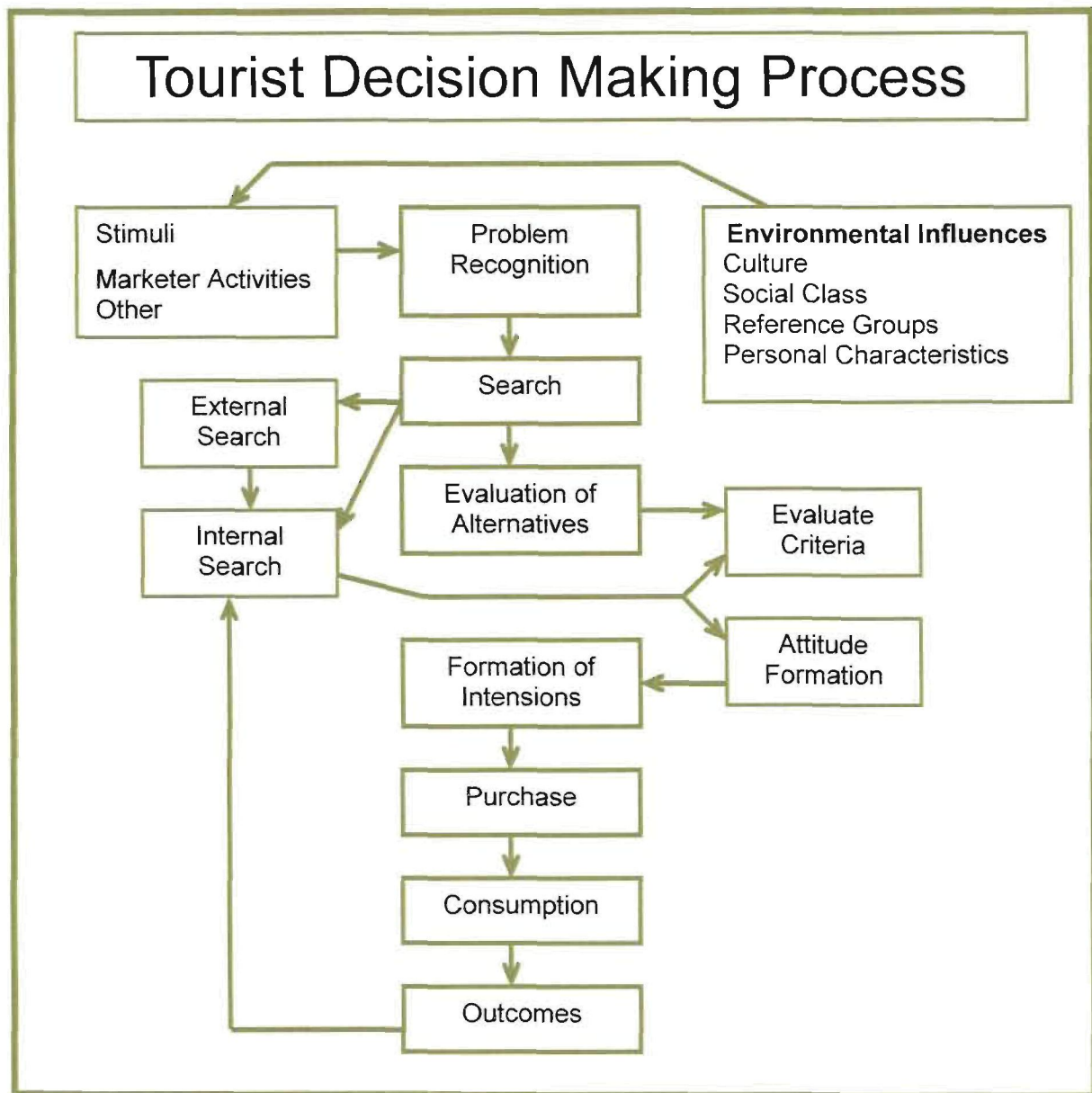


Figure 2.2: The tourist decision-making process (Hollensen, 2003:116)

There are six stages to tourist buying decisions, according to **Sheth and Krishnan (2003:150)**, **Kinnear et al. (1995:180-184)** and **Jobber (2004:68-74)**. The actual purchasing of the product is only one stage of the buying process. Not all decision processes lead to a purchase (see Figure 2.2). All tourists' decisions do not always include all six stages, which are determined by the degree of complexity.

The stages of tourists buying decisions:

Stage 1: Problem Recognition (awareness of need)

- The first stage of the purchase decision process is problem recognition. It occurs when a person perceives a difference between some ideal state and his or her actual state at a given moment (**Kinnear et al., 1995:180**). This is the deficit in

assortment of products. Problem recognition occurs according to **Sheth and Krishnan (2003:150)**, when tourists realise they need to do something to get to a normal state of comfort. Problem recognition may occur gradually and occasionally it occurs very quickly. This can be stimulated by the marketer through product information. For example, seeing a commercial for a vacation. The commercial stimulates the recognition for a need to go on vacation. Effective packaging attracts attention to a product.

Stage 2: Information search

- After a tourist recognizes a problem, the next step in the purchase decision process is seeking information. Information search, according to **Kinnear et al. (1995:181)**, involves the identification of alternate ways of problem solution. According to **Jobber (2004:70)**, the search may be internal or external. Internal information search is as simple as scanning one's memory to check what product or brand was bought when the last purchase decision occurred (**Sheth & Krishnan, 2003:151**). This review may include: potential solutions, methods of comparing solutions, reference to personal experiences and marketing communications (**Jobber, 2004:70**). If a satisfactory solution is not found, then external search begins. This involves personal sources such as: friends, family, work colleagues and commercial sources, such as: advertisements and salespeople (**Jobber, 2004:71**). This can be a subconscious search for information. According to **Sheth and Krishnan (2003:151)**, **Jobber (2004:71)**, tourists consider only a select subset of brands, such as:
 1. The awareness set consists of brands which a tourist is aware of.
 2. An evoked set consists of the brands in a product category the tourist remembers at the time of decision making.
 3. Of the brands in the evoked set, not all fit the need. Those considered unfit are eliminated right away. The remaining brands are termed the consideration set – the brands a tourist will consider buying.

Stage 3: Evaluation of Alternatives

- The first step in evaluation is to reduce the awareness set to a smaller set of brands, for serious consideration (**Jobber, 2004:71**). The awareness set of brands pass through a screening filter to produce an evoked set, which is those brands the tourist seriously considers before making a purchase. According to **Jobber (2004:71)**, a key determinant of the extent to which tourists evaluate a brand is their level of involvement. Involvement is the degree of perceived relevance and personal importance accompanying the brand choice (**Jobber, 2004:71**). Tourists select one of

the several alternatives available to them. According to **Sheth and Krishnan (2003:152)**, these specific processes and steps are referred to by researchers as the choice models. Marketers try to influence by "framing" alternatives.

Stage 4: Purchase decision

- By applying weights to the identified criteria, a tourist produces a rank of order of items in his evoked set;(**Kinnear et al., 1995:183**). When a purchase is highly involving, the tourist is more likely to carry out extensive evaluation. High involvement purchases, according to **Jobber (2004:71)**, are likely to include those, incurring high expenditure or personal risk. In contrast, low involvement situations are characterized by simple evaluations about purchases. According to **Jobber (2004:71)**, tourists use simple choice tactics to reduce time and effort, rather than maximize the consequences of the purchase (**Jobber, 2004:71**). The actual purchase might also be delayed until the tourist has selected a destination or product and completed price negotiations (**Kinnear et al., 1995:183**). The tourist chooses a buying alternative that includes product, package, store, method of purchase.

Stage 5: Purchase

- The purchase stage is the stage in the tourist decision process, where transaction terms are arranged. The product is paid for and the tourist takes possession of the product from the agency (**Sheth and Krishnan, 2003:153**).

Stage 6: Post-Purchase Evaluation

- The art of effective marketing is to create satisfaction. According to **Jobber (2004:73)**, this is true in both high and low involvement situations. Therefore, the last stage in the tourist decision process is when the tourist experiences an intense need to confirm the wisdom of that decision (**Sheth & Krishnan, 2003:154**). It is the satisfaction or dissatisfaction. It is called the cognitive dissonance, which means that one has made the right decision. According to **Jobber (2004:73)**, satisfaction occurs when performance meets the tourists' expectations. If this is not the case, the tourist will be dissatisfied. Either way, info about the product will be stored in the memory to be used next time the tourist enters the problem recognition stage of the decision process (**Jobber, 2004:73**). Information stored as a result of post-purchase evaluation can shorten the decision-making process in the future. Mentally, tourists may recognize a similar problem and then proceed directly to either the evaluative stage (if loyalty or satisfaction was not originally established), or to the decision stage (if no additional evaluation is necessary and satisfaction was achieved) (**Kinnear et al., 1995:184**). This can be reduced by warranties and after-sales communication.

The reason behind making a particular purchase can affect buying behaviour. Timing also influences the purchase situation. According to **Quester et al. (2004:204)**, the time at which a purchase is made and the amount of time available for the purchase, will influence the behaviour. Surrounding can also affect buying behaviour. The excitement of an event may stimulate impulse buying, however, surroundings can discourage buying too (**Quester et al., 2004:204**).

As said earlier in the chapter (see par 2.5.1), different buyers may engage in different types of decision-making processes, depending on how highly involved they are with the product (tourism destination) (**Hollensen, 2003:116**). The determinants of tourism involvement will be discussed below.

According to **Hollensen (2003:117)**, tourism involvement is frequently measured by the degree of importance the product has to the buyer. The most important factors are the perceived importance of the product and the perceived risk associated with its use. The level of involvement with any product depends on its perceived importance to the tourist's self-image. High-involvement products tend to be tied to self-image, whereas low-involvement products are not. Therefore, the more visible, risky or costly the product, the higher the level of involvement is (**Hollensen, 2003:117**) (Figure 2.3).

Involvement also influences the relationship between product evaluation and purchasing behaviours. With low-involvement products, tourists will generally try them first and then form an evaluation. With high-involvement products, they first form an evaluation (expectation), then purchase. One reason for this behaviour is that tourists do not actively search for information about low-involvement products. Instead they acquire it while engaged in some other activity. This, according to **Hollensen (2003:118)**, is called passive learning, which characterizes the passive decision-making process. Only when they try the product, do they learn about it. In contrast, high-involvement products are investigated through active learning – part of an active decision-making process – in order to form an opinion on which product to purchase (**Hollensen, 2003:118**) see Figure 2.3.

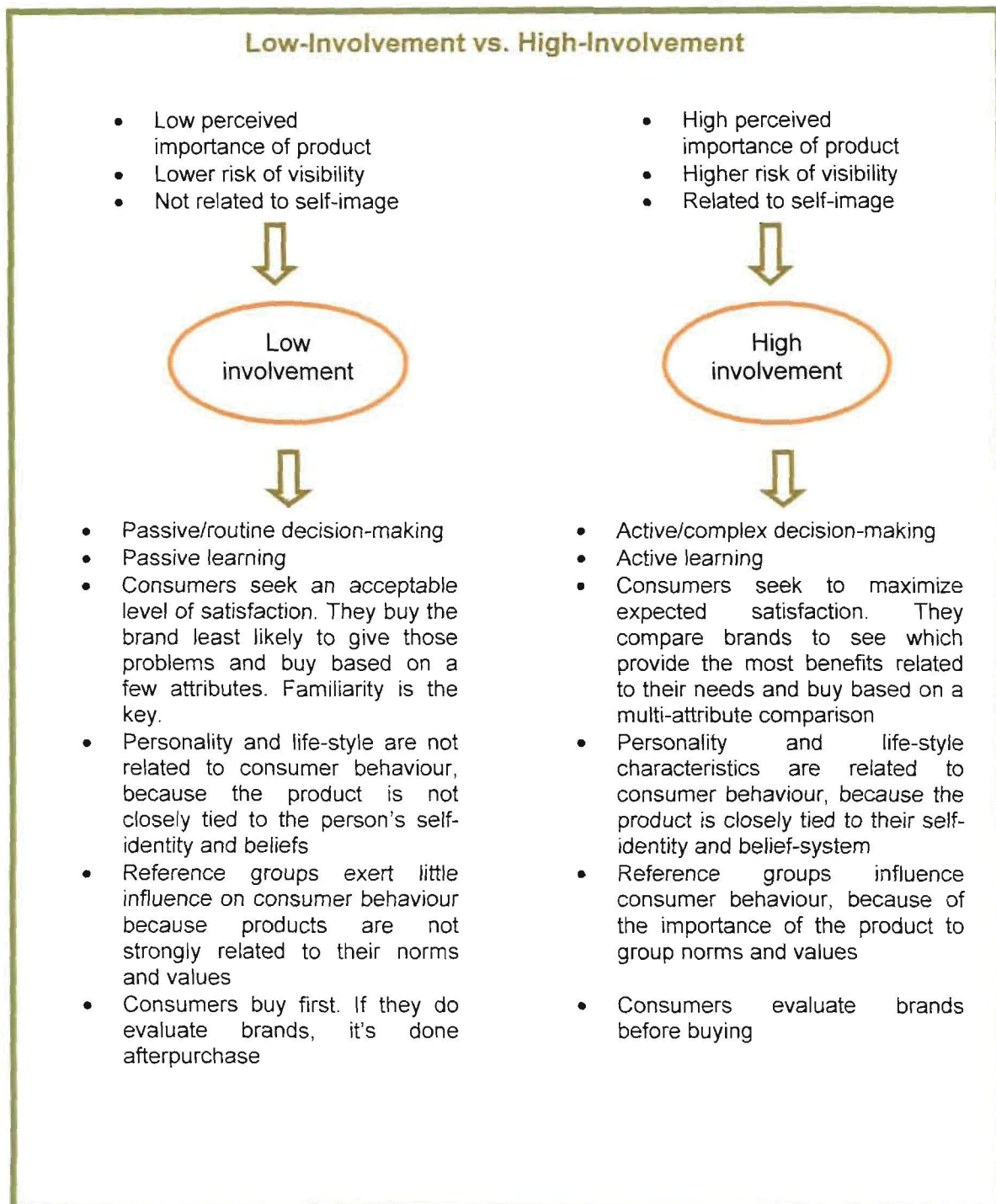


Figure 2.3: Low-involvement vs. High-involvement (Hollensen, 2003:118)

2.5.2 Demographic factors

Demography is the study of people in the aggregate (**Kinnear et al., 1995:37**). Demographic factors such as: age, income, education, race, marital status and family size of the tourist. For example, older tourists tend to travel less than younger tourists, but the income can influence the decision. A tourist with a higher level of education would tend to make more intelligent decisions than a tourist with a low education. A tourist that is married has to make decisions

according to the family and has to take vacation at certain times of the year in consideration, whereas, an unmarried tourist can travel wherever and whenever it suits him/her.

According to **Quester et al. (2004:181)** and **Boveè and Thill (1992:166)**, demographics is the description of people and populations, which contribute to the understanding of how and why tourists behave in certain ways and purchase the tourism products they do. Demographic trends provide some information of changes that may appear in future challenges or opportunities. This means identifying those market dimensions that make a difference in terms of population, income, needs, attitudes and buying behaviour (**Quester et al., 2004:181; Boveè & Thill, 1992:166**) (Figure 2.1).

2.5.3 Marketing Mix

The marketing mix is one of the most important aspects in marketing. According to **Holloway and Plant (1988:48)**, **Holloway (2004:52)**, it determines how the marketing budget is allocated and provides the marketing manager with the techniques to optimise budgetary expenditure. The marketing mix consists of four P's namely Product, Price, Place and Promotion (**Holloway & Plant, 1988:48**).



Figure 2.4: The marketing mix variables (Holloway, 2004:52)

- *Product*

The product is that which is actually delivered to the tourist, and will be composed to both tangible and intangible elements (**Holloway, 2004:52**). For example, the tourist will

be buying a room at a national park. This will include various facilities such as a bed, a bathroom, mirrors, electrical plugs, etc. The guest may also choose to eat at the park's restaurant, which makes food another key tangible component of this experience (Holloway, 2004:52).

According to Holloway (2004:52), there are intangible elements at each park which add to the satisfaction of the experience. The quietness of the park; the atmosphere the park itself provides (so the tourist feels like he is relaxing), enhances their satisfaction. Another element that plays a role: the professional manner in which the staff deal with the incoming guests and the service they receive when eating at the restaurant, are according to Holloway (2004:52-53), intangible benefits which are every bit as important as the rooms and food.

- *Price*

Price refers to the amount of money eventually paid for the product or service by the tourist (Holloway, 2004:53). Price is often variable and negotiable with any consumer (in this case the tourist) seeking best value for money, between a range of competitive products or destinations on offer (Holloway, 2004:53). According to Holloway (2004:53), product and price are interconnected, together, representing the "bundle of benefits" which the tourist purchases. Price, according to Holloway (2004:53), is the figure they are prepared to make the product available for, to the tourist, taking into account: cost, market conditions and other factors such as sales targets.

- *Place*

Place is a controversial variable when considering the tourism product (Holloway, 2004:53). In general marketing theory it represents the point of sale, for example, the place where the product can be inspected and purchased and the means by which it is delivered to the tourist. Some tourism marketing theorists argue that place refers to the destination of the tourist, but this, according to Holloway (2004:53), is to confuse the concept; place is clearly the product purchased by the tourist.

- *Promotion*

Promotion is concerned with the techniques by which products and their prices are communicated to the marketplace or potential tourist (Holloway, 2004:53). This includes: advertising, sales promotion techniques, public relations activities, direct selling and the use of more recent forms of reaching the tourist through ICT (information and communication technology). According to Holloway (2004:53), there are overlaps in these concepts. Both place and promotion have to involve communicating and delivering

messages about products to the tourist, but the former refers to the process by which the product is presented, and the latter to the techniques of persuasion to buy the product - the distinction between these concepts will be clearer (**Holloway, 2004:53**).

All four components of the marketing mix are planned to promote positive action (**Kinnear et al., 1995:186**). With the view taken today that all marketing should be approached from the perspective of the tourists' interests, **Holloway (2004:53)** states that one can see these four Ps relate to: the tourists' demand to know what benefits can be expected from purchasing the product or service, how much should be paid for it, how information can be obtained about it and where and when it can be bought.

2.5.4 Internal factors

The internal factors which influence the decision making process will be discussed in detail in Chapter 3. These factors play a role when studying tourist behaviour. Tourist behaviour and travel motivations go hand in hand. The internal factors include: motivation, perception, learning, personality and attitudes.

The internal factors which influence the decision-making process is:

- *Motivation*

Motivation is defined, according to **Kinnear et al. (1995:187)**, as an activity toward a goal. When a tourist is motivated, he exists in a state called drive. Many individuals who travel are able to articulate their own motivations for travelling. The problem lies in the assumption that other tourists are also motivated by the same motivations (**Goeldner & Ritchie, 2003:242**). By studying travel motivations, the fundamental starting point in understanding the psychology of tourist travel behaviour is brought to light.

- *Perception*

Perception is the process through which incoming stimuli, such as: sights, sounds, tastes or smells are organized, interpreted and given meaning to **Kinnear et al. (1995:190)**.

- *Learning*

According to **Kinnear et al. (1995:192)**, learning refers to the changes that occur in an individual's behaviour as a result of experiences. It affects values, attitudes, personalities, tastes and almost every other aspect of behaviour.

- *Personality*

Personality reflects consistent and enduring behavioural responses to the stimuli on individual encounters (**Kinnear et al., 1995:193**). According to **Kinnear et al. (1995:193)**, people tend to be consistently aggressive or submissive, extroverted or introverted, impulsive or orderly, dominant or compliant.

- *Attitudes*

Tourist attitudes, according to **Kinnear et al. (1995:194)**, are learned tendencies to perceive and act in a consistent way toward a given person, object or idea, such as: a product, service, brand, company or spokesperson.

2.5.5 External factors

The external factors include culture, social class, reference groups and family. The external factors which influence the external factors are:

- *Culture*

Kotler and Armstrong (2006:137) indicate that cultural factors exert a broad and deep influence on tourist behaviour. Culture is the most basic cause of a person's wants and behaviour. Human behaviour is largely learned. Growing up in a society, according to **Kotler and Armstrong (2006:137)**, a child learns basic values, perceptions, wants and behaviours from the family and other important institutions such as, schools and universities.

Behaviour, according to **Drummond and Ensor (2005:70)**, is largely learned, so the traditions, values and attitudes of the society (culture) in which an individual was brought up, will influence his/her behaviour. **Boone and Kurtz (2001:267)** define culture as the values, beliefs, preferences and tastes that are handed down from one generation to the other. **Quester et al. (2004:203)** defines culture as a complete set of beliefs, attitudes and ways of doing things that belong to a reasonably homogeneous set of people, who tend to be similar in outlook and behaviour. Cultural norms form the codes that direct behaviour.

Each culture includes numerous subcultures. Subcultures are groups with their own distinct modes of behaviour. By understanding the differences among subcultures, marketers can develop more effective marketing strategies (**Boone & Kurtz, 2001:268**). Culture, according to **Boone and Kurtz (2001:267)**, is the broadest environmental determinant of tourist behaviour and marketers need to understand its role in tourist decision-making, for example, the difference between Chinese and European tourists or black and white South African tourists who visit National Parks. Marketers must also monitor trends in cultural values to enable them to notice changes in their values (**Boone & Kurtz, 2001:267**). (Figure 2.1)

- *Groups*

Quester et al. (2004:201) indicates that needs, attitudes and other psychological variables influence the buying process. These variables and the buying process are usually affected by the relationship with other people. A group is formed by two or more

persons who share the same set of norms and whose relationship makes their behaviour interdependent (**Blythe, 2006:135**). The way the individual interacts with family, social class and other groups may also be a significant factor in his/her buying process(**Quester et al., 2004:201**). According to **Boone and Kurtz (2001:272)**, every tourist belongs to a number of social groups, for example, a child's earliest experiences come from its family. Adults are also members of various groups, for example, the people at work, the community one lives in and the tourists' religious background (**Boone & Kurtz, 2001:272**) (**Figure 2.1**).

- *Social Class*

Social class, according to **Kotler and Armstrong (2006:141)**, is society's relatively permanent and ordered divisions whose members share similar values, interests and behaviours(**Figure 2.1**).The way in which society is organized will also influence the purchase decision (**Quester et al., 2004:202**). Almost every society has some social class structure and in most countries, the social class is closely related to a person's occupation, but it may also be influenced by education, community participation, where a person lives, income, material possessions, social skills and other factors, including the family into which a person is born. Product ownership, shopping behaviour and promotional response patterns have been found to vary for different social classes (**Quester et al., 2004:202; Kotler & Armstrong, 2006:141**).

Boone and Kurtz (2001:272) indicate that group membership influences an individual's purchase decisions and behaviour in both overt and subtle ways. Norms are the values, attitudes and behaviours that a group deems appropriate for its members and they are expected to comply with these norms (**Boone & Kurtz, 2001:272; Quester et al., 2004:202**). According to **Boone and Kurtz (2001:272)**, differences in group status and roles can also affect buying behaviours. Status is the relative position of any individual member in a group, and roles define behaviour that members of a group expect of individuals who hold specific positions within that group (**Figure 2.1**).

- *Reference groups*

According to **Boone and Kurtz (2001:272)**, groups often influence an individual's purchases decisions, more than what is realised. Most people tend to adhere, in many ways, to the general expectations of any group they consider important and most of the time, without conscious awareness of this motivation. The surprising impact of groups and group norms on individual behaviour has been called the "Asch Phenomenon", which is named after S.E. Asch. S.E. Asch first documented characteristics of individual behaviour through his research. Asch found that individuals would conform to majority

rule, even if that majority rule went against their beliefs (**Boone & Kurtz, 2001:272**) (**Figure 2.1**).

Discussion of the “Asch Phenomenon” raises the subject of reference groups, whose value structures and standards influence a person’s behaviour (**Boone & Kurtz, 2001:273; Drummond & Ensor, 2005:71**). Tourists usually try to coordinate their purchase behaviour with their perceptions of the values of their reference groups. The extent of reference group influence varies widely among individuals. According to **Boone and Kurtz (2001:273)**, strong influence by a group on a member’s purchase, requires two conditions, namely:

- The purchase product must be a product others can see and identify with.
- The purchase item must be noticeable; it must be noticeable as something unusual, a brand such as SANParks, which stands for conservation and a wildlife experience.

According to **Blythe (2006:135)**, the reference groups provide standards or norms by which tourists judge their attitudes and behaviour. Reference groups can be divided into, (**Blythe, 2006:135**):

- *Primary groups*: Those people one sees most often. It is small enough to permit face-to-face interaction on a regular basis and there is cohesiveness and mutual participation, resulting in similar beliefs and behaviour within the group.
- *Secondary groups*: Those people one sees occasionally and with whom one has some shared interest. These groups are correspondingly less influential in attitudes and controlling behaviour, but can have some influence within a mutual interest.
- *Aspirational groups*: Those groups an individual wishes to join. These groups can be very powerful in influencing behaviour, because the individual will often adopt the behaviour of the aspirational group, in the hopes of being accepted as a member.
- *Dissociative groups*: Those groups which the individual does not want to be associated with. This can have a negative effect on behaviour, because the individuals avoid certain products, as they do not want to be associated with a certain group.
- *Formal groups*: Those groups that have a known list of members. The constraints usually only apply to fairly limited areas of behaviours.
- *Informal groups*: Those groups that are less structured and are typically based on friendship. Although there can be even greater pressure to conform, than would be the case with a formal group, there is nothing in writing.

- *Automatic groups*: Those groups to which one belongs by virtue of age, gender, culture or education. Although it would appear that these groups would not have much influence on the members' behaviour, one must remember, people are influenced by group pressure. Religion also influences shopping behaviour, even for "neutral" products.
- *Family Groups*
According to **Boone and Kurtz (2001:274)**; **Drummond and Ensor (2005:71)**; **Kotler and Armstrong (2006:142)**, the family group is perhaps the most important determinant of tourist buying behaviour, because of the close, continuing interactions among family members. Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services (**Kotler & Armstrong, 2006:142**) (**Figure 2.1**).

Relationships with other family members influence many aspects of tourist behaviour (**Quester et al., 2004:201**). Although one member of the family may visit a certain park, it is important in planning marketing strategies to know who else may be involved in the purchase decision, because other family members may have influenced the decision regarding what to visit (**Quester et al., 2004:201**). According to **Boone and Kurtz (2001:275)**, the traditional family consists of a husband, wife and children, where children do influence the final decision on vacation destination. Although these and other members can play an infinite variety of roles in household decision-making, marketers have created four categories with which to describe the role of each spouse (**Boone & Kurtz, 2001: 275**):

- *Automatic role* is when the partners, independently make an equal amount of decisions.
- *Husband-dominant role* is when the husband makes most of the decisions.
- *Wife-dominant role* is when the wife makes most of the decisions.
- *Syncratic role* is when both partners jointly make most of the decisions.
- *Children's role* is also important in the decision-making, when going on vacation.

The emergence of the two-income family has changed the role of woman in family purchasing behaviour. Men's role are also changing, in the sense, that woman are becoming more involved in decision-making for large family purchases (**Boone & Kurtz, 2001:275**) (**Figure 2.1**).

2.5.6 Situational Factors

Boveè and Thill (1992:174) and **Kinnear et al. (1995:201)** grouped situational influences into five categories, namely:

- *Physical surroundings*

Physical surroundings, which include: geographical and institutional location, weather, sounds, aromas, lighting and décor, which make up the physical situation tourists are exposed to, products to purchase or to use them. The physical environment of a destination can affect the amount of time tourists spend at the destination, as well as, the quantity of goods and services they buy (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:201).

- *Social surroundings*

Social surroundings of a situation consist of the other people present, such as: family members, friends, other tourists and salespeople (Bovee & Thill, 1992:174). These, give depth to a situation. According to Kinnear *et al.* (1995:201), other examples of social surroundings are: other tourists present, their characteristics, their apparent roles and the interpersonal interactions. When tourists hear or read an advertisement or consume a product or service alone, they are likely to behave much differently than if they engaged in these activities with others (Kinnear *et al.*, 1995:201). Knowing the social surroundings in which the marketers' product will be consumed, can help them plan appropriate product features (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:201).

- *Temporal perspective*

Temporal perspective in a situation may be specified in units ranging from time of the day, to seasons of the year, according to Bovee and Thill (1992:174), Kinnear *et al.* (1995:201). Time may also be measured relative to some past or future event for the situational participant (Kinnear *et al.*, 1995:201). This, according to Kinnear *et al.* (1995:201), allows for conceptions, such as; time constraints imposed by prior commitments. Time of day can affect tourist behaviour; the seasons of the year; the amount of time the tourist has to make the decision; and other aspects of time can affect the purchase decision process (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:201).

- *Task definition*

Task definition includes: an intent or requirement to select or obtain information about a general or specific purchase (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:201). In addition, according to Kinnear *et al.* (1995:201), tasks may reflect different buyer and user roles than anticipated by the individual. Therefore, the reason for a purchase influences the purchase decision process. For example, selecting a product to be given as a gift, like a weekend at a spa or a lodge, is quite a different experience than selecting something for personal use. The features are likely to be more, or less important in the two situations (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:201).

- *Antecedent states*

Antecedent state is the particular mood or condition affecting the tourist (Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:202). According to Kinnear *et al.* (1995:202), this

includes momentary moods such as: anxiety, pleasantness, hostility and excitement; or momentary conditions such as: cash in hand, fatigue and illness, rather than chronic individual traits. Moods can influence the tourist's ability to process and retrieve information and also, consumption behaviour (**Bovee & Thill, 1992:174; Kinnear *et al.*, 1995:202**).

2.6 Conclusion

The aim of this chapter was to analyse tourist behaviour when purchasing a tourism product, which will assist in understanding travel motivations. Firstly, the influence of tourist behaviour on market segmentation was determined; secondly, the physical distinctions of tourists that affect tourist behaviour were determined; thirdly, the model of tourist behaviour was analysed and discussed. The model included: the decision-making process, the determinants of tourist behaviour and the characteristics that influence tourist behaviour, according to the expanded model of tourist behaviour.

Tourist behaviour is the reason why tourists buy certain products, and how they make these decisions. There are many descriptors and typologies that can be used to identify similarities in tourist behaviour. The primary reason for studying tourist behaviour is to identify bases for effective segmentation and a large portion of tourist research is concerned with segmentation. By understanding and knowing tourists, in terms of numbers and statistics, and explaining how and why they buy and use certain products, one can determine their behaviour.

Tourist behaviour can be analysed in terms of the purchase decision process, the series of stages a tourist goes through when deciding to buy a product or service. The types of consumer buying behaviour are determined by: the level of involvement in purchase decision, importance and intensity of interest in a product, in a particular situation. And the buyers' level of involvement determines why he/she is motivated to seek information.

Tourist buying behaviour relates to the end tourist, the individuals who purchase products and services for personal consumption. The determinants of buying behaviour are: routine response, limited decision-making, extensive decision-making and impulse buying. The stages of the tourist buying, decision process are 1) problem recognition; 2) information seeking; 3) evaluation of alternatives; 4) purchase decision; 5) purchase and 6) post-purchase evaluation. The characteristics affecting tourist behaviour according to the expanded model of tourist behaviour are: Demographic factors; the marketing mix; internal/psychological factors; external/social factors and situational factors that play a role in tourist behaviour.

Chapter 3

Travel Motivations

3.1 Introduction

As indicated in chapter 1, eighty percent of South Africa's tourism is based on scenic beauty and wildlife tourism attractions (ecotourism) (**Burger, 2008:524**). However, South Africa isn't the only country offering this tourism product and the competition is fierce with countries such as: Botswana, Namibia, Mozambique and Tanzania which offer similar products. As countries and destinations strive to increase their share of the international and national tourism market, it becomes important to understand why people travel (travel motivation) and why they choose a specific destination (tourist behaviour) (**Oh, Uysal and Weaver, 1995:123**).

A motivation is something which drives people to make decisions. It can be said that when people (tourists) have a "need to travel" they are pushed to a specific destination, whereas, when they have a "want to travel" they are pulled to a specific destination. Travel motivations are therefore needs or wants that drive tourists to make a decision about a specific destination (**Saayman, 2001:12**). Therefore, the aim of Chapter 3 is to do a theoretical analysis of travel motivations in the tourism industry, in order to understand what motivates tourists to travel.

According to **Saayman (2001:12)**, by determining the travel motives, according to **Saayman (2001:12)** marketing can be done more effectively and specific factors can be taken into account when marketing strategies are planned. Therefore, the aim of chapter 3 is to do an analysis of travel motivations. The main aspects which will be covered in Chapter 3 are: Maslow's hierarchy of needs, Murray's classification system, travel motive theories, barriers to travel and the psychological/internal factors which consist of learning, perception, attitude, personality and the self-concept. A variety of studies on travel motivations will also be analysed and discussed.

3.2 Travel motivation Theories

Goeldner and Ritchie (2003:245) noted that many well-known theories in psychology have a strong motivation component. The discussion or study of motivation is part of a broader theory directed towards understanding the human personality. A summary of motivations derived from theorists in psychology is presented in Table 3.1 (**Goeldner & Ritchie, 2003:245**). Psychology research did not consider travel motivation as their main field of study but Table 3.1 analyses a number of needs and motives that can identify why certain groups of travellers seek particular

kinds of holiday experiences which can be related to travel motivations (**Goeldner & Ritchie, 2003:245**).

Table 3.1: Human motives and needs in Psychology theory and research

Motives or Needs Emphasized	Motives or Needs Emphasized
Need for sex, need for aggression.	Emphasis on unconscious needs
Need for arousal, need to create and Self-actualize	Need for mastery to overcome incompetence
Need for competence	Need for love and security
Need for acceptance and love	Need for achievement
Need to control anxiety	Seek mental stimulation
Need to reduce tension	Need for peak experiences
Need to repeat intrinsically satisfying behaviours	Need to predict and explain the world
Need for self-efficacy or personal mastery	Need to escape, need for excitement and meaning
Need for self-development	Need to earn respect and avoid contempt of others
Hierarchy of needs	Need to satisfy curiosity

Source: Goeldner and Ritchie (2003:242)

Many individuals who travel are able to articulate their own motivations for travelling. The problem lies in the assumption that other tourists are also motivated by the same motivations (**Goeldner & Ritchie, 2003:242**). By studying travel motivations, the fundamental starting point in understanding the psychology of tourist travel behaviour is brought to light. A question often asked is, "Why do tourists travel?" (Table 3.1). According to **Goeldner and Ritchie (2003:243)**, one of the lessons learned from social science research is to ask good questions that are stimulating and challenging and that can be answered with enough specificity and information so knowledge can be enhanced.

Therefore, "Why do tourists travel?" is not a good question. One should instead ask the question "why a certain group of people choose a certain holiday experience?" This question focuses on the similarities among groups of people and the kinds of experiences they seek (**Goeldner & Ritchie, 2003:243**). Therefore, Maslow's hierarchy of needs, as discussed by **Goeldner and Ritchie (2003:243)**, do play an important role in understanding people's needs (motives) in life, as well as, their travel needs. Two specific researchers, namely, **Maslow (1943:370-396)** and **Murray (1938)** will be examined. In the next section, the most important motivational theories will be discussed.

3.2 Motivational Theorists

The next section will analyse and discuss Maslow and Murray's motivational theories:

3.2.1 Maslow's hierarchy of needs

Psychologist Abraham Maslow described motivation as a means of satisfying human needs (Sheth & Krishnan, 2003:141; Kotler & Armstrong, 2006:148-151). In each person one finds "higher level" needs, as well as, "lower level" needs. These higher level needs are dormant until the lower level needs are satisfied (Sheth & Krishnan, 2003:141) (Figure 3.1):

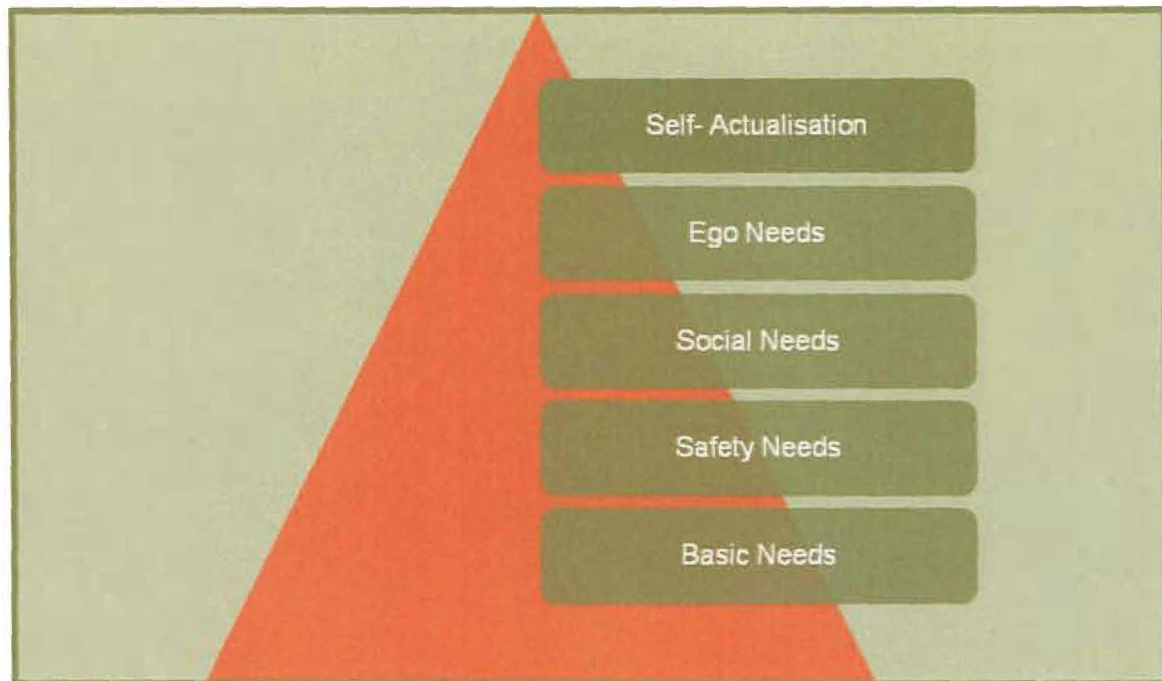


Figure 3.1: Maslow's hierarchy of needs (Source: Sheth & Krishnan, 2003:141)

Sheth and Krishnan (2003:142) indicated that once these (lower) basic needs (food and water), safety needs (need to be protected), social needs (need to be loved) and ego (need for self respect) are satisfied, people begin to explore and extend their boundaries – which on the other hand leads to self-actualisation (higher level needs) (when the other needs are fulfilled). When self-actualisation status is reached, it motivates a person to engage in self-improvement activities such as travelling (Sheth & Krishnan, 2003:142).

3.2.2 Murray's classification system

Maslow's "need hierarchy" is more understandable to non-psychologists than Murray's classification system (Johnson & Thomas, 1992:36). Murray sees the needs as varying independently, which means, knowing the strength of one need will not necessarily have any impact on the strength of another need. Therefore, to identify what motivates people (tourists), one must measure the strength of all their important needs; instead of the levels in a hierarchy they have reached (Johnson & Thomas, 1992:36).

Murray's work on human needs never became as popular as Maslow's hierarchy of needs, Murray however did stimulate influential research into specific needs, particularly the needs for achievement, affiliation and power, and from the point of view of tourist motivation it does provide a much more comprehensive list of human needs that could influence tourist behaviour. Murray's needs provide a more useful starting point to conduct research, regarding the types of needs which people strive to fulfil through tourism, than Maslow's better-known, "need hierarchy" (Johnson and Thomas, 1992:36) (Table 3.2).

The needs from Murray's classification system mainly consist of: sex (erotic relationship), heat and cold avoidance (to maintain an equable temperature), activity (to expand built-up energy), passivity (to relax, rest and sleep), conservancy (to protect against damage), achievement (to do something difficult), recognition (praise, commendation, respect and prestige), exhibition (to attract attention), dominance (to influence or control), autonomy (to resist influence), contrarians (to act differently from others), aggression (to assault or injure), abasement (to surrender), affiliation (to form friendships and associations), play (to relax or amuse oneself) and cognizance (to satisfy curiosity).

Table 3.2: Examples of needs from Murray's classification system

Motive	Meaning of the motive
Sex	To form, and further, an erotic relationship
Heat and cold Avoidance	The tendency to maintain an equable temperature: to avoid extremes of heat and cold
Activity	The need to expand built-up energy: to discharge energy in uninhibited movement or thought
Passivity	The need for relaxation, rest and sleep: the desire to relinquish the will to relax, to daydream, to receive impressions
Conservance	To collect, repair, clean and preserve things. To protect against damage
Achievement	To overcome obstacles, to exercise power, to strive to do something difficult and as quickly as possible
Recognition	To excite praise and commendation, to demand respect, to boast and exhibit one's accomplishments, to seek distinction, social prestige, honours or high office
Exhibition	To attract attention to one's person, to excite, amuse, stir, shock, thrill others, self-dramatisation
Dominance	To influence or control others, to persuade, prohibit, dictate, to lead and direct, to restrain, to organise the behaviour of a group
Autonomy	To resist influence or coercion, to defy an authority or seek freedom in a new place, to strive for independence

Contrarians	To act differently from others, to be unique, to take the opposite side, to hold unconventional views
Aggression	To assault or injure another, to murder, to belittle, harm, blame, accuse or maliciously ridicule a person, to punish severely, sadism
Abasement	To surrender, to comply and accept punishment, to apologise, confess, atone, self-depreciation, masochism
Affiliation	To form friendships and associations, to greet, join and live with others, to co-operate and converse socially with others, to love, to join groups
Play	To relax, amuse oneself, seek diversion and entertainment, to have fun, to play games, to laugh, joke and be merry, to avoid serious tension
Cognisance	To explore, to ask questions, to satisfy curiosity, to look, listen, inspect, to read and seek knowledge

(Source: Sheth & Krishnan, 2003:141)

Maslow and Murray's theories form the baseline in understanding what motivates tourists to travel. Following these theorists, tourism travel motivation theories were developed, which will be discussed in the next section.

3.3 Tourism travel motivations theories

The following tourism travel motivation theories will be discussed, namely, holiday preference and choice model, push and pull theories, Plog's theory, Holloway's translation of a need into motivation, sunlust and wanderlust theory.

3.3.1 Holiday preference and choice model

According to **Johnson and Thomas (1992:49)**, Figure 3.2 proposed that the attractiveness of the holiday attributes will be determined in part by the individuals' needs, thus allowing the work of needs theorists such as, Maslow and Murray, to be incorporated into the model. It also assumes that the attractiveness (valence) of the holiday attributes instrumentality and expectancy will be influenced by a variety of sources, including brochures, guide books and other people's experiences, and also by the individual's own experience of previous holidays of the same or similar type (**Johnson & Thomas, 1992:49**).

Needs are stimulated by the attractiveness of holiday attributes. Tourists have a relative preference for different holidays before making a choice. The actual characteristics of the holiday destination determine the satisfaction with the holiday, which translates back to needs. The actual characteristics of the holiday destination play a role in the knowledge of the holiday destination characteristics and limiting factors such as, cost. These limiting factors influence the expectation of being able to take holidays that are considered and this influences the choice of the holiday (**Johnson & Thomas, 1992:49**).

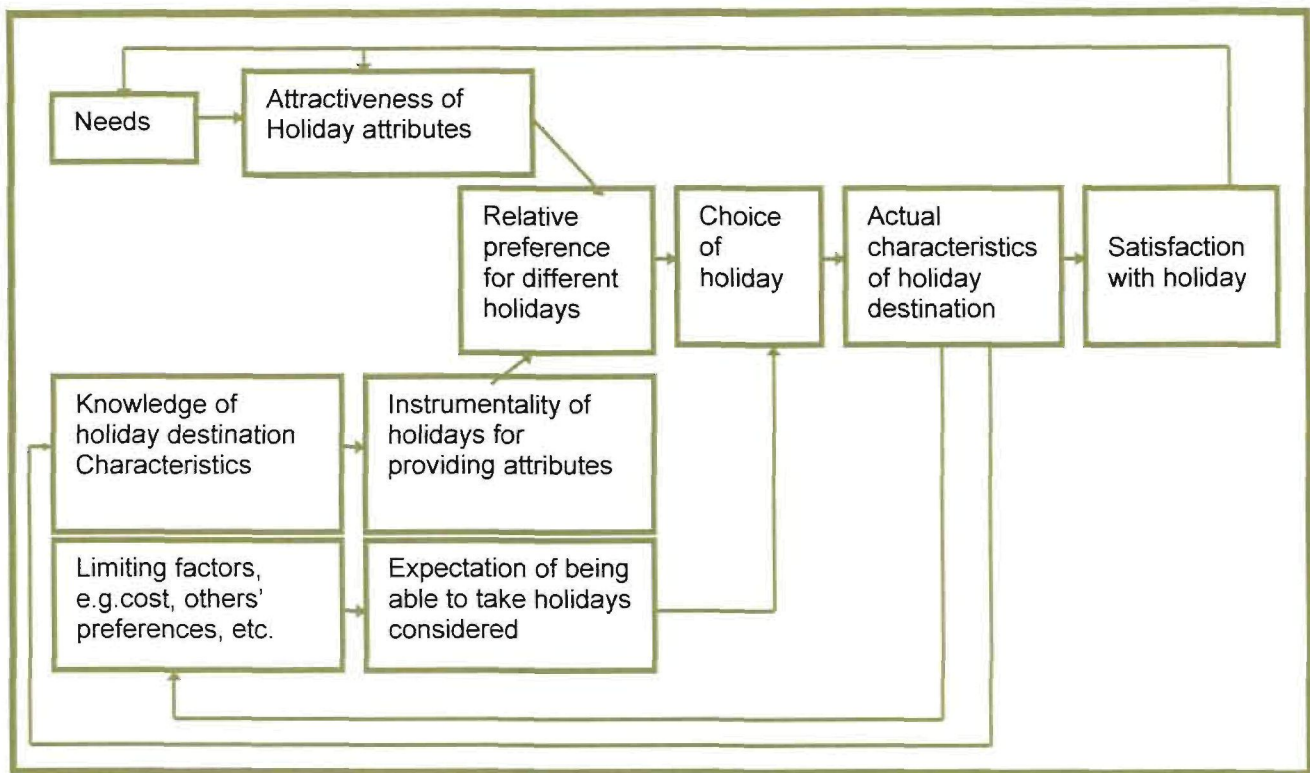


Figure 3.2: An expectancy model of holiday preference and choice (Source: Johnson & Thomas, 1992:49)

3.3.2 Push and Pull theories

The works of **Crompton (1979:408-424)**, **Dann (1977:184-194)**, **Fodness (1994:555)**, and **Pearce and Caltabiano (1983:16-20)** on tourist motivation indicate that motivations should be based on the two dimensions of push and pull factors. The idea behind this two-dimensional approach is that people travel because they are pushed by their own internal forces and pulled by the external forces of the destination attributes (**Cha, McCleary & Uysal, 1995:33-39**). **Iso-Ahola (1982:256-262)** also suggested that both approach (seeking) and avoidance (escaping) components are present in tourism motivation, in particular (Figure 3.3 and Table 3.3).

Table 3.3: Push and Pull theories

Push Motives	Pull Motives
• Novelty • Escape • Kinship • Relationships • Prestige • Relaxation • Hobbies • Self exploration • Regression • Social interaction • Family togetherness	• Budget • Ease of travel • Culture • History • Wilderness • Natural and historic environment • Facilities • Hunting • Novelty • Education • Cost

Push factors include “novelty, escape, kinship relationships, prestige, and relaxation/hobbies (Willson, 1991). **Dann (1977:184-194)** stated that push motivation is an internal energy of the individual and increases the desire for people to travel. It is generally viewed that push motivation temporally precedes pull motivation (**Dann, 1977:184-194**). **Crompton (1979:408-428)** draws seven socio-psychological or push motives, namely, escape, self exploration, relaxation, prestige, regression, kinship enhancement and social interaction. **Leiper (1995:20)** expressed similar ideas, but from a different perspective. **Leiper (1995:20)** distinguishes between relaxation and creative leisure time which produces something new. **Saayman (2001:12)** indicates that three functions of relaxation are; rest, to recover from physical or spiritual exhaustion, relaxation, to recover from tension and entertainment, to recover from boredom. Common push factors are found in most of the studies which include: knowledge seeking, relaxation, family togetherness (**Cha et al., 1995:33-39; Jang & Cai, 2002:111-133; Lee et al., 2004: 60-70; Nicholson & Pearce, 2001:449-460**). **Holloway (2004:50-55)** indicates the general motivations are aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace in order to enjoy different surroundings and a healthy environment.

Pull factors include: budget, ease of travel, culture and history, wilderness, cosmopolitan environment, facilities and hunting” (**Willson, 1991**). Pull motivation is an external force and influences where people travel to (**Dann, 1977:184-194**). Knowing travel motivations, offers a basis for understanding motivations of tourists and assisting in providing a better tourism product. There are two cultural or pull motives, namely; novelty and education (**Crompton, 1979:408-428**). Pull factors are; natural and historic environment, cost, facilities, safety and

easy-to-access(Cha *et al.*, 1995:33-39;Jang & Cai, 2002:111-133;Lee *et al.*, 2004: 60-70; Nicholson & Pearce, 2001:449-460). Holloway (1998:286) says specific motivation is when the tourist decides to take a holiday in the Drakensberg Mountains, where they can take walks in fresh mountain air, enjoy the scenery, good food and total relaxation. All specific objectives are reflecting the means by which their needs will be met.

Since Crompton's initial empirical effort, many studies have attempted to determine push and pull motivational factors in different settings, such as: nationalities (Cha *et al.*, 1995:33-39), destinations (Jang & Cai, 2002:111-133) and events (Lee *et al.*, 2004: 60-70; Nicholson & Pearce, 2001:449-460).

3.3.3 Plog's theory

One of the starting points in the conceptual approaches to motivation is the work of Plog (1974:55-58, 1991:51 and 2002: 244-251). Plog's (1974:55-58) research is often accepted as the major approach to tourist motivation. Travellers could be categorized on a psycho centric, which is non adventurous - inward-looking, to allocentric, which is adventurous – outward-looking, scale (Goeldner & Ritchie, 2003:247). Plog (1974:55-58) also identified push and pull concepts. Plog's (1974:55-58) categorisation of destinations in the push and pull concepts are as follows (Figure 3.3):

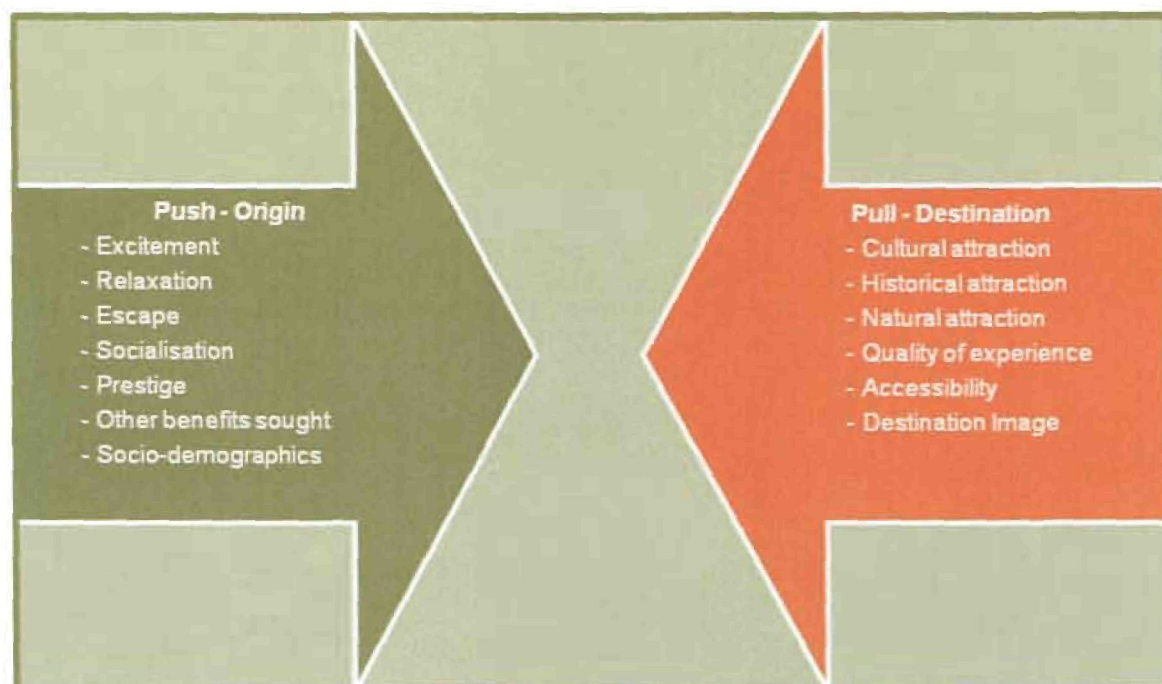


Figure 3.3: Plog's motivations to travel (Plog, 1974:55-58)

The push factors are the origin. One is pushed to a destination by excitement, relaxation, escape, socialisation, prestige, socio-demographics and other benefits sought. The destination

will pull a tourist with cultural attractions, historical attractions, natural attractions, quality of experience, accessibility and the destination image.

3.3.4 Holloway's translation of a need into motivation

According to **Goeldner and Ritchie (2003:255)**, the "travel-needs model" of **Pearce (1988, 1991:46-55)**, is more clearly concerned with tourists and their motives rather than with leisure. The travel-needs model argues that people have a career in their travel behaviour which reflects a hierarchy of their travel motives. According to **Holloway (2004:50-55)**, the process of translating a need into motivation to visit a specific place or to do specific activities, is quite complex (Figure 3.4):

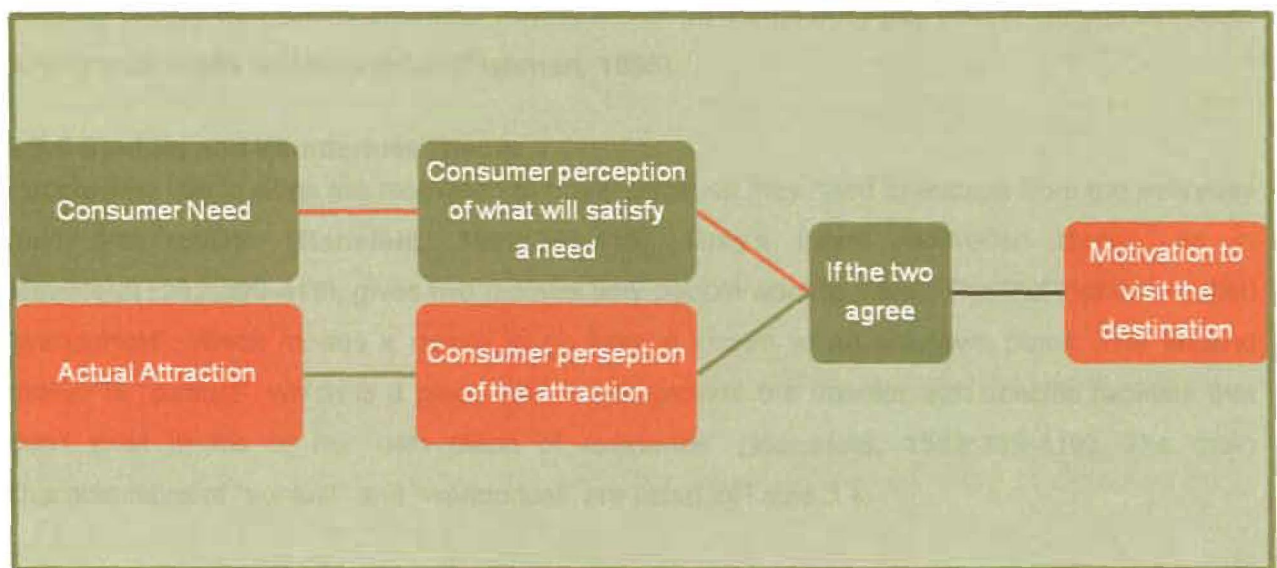


Figure 3.4: Translating a need into motivation (Holloway, 1998:286)

The translation of a need into a motivation is illustrated in Figure 3.4. On the one side is the tourists' need and the perception of what will satisfy that need and on the other side there is the actual attraction. If the tourists' perception of what will satisfy a need and his perception of the attraction agrees then the person will be motivated to visit the destination. For example, there is a need to see wildlife. If the attraction (Karoo National Park) is what the tourist wants, the tourist will be motivated to travel to that park.

Basic motivation theory describes a dynamic process of internal psychological factors (needs, wants, and goals) that generate an uncomfortable level of tension within individuals' minds and bodies. The inner needs and the resulting tension, lead to actions designed to release tension, which will thereby satisfy needs. From a marketing perspective, tourism products can be designed and marketed as the result of tourists' needs (**Fodness, 1994:555**).

According to **Mansfeld (1992:399-419)**, behavioural approaches suggest tourists are motivated by a number of factors to collect information about different alternatives, which may meet their needs. The individual assesses and eliminates these alternatives to reach a final decision.

Motivations to engage in tourism falls in two categories, namely; “attraction motivation”, and “social motivation” (**Eagles, 1992:3**), which are similar to “push” and “pull” factors (**Wilson, 1991**). Attraction motivations are important to the tourists' choice of destination and social motivations refer to the opinions about personal goals and about interactions with others. Ecotourists' attraction motivations include: wilderness, water, mountains, parks and rural areas. Social motivations include: being physically active, experiencing a new and simpler lifestyle, meeting people with similar interests, having a change from a busy job, seeing cultural activities, buying local crafts and having fun (**Fishman, 1995**).

3.3.5 Sunlust and Wanderlust Theory

People who live in cities are motivated to travel because they need to escape from the everyday rush and routine (**Mansfeld, 1992:399-419**). Gray's travel motivation theory, as in **Mansfeld(1992:399-419)**, gives two motives why people want to travel. The first motive is called “wanderlust”, which means a desire to go from a known to an unknown place. The second motive is “sunlust”, which is a place “which can provide the traveler with specific facilities that don't exist in his or her own place of residence” (**Mansfeld, 1992:399-419**). The main characteristics of “sunlust” and “wanderlust” are listed in Table 3.4:

Table 3.4: The characteristics of wanderlust and sunlust

Sunlust	Wanderlust
• Refuge, holiday • Visit one country • Travellers look for local attractions and facilities • Special natural characteristics are essential (especially climate) • Travel is an insignificant consideration after arrival at destination • Either rest and relax or very active	• Tourist business • Probably more than one country • Travellers look for different cultures, institutions and art of cooking • Special physical characteristics (climate less important) • Travel is an important part throughout the visit • Not relaxed or sporting – probably educational

Source: Saayman (2006:27)

From a spatial perspective, one of the deciding differences between the two is the extent to which it would presumably create international, rather than local, tourism (**Saayman, 2006:27**). According to **Saayman (2006:27)**, wanderlust tourism tends to form part of international travel

more than sunlust tourism does, which in many cases can be realized elsewhere in an individual's home country.

3.3.6 Barriers to travel

Although travel has become a popular social phenomenon, there are reasons why people do not travel extensively or do not travel at all. More concrete reasons why people do not go on a certain trip, at a certain period of time, are referred to as barriers to travel (**Goeldner and Ritchie, 2003:319**). Barriers to travel fall into six broad categories, as indicated in Table 3.5:

Table 3.5: Barriers to travel

Barrier	Description
Cost	Tourists operate within monetary constraints, and travel must compete with other allocations of funds.
Lack of time	Many people cannot leave their businesses, jobs or professions for vacation purposes.
Health limitations	Poor health and physical limitations keep many people at home.
Family stage	Parents with young children often do not travel because of family obligations and the inconveniences in travelling with children.
Lack of interest	Unawareness of travel destinations that would bring pleasurable satisfaction is a major barrier.
Fear and safety	Things that are unknown is often feared, and in travel, much is often unfamiliar to the would-be a traveller.

Source: Goelner & Ritchie, 2003:319)

When motivation to travel is sufficiently powerful, the barriers may be overcome, but these forces may still influence means of travel and destinations selected. According to **Goeldner and Ritchie (2003:320)**, although travellers may be able to overcome the first four variables listed, a challenge for tourism marketers is to modify the fifth barrier – lack of interest.

After looking at the psychology motivations, the more tourism-related motivations and what barriers there are to why tourists travel, the following section will discuss the internal/psychological factors of the tourist behaviour model which influence travel motivations (C.F 2.5.4).

3.4 Internal/psychological factors of the tourist behaviour model

The Internal/psychological factors consist of learning, perception, attitude, personality and self-concept (Figure 3.5):

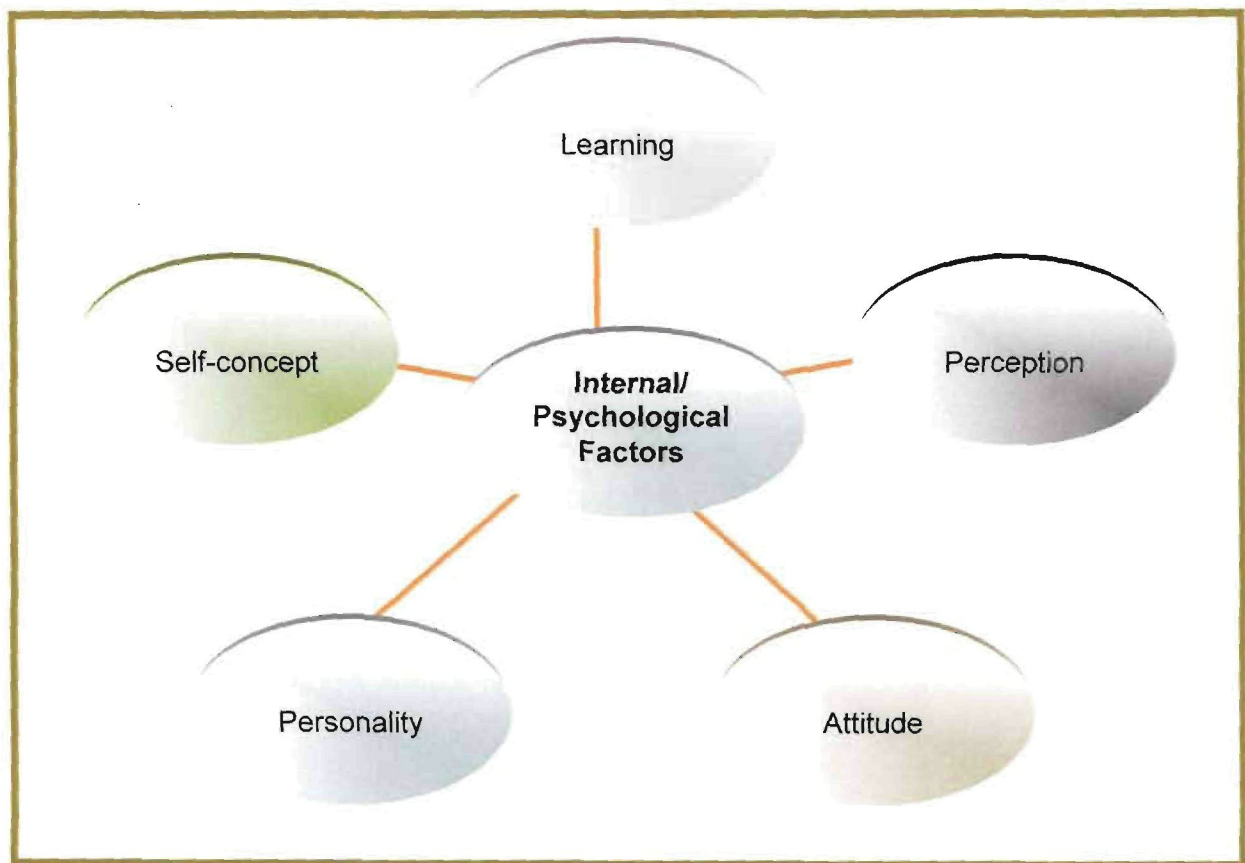


Figure 3.5: Aspects of the internal/psychological factors (Blythe, 2006)

3.4.1 Learning

A factor that one can take into consideration in the internal/psychological factor is the learning concept. According to **Blythe (2006:125)**; **Kotler and Armstrong (2006:152)**, most behaviour is learned as a result of external experiences, most of what people know – and almost certainly many of the things they are most proud of knowing – they learned outside school. Marketing is, as seriously concerned with the process by which tourist decisions change over time, as it is with the current status of those decisions (**Boone & Kurtz, 2001:283**).

According to **Sheth and Krishnan (2003:140)**; **Drummond and Ensor (2005:73)**, learning is change in the content of long-term memory. Tourists learn to adapt better to the environment. Learning is defined as the behavioural changes that occur over time, relative to an external stimulus condition (**Blythe, 2006:125**). According to this definition, activities are changed or originate through a reaction to an encountered situation. One can therefore say that someone has learned something, if, as a result, their behaviour changes in some way (**Blythe, 2006:125**). According to **Blythe (2006:125)**, learning has not occurred under the following circumstances:

- Species response tendencies. There are instincts or reflexes.
- Maturation. Behavioural changes often occur in adolescence due to hormonal changes. It is not a behavioural change as a result of learning.

- Temporary states of the organism. Whilst behaviour can be affected by tiredness, hunger and drunkenness, these factors do not constitute part of a larger learning process.

According to **Bovee and Thill (1992:156)**, tourist learning is the process by which people acquire the knowledge and experience that they apply to buying and using products. Most tourist behaviour is learned, not innate. The same principles that apply to other kinds of learning apply to tourist learning as well. According to **Bovee and Thill (1992:156) and Drummond and Ensor (2005:74)**, these principles fall into two general categories namely:

- **Conditioning**
Ivan Pavlov did famous experiments in which he taught dogs to salivate in response to a ringing bell. Pavlov was demonstrating a type of learning called conditioning in which a person or animal learns to associate a stimulus with a response.
- **Social learning**
Much of one's learning, especially in childhood, comes from observing other people. One learns how and when to use products – and which products to use – by watching others. If one sees someone benefit from using a product, one is much more likely to choose that product oneself. This process is referred to as modelling.

According to **Quester et al. (2004:199)**, learning is a change in a person's thought processes caused by prior experiences. Learning is often based on direct and indirect experiences. For services, vicarious learning is essential, as tourists can rarely assess the benefit directly and have to rely on the experiences of others to determine whether a particular service is suited to their needs (**Quester et al., 2004:199**). Tourist learning may result from things that marketers do, or it may result from stimuli that have nothing to do with marketing. Either way, according to **Quester et al. (2004:199)**, almost all tourist behaviour is learned.

Boone and Kurtz (2001:283) show that learning, in a marketing context, refers to immediate or expected changes in tourist behaviour as a result of experience. The learning process includes the component of drive, which is any strong stimulus that impels action. Fear, pride, desire for money, thirst, pain avoidance and rivalry are examples of drives. Learning also relies on a cue, which is any object in the environment that determines the nature of the tourists' response to a drive (**Boone & Kurtz, 2001:283**). Reinforcement is the reduction in drive that results from a proper response. As a response becomes more rewarding, it creates a stronger bond between the drive and the purchase of the product (**Boone & Kurtz, 2001:283**).

3.4.2 Perception

Perception is a concept in the internal/psychological factor. Before tourists can buy a product, they must be aware that it exists (**Bovee & Thill, 1992:153**). Perception is the process by which an individual senses, organizes and interprets information received from the environment, according to **Sheth and Krishnan (2003:140)** and **Kotler and Armstrong (2006:151)**. **Boone and Kurtz (2001:278)** mean that perception is the meaning a person attributes to incoming stimuli gathered through the five senses – sight, hearing, touch, taste and smell. A tourists' behaviour is influenced by his or her perception of a good or service. Researchers have only recently come to recognise that tourists' perceptions depend as much on what they want to perceive, as on the actual stimuli (**Boone & Kurtz, 2001:278**).

This is a process that starts with being exposed to the stimuli that represent a particular product, attending to these stimuli and interpreting them to form an overall perception of the object according to **Bovee and Thill (1992:153)**.

- Exposure – to some extent the stimuli to which people are exposed are actively chosen and other exposure is random.
- Attention – mere exposure to a stimulus does not guarantee that tourists pay attention to it. Most people live in an environment filled with sensory stimuli, but their capacity to handle this information is limited. Therefore, they must actively choose which stimuli to attend to. This phenomenon is called “selective attention”

According to **Boone and Kurtz (2001:278)**, a person's perception of an object or event results from the interaction of two types of factors namely:

- Stimulus factors – characteristics of the physical objects such as: size, colour, weight and shape.
- Individual factors – unique characteristics of the individual, including, not only sensory processes but also experiences with similar inputs and basic motivations and expectations.

People are likely to attend to a stimulus when it is particularly relevant to them; novel/unexpected; large/more intense than other stimuli; in the centre of their perceptual field; isolated; colourful; in motion or in contrast to other stimuli around it (**Bovee & Thill, 1992:153**). According to **Quester et al. (2004:198)**, tourists select varying ways to meet their needs. This is the result in perception, which affects the way one gathers and interprets information from the world around. Tourists are constantly bombarded by large numbers of stimuli advertisements, products and stores, yet they may not hear or see anything. This is because of the following selective processes (**Quester et al., 2004:198; Drummond & Ensor, 2005:73 and Kotler & Armstrong, 2006:151**):

- **Uysal, McDonald and Martin (1994:18-24)** looked into the travel motivations of Australian tourists to US national parks and nature areas,
- **Bansal and Eiselt (2003:387-396)** studied the travel motivations of tourists to the Canadian Maritime Province,
- **Swanson and Horridge (2006:671-683)** looked into travel motivations influencing the type of souvenirs tourist purchase,
- **Kim, Borges and Chon (2006:957-967)** studied the travel motivations of visitors to arts festivals,
- **Backman, Backman and Sunshine (1995:15-24)** examined dimensions of event motivations,
- **Schneider and Backman (1996:139-144)** identified the underlying dimensions of motivations of visitors attending the 2000 World Culture Expo,
- **Yoon and Uysal (2005:45-56)** studied the travel motivations of tourists in general.
- **Saayman and Van der Merwe (2008)** did a study about the tourists' travel motivations to the Kruger National Park in South Africa,
- **Saayman and Saayman (2008)** did a study on the travel motivations and socio-demographics of the Addo Elephant National Park in South Africa and
- **Kruger and Saayman (2008)** did a study of the travel motivations to Tsitsikamma and Kruger National Parks.

Table 3.6: Summary of research on travel motives

Researcher	Travel motives	Researcher	Travel motives
Backman, Backman, Uysal and Sunshine (1995)	• Excitement • External • Family • Socializing • Relaxation	Fodness (1994)	• Knowledge function • Utilitarian function (punishment, minimization) • Value expressive function (self-esteem) • Value expressive function (self-enhancement) • Utilitarian function (reward maximization)
Schneider and Backman (1996)	• Family togetherness • Socialization • Social/leisure • Festival attributes • Escape • Event excitement	Jang and Wu (2006:306)	<i>Pull factors:</i> • Cleanliness and safety • Facilities, events and costs • Natural and historic sites <i>Push factors:</i> • Ego-enhancement • Self-esteem

- Selective exposure – tourists' eyes and minds seek out and notice only the information which interest them and therefore stands out from the environment.
- Selective perception – tourists screen out or modify ideas, messages and information that conflict with previously learned attitudes and beliefs.
- Selective retention – tourists remember only what they want to remember.

These selective processes help explain why some people are not affected by some advertisements which others may judge as offensive. Needs affect these selective processes and the current needs are receiving relatively more attention. For example, travel agencies advertise some holiday destinations and packages in magazines almost weekly. Most of the time, people do not even notice these advertisements until they need to plan a holiday (**Quester et al., 2004:198**).

3.4.3 Attitudes

Sheth and Krishnan (2003:149) define attitudes as learned predispositions to respond to an object or class of objects in a consistently favourable or unfavourable way. Because attitudes precede and produce behaviour, they can be used to predict behaviour (**Sheth & Krishnan, 2003:149**). This definition has several implications:

- Attitudes are learned. That is, they get formed on the basis of some experiences with or without information about the object.
- Attitudes are predispositions. As such, they reside in the mind.
- Attitudes cause consistent response. They precede and produce behaviour.

Perception of incoming stimuli is greatly affected by attitudes (**Boone & Kurtz, 2001:281**). According to **Quester et al. (2004:199)**, **Boone and Kurtz (2001:281)**, an attitude is a person's enduring point of view toward something, which may be a product, an advertisement, a salesperson, a company or an idea. Attitudes affect the selective processes, learning and eventually the buying decisions that people make (**Quester et al., 2004:199**). **Boone and Kurtz (2001:281)** and **Kotler and Armstrong (2006:153)** mean that attitudes are a person's enduring favourable evaluations, emotional feelings or action tendencies toward some object or data. As they form over time through individual experiences and group contacts, attitudes become highly resistant to change (**Boone & Kurtz, 2001:281** and **Kotler & Armstrong, 2006:153**).

According to **Bovee and Thill (1992:158)** and **Boone and Kurtz (2001:282)** an attitude is a learned tendency to respond to a given product in a particular way. Attitudes have three components according to **Bovee and Thill (1992:158)** as well as **Boone and Kurtz (2001:282)** namely:

- Ideal self – serves as a personal set of objectives, since it is the image to which the individual aspires. In purchasing goods and services, people are likely to choose products that move them closer to their ideal self-images.

3.5 Previous Studies conducted on Travel Motivation

The aim of this study is to determine the travel motivations to selected national parks. Therefore, by looking at other studies conducted, one can determine if different destinations have different motivations.

A literature review on travel motivation revealed a wide variety and great number of publications of which the following are a few examples:

- **Kim, Jogaratnam and Noh (2006:351)** studied the travel motivations of students at USA Universities,
- **Chiang and Jogaratnam (2005:64)** examined why woman travel solo for the purpose of leisure,
- **Mehmetogly (2005:365)** conducted a case study of nature-based tourists to see whether they are specialists or generalists,
- **Rhodes (2005:1-10)** looked into the motivation of tourists travelling to natural areas in general,
- **Yu (2004:41)** analysed the image of South Africa as a travel motivation for Chinese tourists to South Africa and the Western Cape in general,
- **Hsu and Lam (2003)** studied the mainland Chinese travel motivations and barriers for visiting Hong Kong,
- **Bogari, Crowther and Marr (2003)** research focussed on the travel motivation for domestic tourism in Saudi Arabia,
- **Pearce and Wilson (1995:24-25)** studied the travel motivations for wildlife-viewing tourists in New Zealand,
- **Jang and Wu (2006:206-316)** conducted research regarding the travel motivations of Taiwanese seniors and the influential factors,
- **Oh, Uysal and Weaver (1995:123-137)** investigated Australian tourists travel motivations,
- **Tao, Eagles and Smith (2004:149-168)** looked into travel motivations of Asian tourists to Taiwans Taroko National Park,
- **Awaritefe (2004:303-330)** looked into tourists' travel motivations to Nigeria,
- **Fodness (1994:555-581)** looked into travel motivations for leisure travel in general,
- **Correia, Oom do Valle and Moco (2007:45-61)** conducted research on tourists travel motivations to exotic places,

- Cognitive component – the easiest to understand. It consists of the particular belief/knowledge a consumer has about an object or concept.
- Affective component – deals with the positive or negative feelings or emotional reactions.
- Behavioural component – consists of any action a tourist takes on the basis of his/her beliefs and feelings. The behaviour may take the form of buying or shunning a product, using it or recommending it to others. Simply having a positive attitude toward a product does not mean that a person will rush out to buy it, as they may not need it, may not be able to afford it, may have other priorities or may have to take other household members into consideration.

All three components maintain a relatively stable and balanced relationship to one another. Together they form an overall attitude about an object or idea (**Bovee & Thill, 1992:158 and Boone & Kurtz, 2001:282**).

3.4.4 Personality and self-concept

The last concept to be discussed is the personality and self-concept that plays a role in the internal/psychological factor. The tourists' self-concept plays an important role in tourist behaviour (**Boone & Kurtz, 2001:284**). According to **Bovee and Thill (1992:160)**, personality refers to a person's consistent way of responding to a wide range of situations. According to **Boone and Kurtz (2004:284)**, the concept of self emerges from an interaction of many of the influences – both personal and interpersonal – that affects buying behaviour. The individuals' needs, motives, perceptions, attitudes and learning lie at the core of his/her conception of self (**Boone & Kurtz, 2004:284 and Bovee & Thill, 1992:160**).

Self-concept is important according to **Bovee and Thill (1992:160)** because it serves as the internal basis of life-style. Life-style consists of all the interests, activities, likes and dislikes and consumption patterns. According to **Boone and Kurtz (2004:284) and Bovee and Thill (1992:160)**, each person chooses their life-style to some extent, but it is also a function of social class, age, income, education and similar factors.

The self-concept has four components according to **Boone and Kurtz (2004:284) and Blythe (2006:142)**:

- Real self – an objective view of the total person.
- Self-image – the way an individual views himself/herself – may distort the objective view.
- Looking-glass self – the way an individual thinks others see him/her – may also differ substantially from the self-image because people often choose to project different images to others than their perceptions of their real selves.

			• Knowledge seeking • Relaxation • Socialization
Lee, Lee and Wicks (2004)	• Cultural exploration • Family togetherness • Novelty • Escape • Event attractions • Socialization	Yoon and Uysal (2005)	• Excitement • Knowledge and learning experience • Relaxation • Achievement • Family togetherness • Escape • Safety • Fun
Oh, Uysal and Weaver (1995:123)	• Safety/comfort seekers • Culture/history seekers • Novelty/adventure seekers • Luxury seekers	Kim, Borges and Chon (2006)	• Family togetherness • Socialization • Site attraction • Festival attraction • Escape from routine
Kim, Jogaratnam and Noh (2006)	• Sun and beaches • Time and cost • Sports • Attractions • Family • Natural environment	Bansal and Eiselt (2004)	• Climate • Relaxation • Adventure • Personal • Education • Sites and festivals
Crompton (1977)	<i>Identified seven socio-psychological motives for travelling:</i> • Escaping from everyday environment • Discovering and evaluating of one self • Recreation and travelling • Status • Regression • Strengthening of family ties • Facilitating of social interaction	Swanson and Horridge (2006:677)	<i>Internal motivators:</i> • Desire for escape • Rest • Relaxation • Prestige • Health and fitness • Adventure • Social interaction <i>External motivators, attractiveness of the destination</i> • Tangible resources (beaches, recreational activities and cultural attractions) • Travellers' perceptions and expectations (novelty, benefit expectations and marketing

			image
Mehmetoglu (2005)	• Nature • Physical activities • Novelty/learning • Mundane/everyday • Social contact • Ego/status	Goeldner, Ritchie and McIntosh (2000)	• Spirituality • Social status • Escape • Cultural enrichment
Correia, Oom do Valle and Moco (2007)	<i>The research revealed three push factors/motives:</i> • Knowledge • Leisure • Socialization <i>The pull factors that were revealed:</i> • Facilities • Core attractions • Landscape features	Loker and Perdue (1992)	• Excitement and escape • Adrenalin excitement seeking • Family and friends oriented • Naturalist (those who enjoy nature surrounding) • Escape (those who value escape by itself)
Weaver and Oppermann (2000)	<i>Identified three categories:</i> • Leisure • Visiting friends and relatives • Business <i>This can be subdivided in the following four categories:</i> • Relaxation and recreation • Sport and health • Religion • Education	Kruger and Saayman (2008)	• Knowledge seeking • Activities • Park attributes • Nostalgia • Novelty • Escape and relaxation • Nature experience • Photography
Chiang and Jogaratnam (2005)	• Experience • Socialisation • Self-esteem • Relaxation • Escape	Yu (2004)	• Follow legend • Exploration • Business and people • Socialisation
Saayman and Van der Merwe (2008)	• Nature • Activities • Attractions	Saayman and Saayman (2008)	• Nature • Activities • Family

	• Nostalgia • Novelty • Escape		• Escape • Attractions • Photography
--	--	--	--

Based on the analysis of the findings of the above-mentioned publications it is clear that tourists have different motives for visiting different attractions and/or destinations, as can be seen in Table 3.6.

For the purpose of this research, studies focusing on travel motivations of tourist to national parks, nature areas and wildlife were subtracted to narrow the focus of the study. Studies focusing on travel motivations to national parks, are that of **Uysal et al. (1994:18-24)**, **Tao et al. (2004:149-168)**, **Awaritefe (2004:303-330)**, **Saayman and Van der Merwe (2008)**, **Saayman and Saayman (2008)** and **Kruger and Saayman (2008)**.

Uysal et al. (1994:18-24) did research on Australian tourists that visit national parks and natural areas in the United States. Five factors were identified namely: “relaxation”, “novelty”, “and enhancement of kinship relations”, “escape or prestige”. **Tao et al. (2004:149-168)** focused on Asian tourists visiting Taroko National Park in Taiwan. Two factors have been identified namely “learning about nature” and “participating in recreation activities”. **Awaritefe (2004:303-330)** focused on tourists visiting parks in Nigeria. The most significant motives were; “self actualization”, “educational or cultural context” and “recreational or leisure pursuits”. **Saayman and Van der Merwe (2008)** did research on the tourists’ travel motivations to the Kruger National Park in South Africa. Six factors were identified, namely demographics “nature”, “activities”, “attractions”, “nostalgia”, “novelty” and “escape”. **Saayman and Saayman (2008)** focused on the travel motivations and the socio-demographics of the Addo Elephant National Park in South Africa. The following six factors were identified: “nature”, “activities”, “family”, “escape”, “attractions” and “photography”. **Kruger and Saayman (2008)** did a study of the travel motivations to Tsitsikamma and Kruger National Parks in South Africa. Eight factors were identified namely; “knowledge seeking”, “activities”, “park attributes”, “nostalgia”, “novelty”, “escape and relaxation”, “nature experience” and “photography”.

The aim of this study is to determine the travel motivations to selected national parks in South Africa. When looking at other studies one can compare this study to others. Therefore, determining whether different national parks have different motivations or not.

Therefore, the lack of research done at national parks in general, and the fact that different parks reveal different results, is the motivation behind this research. **Uysal et al. (1994:18-24)** add to this notion that in order to market effectively, it is essential to generate more specific

knowledge about visitors to parks and natural areas. **Oh et al. (1995:123-137)** concludes that if countries strive to increase their share of visitors, it becomes essential to understand why people travel and why they choose specific destinations.

3.5. Conclusion

The aim of this chapter was to analyse travel motivations in the tourism industry. The literature revealed that motivation is something that drives people to make decisions. Travel motivations are needs or wants that drives tourists to make a decision about a specific destination (**Saayman, 2001:12**). Motivation, in a general, sense is that which influences the arousal, selection, direction and maintenance of all human behaviour. Motivation is this energy to study, to learn and achieve and to maintain these positive behaviours over time. Motivation is what stimulates tourists to acquire, transform and use knowledge (**Groccia, 1992:20**).

A number of theories were discussed, namely, Maslow's hierarchy of needs; Murray's classification system; the holiday preference and choice model; push and pull theory; Plog's theory; Holloway's translation of a need into motivation; Sunlust and Wanderlust theory and the barriers to travel.

The literature revealed that some travel motivations are product related and others are more commonly found for various tourism products such as: to relax, to be with my family and to escape from regular routine. In the end, if travel motivations are known, it can assist product owners such as SANParks to develop sound marketing strategies.

Chapter 4

Empirical Study

4.1 Introduction

The aim of this research is to determine the travel motivations of tourists visiting Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks. Once the travel motivations, visitor's profiles and reasons for visiting the park, have been determined– the information can be used for product development, branding, market segmentation and marketing of the selected national parks (Saayman, Fouche & Kruger, 2008).

Chapter four consists of two sections: Section A, focuses on the visitors profile (secondary data) and reasons for tourists visiting the selected national parks (primary data), and in Section B a factor analysis was conducted regarding the travel motives of tourists to these selected parks (secondary data).

The main aim of this chapter is to give a visitors profile of tourists visiting KNP, TNP and KTNP, to give the reasons why tourists visit these parks and to conduct a factor analysis for each of these parks, as well as, a combined factor analysis.

4.2 Section A: Visitors profile and reasons for travelling

The following will discuss the visitors profile and the reasons for travelling to KNP, KTNP and TNP.

4.2.1 Visitors Profile

Postgraduate students were recruited to help with the surveys. Field workers went from chalet to chalet, as well as, the camping site to hand out the questionnaires in the evenings at 18:00: questionnaires were then collected an hour later. A record was kept of tourists departing and arriving at the parks. There, an availability sample was taken from the visitors at each park. These field workers were trained in research methodology and the analysing of questionnaires.

Secondary data of each of the three parks was used to develop a visitors profile of the selected national parks, for the last 7 years (2001- 2007- with the exception of 2004 for all three parks, which was not accessible at the time) (Table 4.2) (c.f 1.4.2.2). The reason for determining the visitors profile of each selected national park, was to determine the differences, if any, in the profile due to the product offering of each park, as discussed in Chapter one and to develop a profile of tourists to national parks. This information would assist SANParks in branding and market segmentation of each selected national park (Saayman, Fouche & Kruger, 2008).

Saayman and Fouché (2007:26) did an analysis of research conducted in these national parks in South Africa, indicating that all surveys conducted since 2001 at the selected national Parks in South Africa revealed that the profile of visitors to national parks stayed consistent. Therefore, this proves the validity of the measurement instrument. The sample, therefore, can be seen as representative of the total population. Limited accommodation units, unwillingness to complete the questionnaire, limited length of survey and budgetary implications made it difficult to administer more questionnaires.

Table 4.1: Total number of questionnaires from 2001-2007

<u>Karoo National Park</u>	<u>Kgalagadi Transfrontier National Park</u>	<u>Tsitsikamma National Park</u>
286	468	582
Total Questionnaires		1336

The secondary data is based on research conducted at the selected parks from 2001- 2007. During this time a total of 286 were received for KNP, 468 for KTNP and 582 for TNP (Table 4.1).

The visitors profile, which includes language spoken, age, mode of transportation, marital status, province of residence, level of education, number of group, times visited, reason for travel, expenditure, newspaper-, radio station-, magazine- and television preferences, will be discussed for KNP, KTNP and TNP in Table 4.2.

Table 4.2: Visitors profile to the three selected national parks

<u>Karoo National Park</u>	<u>Kgalagadi Transfrontier National Park</u>	<u>Tsitsikamma National Park</u>
LANGUAGE SPOKEN <i>Afrikaans-speaking / English-speaking</i>	LANGUAGE SPOKEN <i>Afrikaans-speaking / English-speaking</i>	LANGUAGE SPOKEN <i>Afrikaans-speaking / English-speaking</i>
AGE 50-64 years of age 35-49 years of age	AGE 50-64 years of age 35-49 years of age	AGE 50-64 years of age 35-49 years of age
MODE OF TRANSPORT Sedan 4x4-vehicles	MODE OF TRANSPORT 4x4 vehicle	MODE OF TRANSPORT Sedan 4x4 vehicles
MARITAL STATUS Married	MARITAL STATUS Married	MARITAL STATUS Married
PROVINCE OF RESIDENCE <i>Western Cape Gauteng</i>	PROVINCE OF RESIDENCE <i>Western Cape Gauteng</i>	PROVINCE OF RESIDENCE <i>Western Cape Eastern Cape</i>

		<i>Gauteng</i>
LEVEL OF EDUCATION Well-educated: Diploma/Degree (Professional qualification)	LEVEL OF EDUCATION Well-educated (Diploma/Degree)	LEVEL OF EDUCATION Well-educated (Diploma/Degree)
NUMBER OF PEOPLE PAID FOR 1-2 people 3-4 people	NUMBER OF PEOPLE PAID FOR 3-4 people	NUMBER OF PEOPLE PAID FOR 1-2 people 3-4 people
TIMES VISITED 2-5 times in past 3 years	TIMES VISITED 2-5 times in past 3 years	TIMES VISITED 2-5 times in past 3 years
LENGTH OF STAY 1-2 days	LENGTH OF STAY 4-7 days	LENGTH OF STAY 2-7 days
REASON FOR TRAVEL Relaxation Breaking away from regular routine Excellent accommodation	REASON FOR TRAVEL Relaxation Breaking away from regular routine Family recreation Excellent accommodation Spending time with someone special	REASON FOR TRAVEL Relaxation Breaking away from regular routine Family recreation Great accommodation
EXPENDITURE R2 885 in the 2007 survey	EXPENDITURE R5 976.11 in 2007 survey	EXPENDITURE R7 040.09 in 2007 survey
NEWSPAPER PREFERENCES Sunday Times Beeld Rapport Die Burger	NEWSPAPER PREFERENCES Sunday Times Rapport Die Burger Beeld	NEWSPAPER PREFERENCES Sunday Times Beeld Die Burger Rapport
RADIO STATION PREFERENCES RSG KFM Jacaranda Stereo	RADIO STATION PREFERENCES RSG KFM	RADIO STATION PREFERENCES RSG KFM
MAGAZINE PREFERENCES Getaway Weg	MAGAZINE PREFERENCES Getaway Weg	MAGAZINE PREFERENCES Getaway Weg
TELEVISION PREFERENCES DSTV News and current affairs 50/50 and 7de Laan Nature programmes and sport	TELEVISION PREFERENCES DSTV News and current affairs Sports programmes	TELEVISION PREFERENCES DSTV News and current affairs Nature programmes

The languages most spoken by tourists in all three national parks, was primarily Afrikaans and secondary was English second place. The majority of tourists to all three parks are between the

ages 35-49 and 50-64 years of age. The main form of transportation used by tourists visiting the parks is 4x4 vehicles for Kgalagadi and sedan vehicles for Karoo National Park and Tsitsikamma National Park. The main tourists markets are married couples with children living in the Western Cape and Gauteng. Tsitsikamma National Park also attracts tourists from the Eastern Cape as the Eastern Cape is in close proximity of the park. Tourists to all three parks are well educated with a diploma or degree. The group sizes to Tsitsikamma and Karoo are mostly 3-4 people and Kgalagadi Transfrontier National Park 1-2, as well as, 3-4 people. Tourists to all three parks visited the parks 3-4 times during the last three years and they stayed 1-2 nights in Karoo National Park, 4-7 nights Kgalagadi Transfrontier National Park and 2-7 nights in Tsitsikamma National Park. Tourists' main reasons for visiting these three selected national parks are to relax, to get away from regular routine, great accommodation, family recreation or to spend time with someone special. Tourists spent an average of R2 885 (Karoo National Park), R5 976 (Kgalagadi Transfrontier National Park) and R7 040 (Tsitsikamma National Park), respectively. The preferred newspapers are Sunday Times, Beeld, Rapport and Die Burger. Radio stations the tourists listen to are RSG, KFM and Jacaranda Stereo (Karoo National Park). Their preferred magazines are Getaway and Weg. They watch DSTV, News and current affairs, Nature programmes and Sport.

The main differences between these three parks were that visitors to the Karoo National Park stay for 1-2 days and spend around R2 885 during the trip. Visitors to Kgalagadi Transfrontier National Park stay for 4-7 days and spend R5 976.11 during the trip. Visitors to Tsitsikamma National Park stay 2-7 days and spend R7 040.09 during the trip. This confirms that Karoo National Park is an overnight destination for tourists en route to Gauteng and Cape.

From these results, one can conclude that the profile of tourists to the three selected national parks showed minor differences as shown above. Therefore, it is clear that park attributes do not have an impact on the profile of national park tourists.

4.2.2 Reasons for visiting Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks

Primary data was used for determining the reasons why tourists visit the selected parks (Table 4.4, Table 4.5 and Table 4.6). Visitors to these three parks were asked to indicate their reasons for visiting each park by making use of a five point Likert Scale; where one was "not at all important" and five "extremely important". Data used was collected over a time period of one year (2007). The sample can be seen as representative of the total population (c.f 1.4.2.2).

Table 4.3: Total umber of questionnaires during 2007

Karoo National Park (March/April)	Kgalagadi Transfrontier National Park (June/July)	Tsitsikamma National Park (November)
101	104	192

Table 4.3 shows the number of questionnaires received during 2007 was: 101 questionnaires for KNP, 104 questionnaires for KTNP and 192 questionnaires for TNP. These questionnaires were used to determine the reasons for visiting these parks.

Table 4.4: Reasons for visiting Karoo National Park

Reasons	1	2	3	4	5
	Not at all important	Less Important	Important	Very important	Extremely important
To get away from routine	9%	10%	22%	32%	27%
To relax	5%	5%	14%	35%	41%
To explore a new destination	12%	14%	25%	23%	26%
To spend time with friends	28%	25%	13%	20%	14%
For the benefit of children	36%	7%	13%	16%	28%
For family recreation	16%	8%	14%	26%	36%
To learn about wildlife	24%	15%	30%	16%	15%
To appreciate endangered species	22%	16%	32%	15%	15%
Primarily for educational reasons	20%	23%	29%	24%	4%
To learn about animals in general	11%	18%	33%	29%	9%
To learn about endangered species	16%	22%	23%	24%	15%
To learn about plants	18%	29%	29%	16%	8%
To learn about a specific animal	20%	38%	25%	9%	8%
To photograph animals	17%	18%	31%	18%	16%
To photograph plants	32%	39%	18%	4%	7%
Grew up with the park	69%	14%	5%	5%	7%
It is a well-known brand	49%	17%	19%	14%	1%
Great accommodation facilities	4%	8%	20%	37%	31%
Prefer climate	17%	27%	28%	18%	10%
To do hiking	33%	31%	23%	9%	4%
For conferences	75%	15%	5%	2%	3%
For events in the area	65%	15%	9%	5%	6%

Tourists to Karoo National Park rated the following aspects as *very important to extremely important* (Table 4.4): to relax (76%), good accommodation facilities (68%), for family recreation (62%) and to get away from regular routine (59%). Aspects that were seen as *important* were: to learn about animals in general (33%), to appreciate endangered species (32%), to photograph animals (31%), to learn about wildlife (30%) and to learn about plants (29%).

From the above mentioned it is clear the main reasons for tourists visiting Karoo National Park were to relax and spend time with friends and family. One would have expected it to be more ecotourism-related aspects such as: *to learn about wildlife* and *to photograph* due to the parks' product offering, this however was not the case.

Since Crompton's initial empirical effort, many studies have attempted to determine push and pull motivational factors in different settings, such as: nationalities (**Cha et al., 1995:33-39**), destinations (**Jang & Cai, 2002:111-133**) and events (**Lee et al., 2004: 60-70**; **Nicholson & Pearce, 2001:449-460**). Common push factors are found in most of the studies, which include: knowledge seeking, relaxation, family togetherness, while most frequently seen pull factors are: natural and historic environment, cost, facilities, safety and easy-to-access.

Table 4.5: Reasons for visiting Kgalagadi Transfrontier National Park

Reasons	1	2	3	4	5
	Not at all important	Less Important	Important	Very important	Extremely important
To get away from routine	2%	7%	17%	23%	51%
To relax	1%	5%	11%	27%	56%
To explore a new destination	5%	10%	20%	32%	33%
To spend time with friends	21%	15%	16%	27%	21%
For the benefit of children	16%	4%	10%	31%	39%
For family recreation	5%	2%	9%	30%	54%
To learn about wildlife	15%	15%	25%	21%	24%
To appreciate endangered species	14%	18%	25%	23%	20%
Primarily for educational reasons	21%	22%	30%	20%	7%
To learn about animals in general	9%	16%	32%	28%	15%
To learn about endangered species	11%	24%	36%	19%	10%
To learn about plants	18%	31%	30%	16%	5%
To learn about a specific animal	21%	25%	29%	17%	8%
To photograph animals	11%	15%	27%	27%	20%

To photograph plants	40%	22%	20%	13%	5%
Grew up with the park	64%	8%	15%	6%	7%
It is a well-known brand	50%	19%	20%	6%	5%
Great accommodation facilities	8%	20%	40%	22%	10%
Prefer climate	18%	24%	35%	18%	5%
To do hiking	67%	21%	9%	1%	2%
For conferences	90%	7%	1%	0%	2%
For events in the area	79%	10%	5%	2%	4%

Tourists visiting Kgalagadi Transfrontier National Park indicated the following aspects as *very important to extremely important* (Table 4.5): for family recreation or to spend time with someone special (84%), to relax (83%), to get away from regular routine (74%), for the benefit of my children (70%) and to explore a new destination (65%).

Aspects that were seen as *important* were: the park has great accommodation and facilities (40%), to learn about endangered species (36%), I prefer this area because of its climate (35%) and to learn about animals in general (32%). Again, as in the case of Karoo National Park, the main reason for tourists visiting Kgalagadi Transfrontier National Park was to spend time with family and to relax. One would have expected that the ecotourism-related aspects such as: to learn about wildlife in general and to photograph wildlife would be measured stronger due to this parks' uniqueness but this was not the case.

According to **Wilson (1991)**, push factors include: "novelty, escape, kinship relationships, prestige, and relaxation/hobbies. Pull factors include: budget, ease of travel, culture and history, wilderness, cosmopolitan environment, facilities and hunting" (C.F 3.3.1).

Table 4.6: Reasons for visiting Tsitsikamma National Park

Reasons	1	2	3	4	5
	Not at all important	Less Important	Important	Very important	Extremely important
To get away from routine	3%	10%	18%	27%	42%
To relax	3%	0%	18%	20%	59%
To explore a new destination	12%	15%	34%	15%	24%
To spend time with friends	34%	22%	12%	15%	17%
For the benefit of children	43%	6%	8%	18%	25%
For family recreation	10%	3%	13%	29%	45%
To learn about wildlife	34%	11%	20%	20%	15%

To appreciate endangered species	30%	10%	22%	28%	10%
Primarily for educational reasons	30%	12%	30%	20%	8%
To learn about animals in general	25%	12%	42%	18%	3%
To learn about endangered species	25%	20%	25%	22%	8%
To learn about plants	27%	20%	25%	20%	8%
To learn about a specific animal	25%	22%	20%	25%	8%
To photograph animals	32%	25%	17%	9%	17%
To photograph plants	33%	33%	15%	8%	11%
Grew up with the park	64%	18%	8%	5%	5%
It is a well-known brand	53%	26%	10%	8%	3%
Great accommodation facilities	5%	13%	22%	30%	30%
Prefer climate	17%	13%	30%	20%	20%
To do hiking	10%	5%	29%	32%	24%
For conferences	81%	13%	3%	0%	3%
For events in the area	77%	11%	3%	6%	3%

Tourists visiting Tsitsikamma National Park indicated the following aspects as *very important to extremely important* (Table 4.6): to relax (79%), for family recreation (74%), to get away from regular routine (69%), great accommodation facilities (60%), to do hiking (56%), for the benefit of my children (43%) and prefer the climate (40%).

Aspects that were seen as *important* were: to learn about animals in general (42%), to explore a new destination (34%), primarily for educational reasons (30%), to do hiking (29%), to learn about endangered species (25%) and to learn about plants (25%).

Crompton (1979:408-428) drew seven socio-psychological or push motives, namely; escape, self exploration, relaxation, prestige, regression, kinship enhancement and social interaction. There are also two cultural or pull motives, namely; novelty and education. **Leiper (1995:20)** expressed similar ideas, but from a different perspective. **Leiper (1995:20)** distinguishes between relaxation and creative leisure time which produces something new. **Saayman (2001:12)** indicates that three functions of relaxation are: rest, to recover from physical or spiritual exhaustion, relaxation, to recover from tension and entertainment, to recover from boredom (C.F 3.3.1)

Table 4.7 summarised the most important aspects for tourists visiting the three selected national parks (only the “very important” to “extremely important” reasons were listed)

Table 4.7: Travel reasons summary - Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks

<u>KarooNational Park</u>	<u>KgalagadiNational Park</u>	<u>TsitsikammaNational Park</u>
To Relax (76%)	For family recreation (84%)	To Relax (79%)
The park has good accommodation facilities (68%)	To Relax (83%)	For family recreation (74%)
For family recreation (62%)	To get away from regular routine (74%)	To get away from regular routine (69%)
To get away from regular routine (59%)	For the benefit of my children (70%)	The park has good accommodation facilities (60%)
For the benefit of my children (44%)	To explore a new destination (65%)	To do hiking (56%)

From Table 4.7, it is clear that tourists travel to national parks to relax; for family recreation; to get away from regular routine and for the benefit of the children. Tourists visit Karoo National Park because the park has good accommodation facilities. This shows that tourists use this park as a stopover between Gauteng and the Cape Province. Tourists visit Kgalagadi Transfrontier National Park to explore a new destination. This can be because the park is remote. Tourists to Tsitsikamma National Park visit because there are hiking trails. One can conclude by saying that the top reasons for visiting the parks were the same, with regard to the fact that the parks had different product offerings. Again these findings are important for product development in national parks, as well as, its marketing value.

4.3 Section B:Travel Motivations

The factor analysis for KNP, KTNP and TNP, as well as, the combined factor analysis for the three parks will now be discussed.

4.3.1 Factor Analysis: Travel Motivations

The secondary data is based on research conducted at the selected parks from 2001- 2007. During this time a total of 279 useable questionnaires were received for KNP, 371 for KTNP and 459 for TNP, in order to conduct the factor analysis (Table 4.8). **Saayman and Fouché (2007:26)** did an analysis of the research conducted in these national parks in South Africa, indicating that all surveys conducted since 2001 at the selected national Parks in South Africa, revealed that the profile of visitors to national parks stayed consistent. Therefore, this proves the validity of the measurement instrument. The sample, therefore, can be seen as representative of the total population (c.f 1.4.2.2).

Table 4.8: Number of useable questionnaires for 2001-2007

National Parks			
Year	Karoo National Park	KgalagadiTransfrontier National Park	Tsitsikamma National Park
2001	41	75	73
2002	30	78	48
2003	46	82	122
2005	27	58	83
2006	38	78	133
2007	97		
Total	279	371	459

This section focuses on exploring the underlying patterns of the reported travel motivations, by means of, a factor analysis. Based on the correlation matrix, sampling adequacy was inspected with the Kaiser-Meyer-Olkin statistics.

The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was .837 for Karoo National Park, 0.800 for Kgalagadi Transfrontier National Park and 0.818 for Tsitsikamma National Park, which is acceptable. The Total Variance Explained for Karoo National park is 61.961% (with 5 factors extracted), for Kgalagadi Transfrontier National Park, 63.284% (with 6 factors extracted) and for Tsitsikamma National Park, 66.889% (with 6 factors extracted). This total is good from a research point of view (Table 4.9, Table 4.10& Table 4.11).

Table 4.9: Total variance explained for Karoo National Park

Rotation sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %
Knowledge seeking	4.657	21.168	21.168
Family togetherness	2.813	12.784	33.952
Park attributes	2.307	10.485	44.437
Escape & Relaxation	1.959	8.907	53.344
Attractions	1.896	8.617	61.961

Table 4.10: Total variance explained for Kgalagadi Transfrontier National Park

Rotation sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %
Knowledge seeking	3.659	16.633	16.633
Park attributes	2.989	13.587	30.220
Family togetherness	2.371	10.779	40.999
Escape & Relaxation	1.858	8.445	49.444
Photography	1.745	7.933	57.377
Novelty	1.299	5.906	63.284

Table 4.11: Total variance explained for Tsitsikamma National Park

Rotation sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %
Knowledge seeking	4.647	21.121	21.121
Park attributes	2.745	12.475	33.596
Family togetherness	2.188	9.947	43.543
Escape & Relaxation	1.973	8.968	52.512
Attractions	1.847	8.397	60.909
Novelty	1.316	5.980	66.889

Factor analysis is used to find latent variables or factors among observed variables. If the data contains many variables, the factor analysis could be used to reduce the number of variables. Factor analysis, groups variables with similar characteristics and can produce a small number of factors from a large number of variables, which are capable of explaining the observed variance of the larger number of variables. The reduced factors can also be used for further analysis (Tustin *et al.*, 2005:341).

A Varimax rotation was applied to improve the factor interpretations. In the output, the variables in each factor were sorted in an ascending order. In addition, factor loadings with values ≤ 0.4 were suppressed. The Cronbach Alpha statistic for scale reliability is also calculated and interpreted.

The purpose of a factor analysis is to describe the covariance relationships among many variables in terms of a few underlying, but unobservable, random quantities called factors. The

factor model can be motivated by the following argument: Suppose that variables can be grouped according to their correlations. That is, all variables in a particular group are highly correlated among themselves, but small correlations with variables in a different group. If this is the case, it is conceivable that each group of variables represents a single underlying factor, responsible for the observed correlations. It is this type of structure that a factor analysis seeks to confirm (Johnson & Wichern, 2002:477-478).

Secondary, as well as, primary data was used to conduct a factor analysis for Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks. A combined factor analyses for the three selected parks will also be given and discussed. By conducting the four factor analysis one would be able to determine whether there are different travel motivations for different national parks, or not.

The motives why tourists visit the Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks are thus very specific and well-defined, stating that tourists visiting the parks for nature are not the same as those visiting the parks for activities or to escape from routine, for example. Based on this research, chapter five will discuss the findings and conclusions.

4.4.1 Factor analysis: Karoo National Park

A factor analysis was conducted regarding the questions of what motivates tourists to travel to Karoo National Park. Five factors were identified for Karoo National Park, as indicated in Table 4.12.

Table 4.12: Factor analysis - Karoo National Park

Component						
Travel Reasons	Factor 1: Knowledge seeking	Factor 2: Family togetherness	Factor 3: Park attributes	Factor 4: Escape & Relaxation	Factor 5: Attractions	Mean Values
To learn about animals	.745					3.00
To learn about Endangered Species	.847					2.90
To learn about Plants	.775					2.62
To learn about Specific animals	.795					2.40
To photograph animals	.781					2.65
To photograph plants	.724					2.08

For the benefit of Children		.769				2.82
For family recreation		.662				3.59
Members of group to learn about Wildlife		.747				2.78
Value for endangered species		.652				2.88
For Education reasons		.557				2.66
Grew up with park			.449			1.64
Conferences in the area			.824			1.39
Events in the area			.776			1.56
Get away from regular routine				.791		3.66
To relax				.640		4.05
Explore new destination				.512		3.43
Spend time with friends				.519		2.58
Known Brand					.616	2.03
Great accommodation & facilities					.784	3.72
Climate of destination					.620	2.74
Cronbach Alpha	.908	.805	.645	.584	.639	

4.4.1.1 The factor analysis revealed the following information (Table 4.12):

- **Factor 1: Knowledge seeking**

✧ Knowledge seeking included aspects such as: to learn about animals in general, endangered species, plants and a specific animal, as well as, the photography of animals and plants. This confirms that tourists are more educated and informed today. It is a well-known fact that tourists today, are more educated and knowledgeable. This factor is confirmed by **Oh et al. (1995:123)** and **Swanson and Horridge (2006:677)**, as a travel motive. Interestingly, none of these studies were conducted at national parks. South Africa shows an interesting growth in the awareness of the importance of wildlife for humanity, as well as, the economic advantages of well-conserved wildlife (**Van Zyl, 1999:30**). According to **Eagles (1992:3)**, ecotourists' attraction motivations include park visits. Knowledge seeking as a factor has a Cronbach Alpha of .908, which is very good.

- **Factor 2: Family togetherness**

✧ Family togetherness included aspects such as: members of a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife, for educational reasons and for the benefit of the children. South Africa shows an interesting growth in awareness of the importance of wildlife for humanity, as well as, the economic advantages of well-conserved wildlife (**Van Zyl, 1999:30**).

Eagles (1992:3), confirms this by stating that ecotourists also have social attractions that motivate them to travel and there is a growing need for families to spend time together. This factor has a Cronbach's Alpha of .770, which is good from a statistical point of view.

- **Factor 3: Park attributes**

- ✧ Park attributes include aspects such as: conferences and events in the area and knowledge of the park. **Oh et al. (1995:130)** also found that activities such as: night life, exotic atmosphere and amusement/theme parks play an important role in the travel motivations of tourists. According to **Holloway (2004:50-55)**, when the question is asked of tourists; why they want to travel to a specific destination, they will give a variety of answers such as: "it's where I've always wanted to visit", or "some friends highly recommended it", or "it's always good weather at that time of the year and the park is wonderful", or "we've been going there regularly for the past few years". This aspect has a Cronbach's Alpha of .645. This correlates well with "*reasons for visiting the park*", as indicated by tourists in Table 4.2.

- **Factor 4: Escape and relaxation**

- ✧ Factor 4 includes aspects such as: *to escape from regular routine, to relax and explore new destinations*. **Uysal et al. (1994:22)** and **Kim et al. (2006:962)** found, escape from daily routine as an important motive for tourists to travel. **Kim et al. (2006:962)** further indicated that "escape" included aspects such as: "*to get away from demands of life*" and "*daily routine*". **Swanson and Horridge (2006:677)** also identified escape as an important travel motivator and included aspects such as: "*seeing spectacular scenery*", "*visiting places I've never seen before*" and "*visiting exiting places*". **Mansfeld (1992:399)** cited that people who live in cities are motivated to travel to nature areas, due to the need to escape from everyday routine and rushed city life. **Crompton (1979:408)** also indicated that one of the seven push factors is escape. New experiences include: to explore a new destination and to spend time with friends. **Holloway (2004:50-55)** indicated that general motivations are usually aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace in order to enjoy different surroundings and a healthy environment. This factor has a Cronbach's Alpha of .548.

- **Factor 5: Attraction**

- ✧ Attractions included aspects such as: the preference to an area because of the climate, to do the hiking trail and great accommodation and facilities. **Kim et al. (2006:962)** indicated that "attractions" is an important travel motivator, whereas **Mansfeld**

(1992:399) stated, a motive which could provide the traveler with specific facilities that do not exist at his or her own place of residence is called "sunlust". Oh *et al.* (1995:123) also found that activities such as; night life, exotic atmospheres, and amusement or theme parks, play an important role in the travel motivations of tourists. This factor has a Cronbach's Alpha of .639.

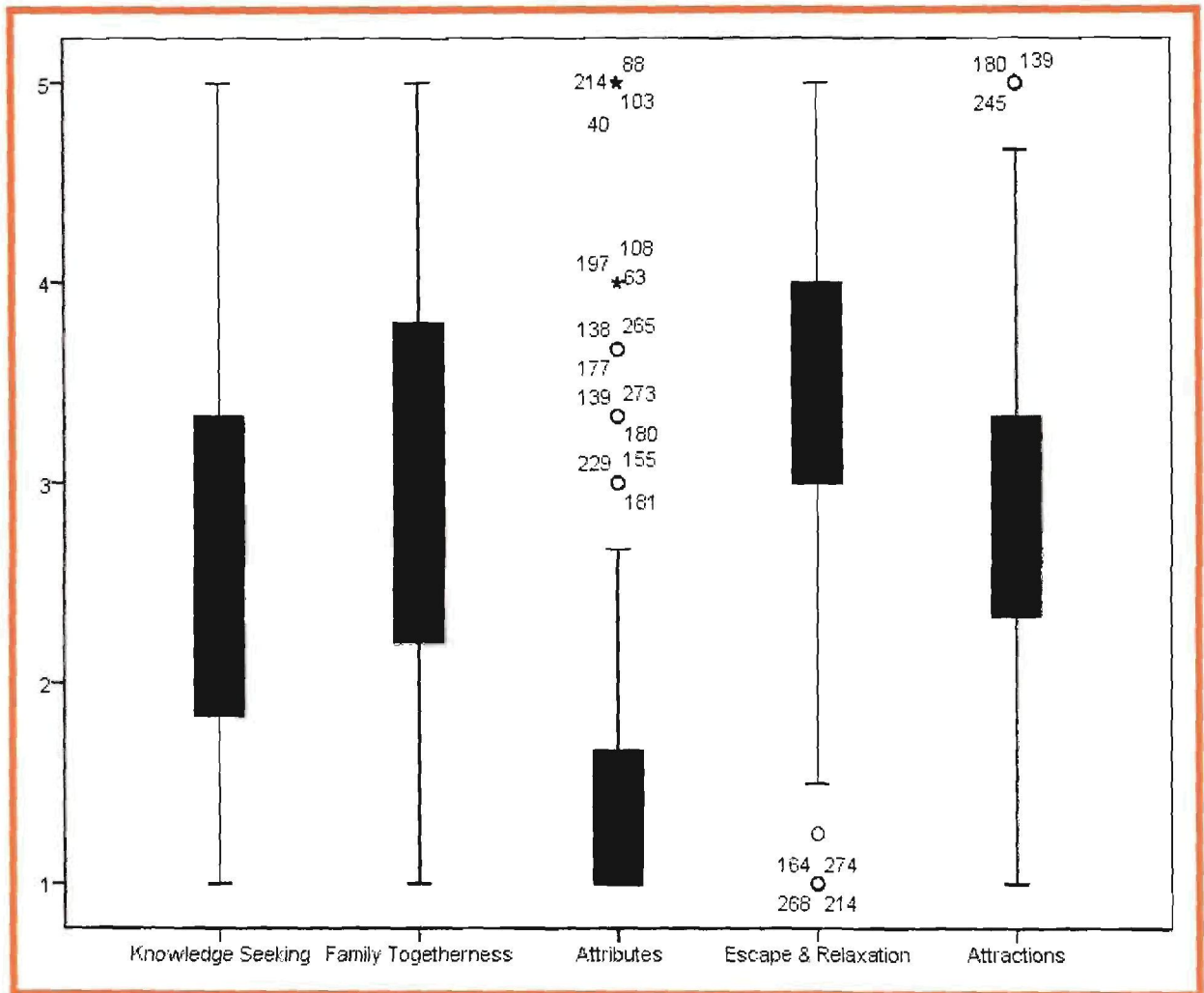


Figure 4.1: Boxplot for Karoo National Park

The Boxplots in Figure 4.1 show the typical profile of a tourist visiting Karoo National Park. From Figure 4.1 it is clear that "escape & relaxation", as well as, "family togetherness" was seen as the most important travel motives.

4.4.2 Factor analysis: Kgalagadi Transfrontier National Park

A factor analysis was conducted regarding the questions of what motivates tourists to travel to Kgalagadi National Park. Six factors were identified, as can be seen in Table 4.13.

Table 4.13: Factor analysis - Kgalagadi National Park

Component							
Travel Reasons	Factor 1: Knowledge seeking	Factor 2: Park attributes	Factor 3: Family Togetherness	Factor 4: Escape &Relaxati on	Factor 5: Photo graphy	Factor 6: Adventure	Mean Values
Educational reasons	.744						3.02
To learn about animals	.850						3.47
To learn about endangered species	.847						3.24
To learn about plants	.790						2.88
To learn about specific Animals	.630						2.67
Grew up with park		.463					1.62
Known brand		.675					1.70
Climate of destination		.429					2.52
Do the hiking trails		.657					1.53
Conferencesin the area		.814					1.12
Eventsin the area		.801					1.31
Benefit of children			.751				3.20
Familyrecreation			.646				3.91
Learn about Wildlife			.759				3.20
Value endangered species			.710				3.21
Get away from regularroutine				.733			4.14
To Relax				.740			4.19
Great accommodation				.548			2.81
To Photograph animals					.857		3.19
To Photograph plants					.787		2.22
To Explore						.757	3.80
To spend time with Friends						.622	2.87
CronbachAlpha	.868	.702	.775	.546	.728	.402	

4.4.2.1 The factor analysis revealed the following information (Table 4.13):

- **Factor 1: Knowledge seeking**

Knowledge seeking includes aspects such as: to learn about animals in general, learn about endangered species, plants and a specific animal, as well as, the photography of animals and plants. This factor is confirmed by **Oh et al. (1995:123)** and **Swanson and Horridge (2006:677)**, as a motive for travel. South Africa shows an interesting growth in the awareness of the importance of wildlife for humanity, as well as, the economic advantages of well-conserved wildlife (**Van Zyl, 1999:30**). According to **Eagles (1992:3)**, motivations of ecotourists attractions include parks. Knowledge seeking has a Cronbach Alpha of .868.

- **Factor 2: Park attributes**

Park attributes include aspects such as: good climate, known brand, grew up with the park, conferences and events in the area and knowledge of the park. **Oh et al. (1995:130)** also found that activities such as: night life, exotic atmosphere, amusement/theme parks, plays an important role in travel motivations of tourists. According to **Holloway (2004:50-55)** when the question is asked of the tourist; why they want to travel to a specific destination, they will give a variety of answers such as: *"it's where I've always wanted to visit"*, or *"some friends highly recommended it"*, or *"it's always good weather at that time of the year and the beaches are wonderful"*, or *"we've been going there regularly for the past few years"*. This factor has a Cronbach Alpha of .702.

- **Factor 3: Family togetherness**

Family togetherness included that members in a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife, for educational reasons and for the benefit of the children. As with factor one, South Africa shows an interesting growth in awareness of the importance of wildlife for humanity, as well as, the economic advantages of well-conserved wildlife (**Van Zyl, 1999:30**). **Eagles (1992:3)**, confirms this by stating that ecotourists also have social aspects which motivate them to travel. This factor has a Cronbach Alpha of .688, which is good.

- **Factor 4: Escape and relaxation**

Factor four includes aspects such as: to escape from regular routine, to relax and explore new destinations. **Uysal et al. (1994:22)** and **Kim et al. (2006:962)** found escape from daily routine, an important motive for tourists to travel. **Kim et al. (2006:962)** further indicated that *"escape"* included aspects such as: *"to get away from*

demands of life” and *“daily routine”*. **Swanson and Horridge (2006:677)** also identified escape as an important travel motivator and included aspects such as: *“seeing spectacular scenery”*, *“visiting places I’ve never seen before”* and *“visiting exiting places”*. **Mansfeld (1992:399)** cited that people who live in cities are motivated to travel because they need to escape from the everyday rush and routine. This research confirmed that most tourists to these parks are from Gauteng, which includes cities like Johannesburg and Pretoria (see 4.3). **Crompton (1979:123)** also indicated that one of the seven push factors is escape. New experiences include: to explore a new destination and to spend time with friends. **Holloway (2004:50-55)** means that general motivations are aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace to enjoy different surroundings and a healthy environment. **Leiper (1995:20)** distinguishes between relaxation and creative leisure time that produces something new. This factor has a Cronbach Alpha of .546.

- **Factor 5: Photography**

Factor five consists of the photography of plants and animals. Kgalagadi Transfrontier National Park is known for its photographic opportunities due to its beautiful landscape (semi-desert) and wildlife (lion, leopard, cheetahs, antelope and variety of bird life) (**SANParks, 2008**). This factor has a Cronbach Alpha of .728.

- **Factor 6: Adventure**

Factor six consists of: to explore and to spend time with friends. **Holloway (2004:50-55)** indicates that general motivations are aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace to enjoy different surroundings and a healthy environment. Specific motivation is when the tourist decides to take a holiday in the Drakensberg Mountains, where they can take walks in fresh mountain air, enjoy the scenery, good food and total relaxation. All specific objectives are reflecting the means by which their needs will be met. This factor has a Cronbach Alpha of .402.

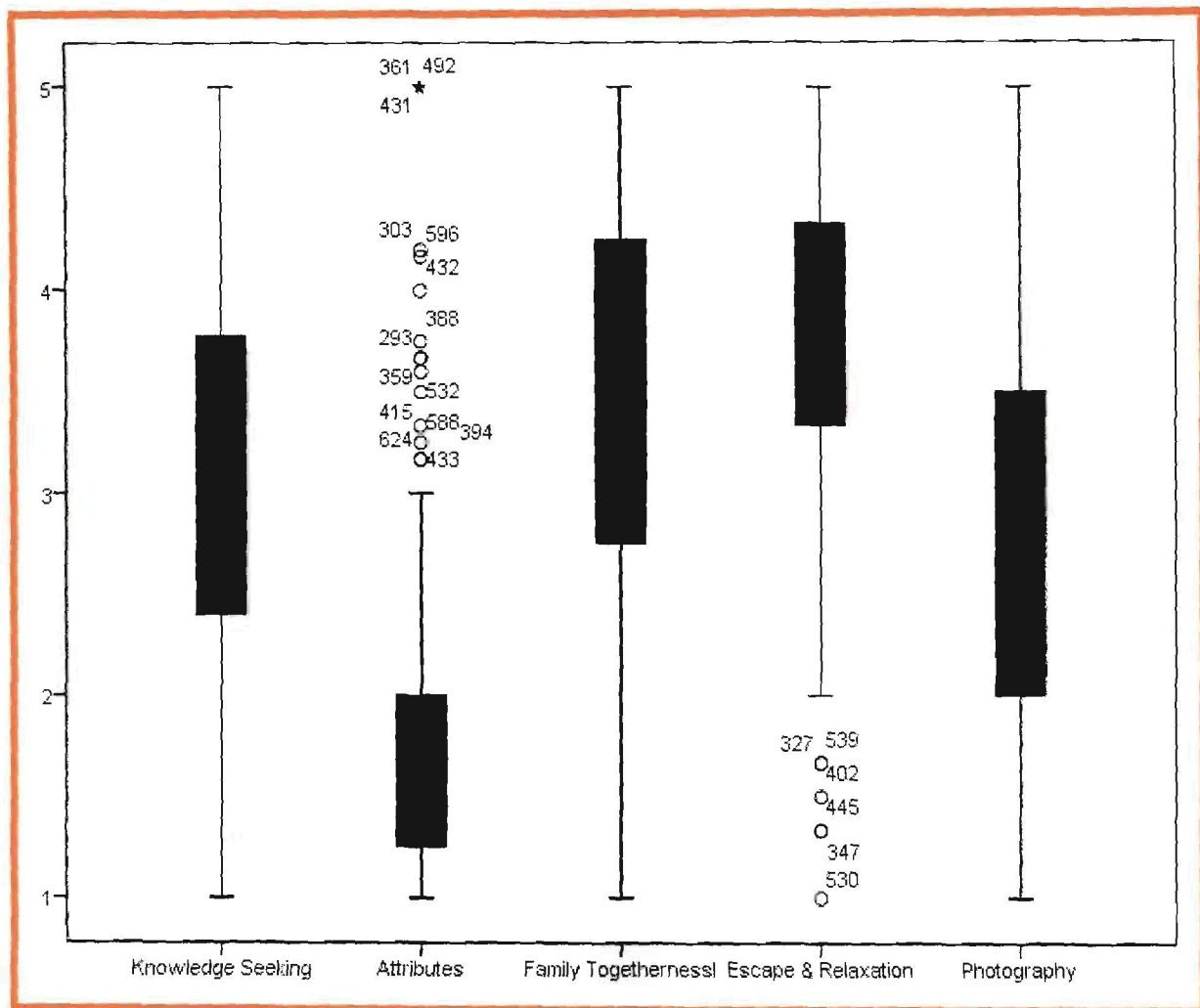


Figure 4.2: Boxplot for Kgalagadi Transfrontier National Park

The Boxplot in Figure 4.2 shows the typical profile of a tourist visiting Karoo National Park. Although the factor analysis showed six factors, only five factors were used for the boxplot because Adventure had a very low Cronbach Alpha of .402. Figure 4.2 reveals that the most important travel motives for tourists visiting Kgalagadi Transfrontier National Park were “family togetherness” and “escape & relaxation”. “Photography” also showed as a motive for travelling to Kgalagadi Transfrontier National Park, while the other parks do not have this as a motive.

4.4.3 Factor analysis: Tsitsikamma National Park

A factor analysis was conducted regarding the questions of, what motivates tourists to travel to Tsitsikamma National Park. Six factors were identified, as can be seen in Table 4.14.

Table 4.14: Factor analysis -Tsitsikamma National Park

Component							
Travel Reasons	Factor 1: Knowledge seeking	Factor 2: Family Togetherness	Factor 3: Park attributes	Factor 4: Escape &Relaxati on	Factor 5: Attraction	Factor 6: Adventure	Mean Values
Educational reasons	.539						2.67
To learn about animals	.853						2.86
To learn about endangered species	.837						2.77
To learn about plants	.780						2.72
To learn about specific Animals	.764						2.35
To photograph animals	.788						2.60
To photograph plants	.738						2.31
Benefit of children		.729					2.87
Family recreation		.647					3.85
Learn about Wildlife		.706					2.85
Value endangered species		.687					2.92
Grew up with park			.662				1.72
Known brand			.606				2.08
Conferences in the area			.682				1.39
Events in the area			.710				1.62
Get away from regular routine				.681			3.93
To Relax				.774			4.19
Climate of destination					.782		3.00
Do the hiking trails					.755		2.94
Accommodation					.659		3.62
To Explore						.729	3.43
To spend time with Friends						.606	2.79
Cronbach Alpha	.903	.795	.662	.704	.644	.310	

4.4.3.1 The factor analysis revealed the following information (Table 4.14):

- **Factor 1: Knowledge seeking**

Knowledge seeking included aspects such as: learn about animals in general, endangered species, plants and a specific animal, as well as, the photography of animals and plants. This factor is confirmed by **Oh et al. (1995:123)** and **Swanson**

and Horridge (2006:677) as a motive for travel. Interestingly, none of these studies were conducted at national parks. Nature as a factor has a Cronbach Alpha of .903. This factor correlates well with the factor analysis of Kgalagadi Transfrontier National Park, where *"knowledge seeking"* measured the highest.

- **Factor 2: Park attributes**

Park attributes include aspects such as: grew up with the park, known brand, conferences and events in the area. **Oh et al. (1995:130)** also found that activities such as night life, exotic atmosphere, amusement/theme parks play an important role in the travel motivations of tourists. According to **Holloway (2004:50-55)**, when the question is asked of the tourist; why they want to travel to a specific destination, they will give a variety of answers such as: *"it's where I've always wanted to visit"*, or *"some friends highly recommended it"*, or *"it's always good weather at that time of the year and the beaches are wonderful"*, or *"we've been going there regularly for the past few years"*. This factor has a Cronbach Alpha of .662.

- **Factor 3: Family togetherness**

Family togetherness included that members in a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife, for educational reasons and for the benefit of the children. What makes this park so interesting is the fact that this is a marine park with little antelope and predator species but an abundance of marine wildlife, showing that tourists want to learn about marine life (**SANParks, 2008**). As with factor one, South Africa shows an interesting growth in awareness of the importance of wildlife for humanity, as well as, the economic advantages of well-conserved wildlife (**Van Zyl, 1999:30**). **Eagles (1992:3)** confirm this by stating that ecotourists also have social attractions that motivate them to travel. This factor has a Cronbach Alpha of .700. None of the other research, as indicated by the literature review, identified this as a motive for travelling.

- **Factor 4: Escape and relaxation**

Factor four consists of: getting away from regular routine and to relax. **Uysal et al. (1994:22)** and **Kim et al. (2006:962)** found escape from daily routine an important motive for tourists to travel. **Kim et al. (2006:962)** further indicated that *"escape"* included aspects such as: *"to get away from demands of life"* and *"daily routine"*. This factor has a Cronbach Alpha of .704.

- **Factor 5: Attraction**

Attractions included aspects such as: the preference to an area because of the climate, to do the hiking trail and great accommodation and facilities. The well-known Otter hiking trail also commences from this park (SANParks, 2008). Kim *et al.* (2006:962) also indicated that “*attractions*” is an important travel motivator. As Mansfeld (1992:399) stated, a motive which can provide the traveller with specific facilities that do not exist in his or her own place of residence is called “*sunlust*”. In highlighting the importance of national parks; Uysal, McDonald and Martin (1994:18) state that national parks and natural areas are powerful magnets to tourists, and that these attractions are major export earners. This factor has a Cronbach Alpha of .644.

- **Factor 6: Adventure**

Factor six consists of: to explore and to spend time with friends. Holloway (2004:50-55) indicates that general motivations are aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace to enjoy different surroundings and a healthy environment. Specific motivation is when the tourist decides to take a holiday in the Drakensberg Mountains, where they can take walks in fresh mountain air, enjoy the scenery, good food and total relaxation. All specific objectives are reflecting the means by which their needs will be met. This factor has a Cronbach Alpha of .310.

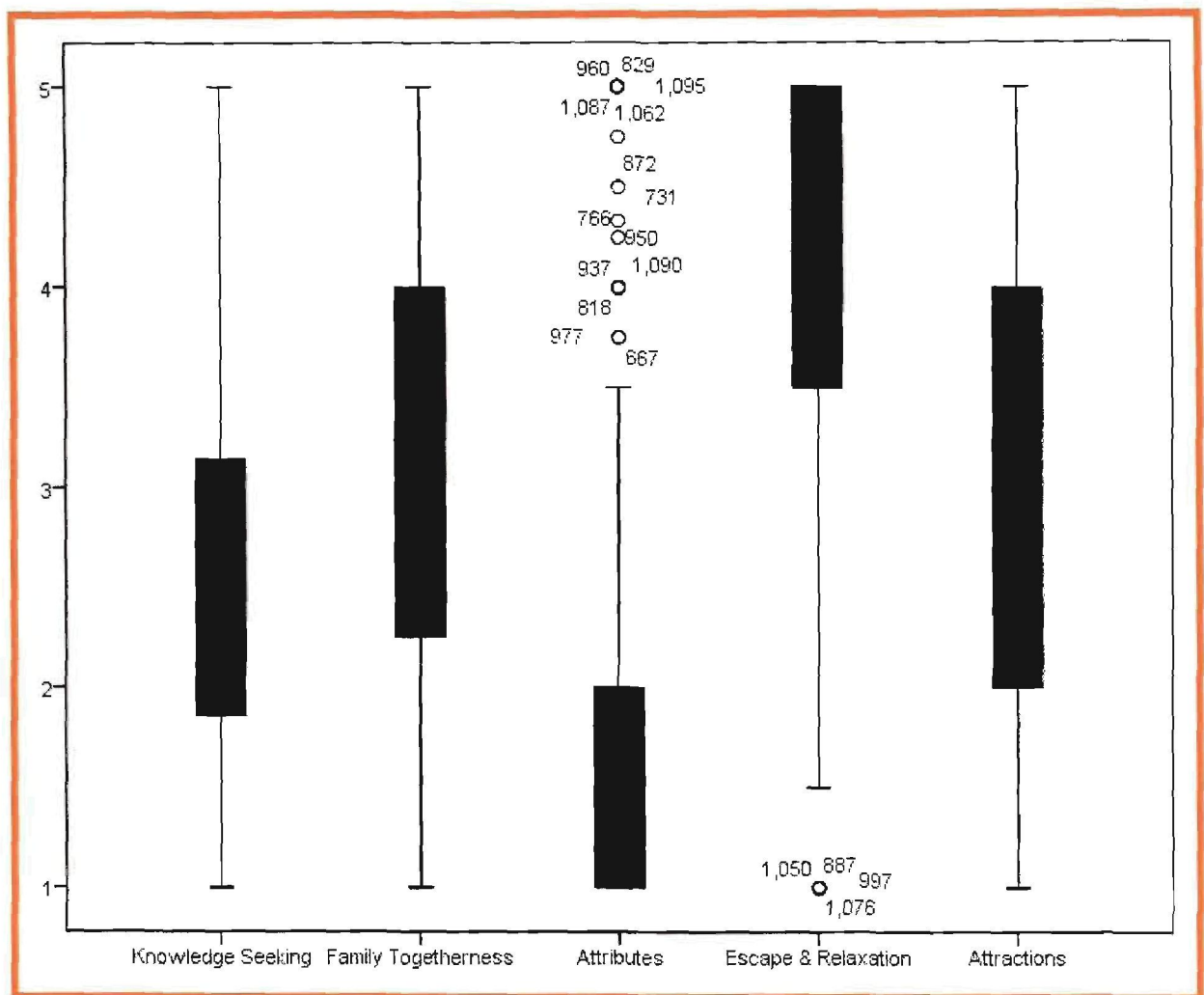


Figure 4.3: Boxplot of Tsitsikamma National Park

The Boxplot in Figure 4.3 shows the typical profile of a tourist visiting Karoo National Park. Again, “family togetherness” and “escape & relaxation” were seen as the most important travel motives to Tsitsikamma National Park. “Attractions” were seen as an important factor for Tsitsikamma National Park while the other parks do not have these factors. Factor six which was adventure was excluded in the boxplot because it had a Cronbach Alpha of .310.

This research confirms that even in the case of similar destinations (National Parks), travel motives differ, although not a great deal. These aspects are important because it enables marketers to do specific marketing. If they know what the tourists want and what they see as important, they can do target marketing according to these guidelines.

4.4.4 Combined factor analysis for the three parks

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.836, which is very good. The Total Variance Explained for the combined parks is 48.045% (3 factors were extracted). This total is satisfying from a research point of view (Table 4.15).

Table 4.15: Total variance explained

Rotation sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %
Knowledge seeking	4.974	22.609	22.609
Escape & Relaxation	2.857	12.987	35.596
Park attributes	2.739	12.449	48.045

The motives why tourists visit these parks are thus very specific and well-defined, stating that tourists visiting the parks for *“knowledge seeking”* are not the same as those visiting the parks for *“park attributes”* or *“to escape from routine and relax”*, for example.

A reliability scale is used to determine if the factor analysis is reliable. This is called the Cronbach's Alpha. The factor loading must be above 0.5 to be reliable and in this case all three factors are: factor 1 – 0.712, factor 2 – 0.712, factor 3 – 0.633.

Statistical significance tests have a tendency to yield small p-values (indicating significance) as the size of the data sets increase. The effect size is independent of sample size and is a measure of practical significance. It can be understood as a large enough effect to be important in practice and is described for differences in means, for the relationship in two-way frequency tables and also multiple regressions fit (Ellis & Steyn, 2003:51-53).

A natural way to comment on practical significance is to use the standardised difference between the means of two populations. Ellis and Steyn (2003:51-53) introduced a measure that is called the effect size, which not only makes the difference independent of units and sample size, but also relates it with the spread of the data; see Steyn (1999:28) and Steyn (2000:1-3).

Cohen (1988:29-46) gives the following for the interpretation of the effect size in the current case:

- Small effect: $d=0.2$
- Medium effect: $d=0.5$
- Large effect: $d=0.8$

Table 4.16: ANOVA – means of factors

	Factor 1 Knowledge seeking	Factor 2 Escape and relaxation	Factor 3 Park attributes
Karoo - Tsitsikamma	0.005	0.16	0.19
Karoo – Kgalagadi	0.35	0.33	0.48
Tsitsikamma - Kgalagadi	0.33	0.14	0.68

A Likert scale of 1-5 was used for the variance and the difference is smaller than it would be with a likert scale of 1-10. As seen in Table 4.16 and Figure 4.4, all three factors regarding Karoo National Park versus Tsitsikamma National Park had very small effect sizes, as can be seen in Table 4.15. Karoo National Park and Kgalagadi Transfrontier National Park show a small effect in *knowledge seeking* (0.35) and *escape and relaxation* (0.33) and a small to medium effect in *park attributes* (0.48), indicating a practical significant difference between the two parks regarding this aspect. With regard to the knowledge seeking, the Tsitsikamma National Park versus Kgalagadi Transfrontier National Park regarding *knowledge seeking* shows a small to medium effect (0.33), indicating a small practical significance difference between these two parks regarding this factor. Lastly, there was a medium effect size between Tsitsikamma National Park and Kgalagadi Transfrontier National Park regarding *park attributes* (0.68), indicating on a practical significant difference between these two parks regarding park attributes.

A factor analysis was conducted regarding the question of what motivates people to travel to Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park. Three main factors were identified, as can be seen in Table 4.17.

Table 4.17: Combined factor analysis for Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park

Component				
Travel Reasons	Factor 1: Knowledge seeking	Factor 2: Park attributes	Factor 3: Escape & Relaxation	Mean Values
To learn about wildlife	.586			2.95
Value endangered species	.665			3.01
Education reasons	.720			2.79
To learn about animals	.857			3.11
To learn about endangered species	.876			2.96
To learn about plants	.797			2.75
To learn about specific animals	.766			2.47
To photograph animals	.588			2.82
To photograph plants	.556			2.22
Grew up with Park		.584		1.67
Known Brand		.652		1.94
Good accommodation facilities		.463		3.37
Good climate		.580		2.77
To go hiking		.550		2.25
Conferences in the area		.623		1.31
Events in the area		.683		1.51
To escape from regular routine			.647	3.93
To relax			.700	4.16
For the benefit of my children			.498	2.97
Family recreation			.660	3.81
Cronbach Alpha	.897	.712	.633	

4.4.4.1 The factor analysis revealed the following information (Table 4.17):

- Factor 1: Knowledge seeking

Knowledge seeking included aspects such as: to learn about animals in general, endangered species, plants and a specific animal, as well as, for educational reasons. This factor is confirmed by Oh *et al.* (1995:123) and Swanson and Horridge (2006:677), as a motive for travel. Interestingly none of these studies were conducted at national parks. Knowledge seeking as a factor has a Cronbach Alpha of .897, which is very good.

- **Factor 2: Escape and relaxation**

Factor two includes aspects such as: *to escape from regular routine, to relax and family recreation*. **Uysal et al. (1994:22)** and **Kim et al. (2006:962)** found that escape from daily routine an important motive for tourists to travel. **Kim et al. (2006:962)** further indicated that “escape” includes aspects such as: *“to get away from demands of life”* and *“daily routine”*. **Mansfeld (1992:399)** cited that people who live in cities are motivated to travel because they need to escape from everyday rush and routine. **Crompton (1979:408)** also indicated that one of the seven push factors is escape. New experiences include: to explore a new destination and to spend time with friends. **Holloway (2004:50-55)** indicated that general motivations are usually aimed at achieving a broad objective, for example, to get away from the stress and routine of a workplace to enjoy different surroundings and a healthy environment. This factor has a Cronbach Alpha value of .633.

- **Factor 3: Park attributes**

Park attributes include aspects such as: conferences and events in the area and grew up with the park. **Oh et al. (1995:130)** also found that activities such as: night life, exotic atmosphere, amusement/theme parks play an important role in the travel motivations of tourists. According to **Holloway (2004:50-55)**, when the question is asked of tourists why they want to travel to a specific destination, they will give a variety of answers such as: *“it’s where I’ve always wanted to visit”*, or *“some friends highly recommended it”*, or *“it’s always good weather at that time of the year and the park are wonderful”*, or *“we’ve been going there regularly for the past few years”*. This aspect has a Cronbach’s Alpha value of .712. This correlates well with *“reasons for visiting the park”*, as indicated by tourists in Table 4.2. This confirms the fact that this park has little to offer regarding conferences and events.

The five point Likert scale indicates that one was “not at all important” and five “extremely important”. If one looks at Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks in terms of knowledge, one would see that Kgalagadi Transfrontier National Park has a more “knowledge seeking” tendency than the other two parks. All three parks indicated the less importance of “escape and relaxation” with little differences between the three parks. Looking at “park attributes”, Kgalagadi Transfrontier Park has more visitors because of this motive than in terms of Karoo- and Tsitsikamma National Parks. It is interesting to note that “park attributes” for all three parks was the most important aspect, according to Figure 4.3.

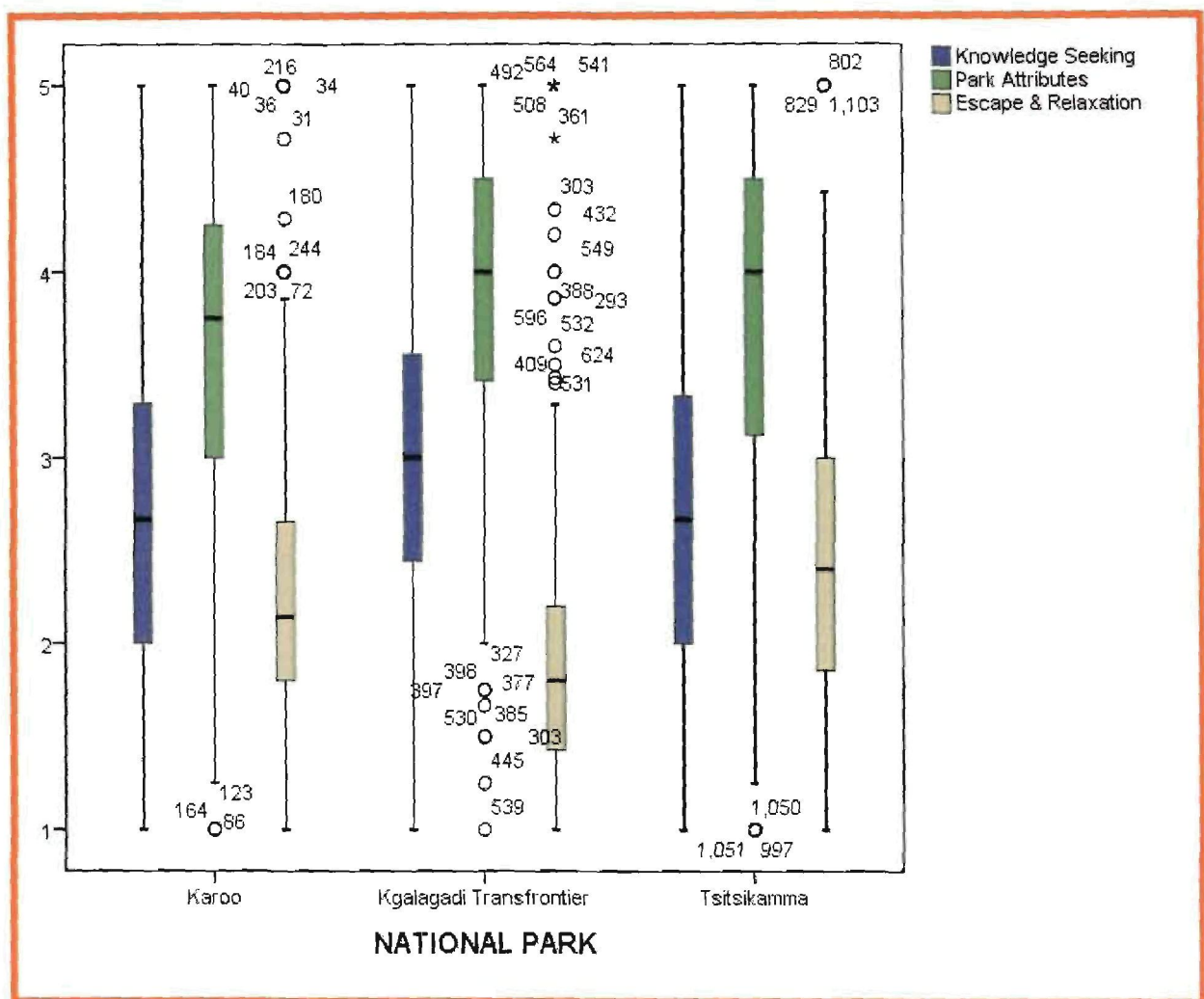


Figure 4.3: Clustered Boxplot for the combined factors

To conclude, if one knows the important motives, one can market according to the needs of tourists visiting these parks. It is clear that although national parks have different product offerings, they have the same tourist profile (c.f 4.2), tourists visit national parks for the same reasons (c.f 4.3) and the motives tourists use for travel to these parks are also the same (c.f 4.4).

4.5 Conclusion

The aim of this chapter was to determine, firstly, the visitors profile of tourists visiting the selected national parks, secondly, the reasons why tourists visit these national parks and thirdly, to determine the travel motivations of visitors to the selected national parks (Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park).

The profile of visitors to these national parks stays more or less the same. The only differences in the visitors profile are: TNP attracts tourists from the Western Cape, Gauteng and Eastern

Cape, whereas KNP and KTNP only attract tourists from the Western Cape and Gauteng. The tourists spend only 1-2 days at KNP whereas tourists to TNP and KTNP spend at least 2-7 days. The tourists spend an average of R2 885 (KNP), R5 976 (KTNP) and R7 040 (TNP), respectively.

The main reasons for visiting these parks (Karoo, Kgalagadi and Tsitsikamma) were the same, namely, to relax, for family recreation, to get away from regular routine. Tourists visiting KNP and KTNP indicated good accommodation and benefit for children as motives, whereas tourists to TNP showed hiking as an important reason.

The factor analysis was conducted for the three parks individually, as well as, combined, to determine the travel motivations of tourists to national parks. The three parks differ in terms of location, attributes and type of park. It was clear that the tourists of the three parks have common, but also very different motives. All three parks have knowledge seeking, escape and relaxation and park attributes as travel motives.

The only major difference between these parks is that KNP had five factors and KTNP and TNP had six factors. The sixth factor for the parks was adventure. Photography is absent for KNP and TNP, whereas it was seen as important for KTNP and attractions is absent for KTNP, whereas it was seen as important for KNP and TNP. The combined factor analysis of the three parks showed that knowledge seeking; escape and relaxation and park attributes were travel motives. From this research it is clear that that when developing marketing strategies for national parks, one needs to focus on these three travel motivations to market national parks.

Chapter 5

Findings and Recommendations

5.1 Introduction

The aim of this chapter is to draw conclusions and provide recommendations, concerning the research.

The goal of the study was to determine the travel motivations of tourists to selected National Parks in South Africa, namely: Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Parks. To achieve the main goal the following objectives were set:

Objective 1: To make an analysis regarding the tourist behaviour (Chapter 2)

The objective was met in Chapter 2 by analysing tourist behaviour when purchasing a tourism product. The main aspects covered were: firstly, who are the tourists; secondly, what role do the individuals play to recognize the target market; thirdly, what the influence of tourist behaviour on market segmentation is; fourthly, the tourist decision-making process, and the determinants of tourist behaviour; and lastly, the characteristics that influence tourist behaviour were discussed according to the model of tourist behaviour.

Objective 2: To make an analysis of the travel motivations of tourists (Chapter 3)

This objective was met in Chapter 3, by analysing the aspects of importance, regarding travel motivations of tourists to various tourism destinations. The main aspects covered in this chapter were: Maslow's hierarchy of needs, Murray's classification system, the holiday preference and choice model, push and pull theory, the sun lust and wanderlust theory, the translation of a need into motivation, the psychological/internal factors consisting of; learning, perception, attitude, personality and the self-concept. Previous studies regarding travel motivations were also analysed.

Objective 3: To develop a visitors' profile and the reasons why tourists visit national parks (Chapter 4)

These objectives were met in Chapter 4. This was done by determining the visitors' profile of tourists to national parks, as well as, their reasons for visiting national parks.

Objective 4: To draw a factor analysis of tourists visiting the selected national park (Chapter 4)

Objective 4 was also met in Chapter 4, by conducting a factor analysis of visitors to Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park.

Objective 5: To draw conclusions and make recommendations

Objective 5 will be met in this Chapter. The main conclusions of each chapter, as well as, recommendations are given in this chapter.

5.2 Conclusions regarding research

The conclusions of the research are structured as follows:

- Firstly, conclusion will be drawn regarding the literature analysis of tourist behaviour (Chapter 2).
- Secondly, conclusions will be drawn regarding the literature analysis of travel motivations (Chapter 3).
- Thirdly, conclusions will be drawn from the empirical research (Chapter 4).

5.2.1 Conclusion regarding tourist behaviour (Chapter 2)

The following conclusions can be drawn regarding tourist behaviour:

- Tourist behaviour is the reasons why tourists buy certain tourism products and how these decisions were made. Their behaviour involves a search for leisure experiences, from interactions with features or characteristics of places they choose to visit (c.f 2.1).
- Tourist behaviour can be defined as 'the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions' (c.f 2.2).
- The primary reason for studying tourist behaviour is to identify bases for effective segmentation, and as such, a large portion of tourist research is concerned with segmentation (c.f 2.3).
- As the tourism market becomes more fragmented and tourists' needs and wants more individualistic, marketers have to group tourists by similarities, such as; what they desire and who they are, as well as, target the segments which are potentially profitable (c.f 2.3).
- By understanding and knowing tourists in terms of numbers and statistics, but also by explaining how and why they buy and use certain tourism products marketers can determine tourist behaviour (c.f 2.4).
- Physical distinctions such as: the mode of transport, the accommodation type, the nature of the destination, the physical environment of the destination, the facilities at the destination, attractions and events and social distinctions; can be used to differentiate between tourists. These distinctions play an important role when determining tourist

behaviour and travel motivations. (c.f 2.4).

- Tourist behaviour can be analysed in terms of the purchase decision process, the series of stages a tourist goes through when deciding to buy a tourism product or service. The kind of consumer buying behaviour is determined by: the level of involvement in purchase decision, importance and intensity of interest in a product in a particular situation. The buyers' level of involvement determines why he/she is motivated to seek information (c.f 2.5).
- The determinants of buying behaviour are routine response, limited decision making, extensive decision making and impulse buying (c.f 2.5, c.f 2.5.1, c.f 2.5.2).
- The stages of tourist buying decision process are: 1) problem recognition; 2) information seeking; 3) evaluation of alternatives; 4) purchase decision; 5) purchase and 6) post-purchase evaluation c.f 2.5, c.f 2.5.1, c.f 2.5.2). The types of buying situations are: extended problem-solving, limited problem-solving and habitual problem-solving (c.f 2.5, c.f 2.5.1, c.f 2.5.2).
- The characteristics affecting tourist behaviour according to the expanded model of tourist behaviour are:
 - Decision process, with the influences that play a role when making a decision to buy a tourism product or service. These influences are the stages which tourists use to make a decision (c.f 2.5.1).
 - Demographic factors namely age, income, education, race, marital status and household size affects the decision-making process (c.f 2.6.1). The marketing mix, namely; price, product, place and promotion, can influence the tourists' decision to buy a certain product or service (c.f 2.6.2).
 - Internal/psychological factors, namely; motivation, perception, learning, personality and attitudes of a tourist, can influence the decision to buy a product or service (c.f 2.6.3).
 - External/social factors, namely; the culture, social class, reference group and family, influence the decision-making process (c.f 2.6.4).
 - Situational factors, namely; physical surrounding, social surrounding, temporal perspective, task definition and antecedent states, influence the decision-making process which plays a role in tourist behaviour (c.f 2.6.5).

5.2.2 Conclusion regarding the literature analysis of travel motivations of tourists (Chapter 3)

The following are the main conclusions regarding travel motivations:

- A motivation is that which drives people to make decisions. Travel motivations are needs or wants that drive tourists to make a decision about a specific destination. Motivation, in a general sense, is that which influences the arousal, selection, direction and maintenance of all human behaviour. Motivation is this energy to study, to learn and achieve and to maintain these positive behaviours over time. Motivation is what stimulates students to acquire, transform and use knowledge (c.f 3.1).
- There is noted that many well-known theories in psychology have a strong motivational component (c.f 3.2).
- Maslow's hierarchy of needs indicated basic safety, social and ego needs, and self-actualisation (c.f 3.2.1).
- Murray's classification system identified a total of fourteen physiological and thirty psychological needs (c.f 3.2.2).
- The holiday preference and choice model consists of, needs; attractiveness of holiday attributes; relative preference for different holidays; choice of holiday; satisfaction with holiday (c.f 3.3.1).
- Push and pull factors play a role in motivation (c.f 3.3.2).
- Holloway's translation of a need into motivation is a tourists' need and the perception of what will satisfy that need. On the other side, there is the actual attraction (c.f 3.3.4).
- Gray's travel motivation theory is called "wanderlust" and "sun lust" (c.f 3.3.5).
- Reasons why people do not go on a certain trip at a certain period of time, are referred to as barriers to travel and consist of six broad categories, namely; cost, lack of time, health limitations, family stage, lack of interest, fear and safety (c.f 3.3.3).
- The internal/psychological factors that play a role in motivations are:
 - Learning (c.f 3.4.1)
 - Perception (c.f 3.4.2)
 - Attitudes (c.f 3.4.3)
 - Personality (c.f 3.4.4)
 - Self-concept (c.f 3.4.4)
- Numerous travel motivation studies have been done in the past. The literature revealed some travel motivations are product related, and the other is more commonly found in various tourism products, such as: to relax, to be with my family and to escape from regular routine. In the end, if travel motivations are known, it can assist product owners, such as SANParks, to develop sound marketing strategies (c.f 3.5).
- Researchers pointed out the following important motives (c.f 3.5):

Table 5.1: General and Nature destination motives

General destination motives		Nature destination motives
• Excitement • External • Family • Socialisation • Relaxation • Social/leisure • Festival attributes • Event excitement • Cultural exploration • Climate • Nostalgia • Social status • Site attraction • Health & fitness	• Novelty • Knowledge • Utilitarian • Value expressive • Cleanliness • Safety • Facilities • Historic sites • Learning experience • Achievement • Fun • Adventure seekers • Luxury seekers • Ego-enhancement	• Family • Socialisation • Relaxation • Escape • Natural sites • Knowledge • Facilities • Landscape features • Core attractions • Nature • Activities • Park attributes • Novelty • Photography

5.2.3 Conclusions regarding the empirical survey (Chapter 4)

The following section will summarise the most important aspects of Chapter 4 (Objective 3 and Objective 4), which consists of the survey.

The reason for determining the visitors' profile to each selected National Park was to determine the differences, if any, in the profile of the product offering at each park (c.f 4.2.1). It is clear that the profile of tourists to the three national parks were the same, except for the following (c.f 4.2.1):

- Expenditure of tourists to KgalagadiTransfrontierNational Park where the average spending of tourists was higher, which is directly linked to the length of stay.
- Length of stay indicated tourists visiting KgalagadiTransfrontierNational Park stayed longer.
- The research revealed two major markets for all three parks, namely, Gauteng and Western Cape; except for Tsitsikamma National Park, which had a third market of importance, namely, Eastern Cape. This information is important in developing marketing strategies.
- This demonstrates strongly that 4x4 vehicles are the preferred mode of transport for visitors to KgalagadiTransfrontierNational Park. Therefore this park can be marketed as

a 4x4 destination.

Primary data was used to determine reasons for visiting Karoo-, Tsitsikamma- and KgalagadiTransfrontierNational Park. Tourists to these related national parks rated the following aspects as very important, to extremely important (c.f 4.2.2).

Table 5.2: Travel reasons summary - Karoo-, Tsitsikamma- and KgalagadiTransfrontierNational Parks

<u>KarooNational Park</u>	<u>KgalagadiNational Park</u>	<u>TsitsikammaNational Park</u>
To Relax (76%)	For family recreation (84%)	To Relax (79%)
The park has good accommodation facilities (68%)	To Relax (83%)	For family recreation (74%)
For family recreation (62%)	To get away from regular routine (74%)	To get away from regular routine (69%)
To get away from regular routine (59%)	For the benefit of my children (70%)	The park has good accommodation facilities (60%)
For the benefit of my children (44%)	To explore a new destination (65%)	To do hiking (56%)

Tourists travel to national parks mainly; to relax, for family recreation, to get away from regular routine and for the benefit of children (Table 5.2). Differences found between the three parks, regarding travel reasons, were the following:

- KarooNational Park's accommodation facilities were seen as an important reason for visiting the park. This supported the notion that this park is used by tourists as a stopover, en route to the Cape and Gauteng.
- In the case of KTNP, it was found that one of the most important reasons for visiting this park was to explore a new destination owing to the remoteness of the park.
- The research further revealed one of the most important reasons for tourists visiting TNP was the hiking trails offered by the park.

Therefore, one can conclude, by stating that tourists on the whole do have similar reasons for visiting the three parks, but small differences were also found, as indicated above. These differences can, therefore, be used in branding each of the parks; which will assist SANParks in marketing these parks (c.f 4.2.2).

A factor analysis was conducted for KNP, KTNP and TNP, as well as, a combined factor analysis for the national parks. The factor analyses of these three parks, revealed the following travel motivations of each park individually:

- *KarooNational Park* (c.f 4.4.1.1):
 - **Knowledge seeking**(Cronbach alpha of .908), which included aspects, such as: to

learn about animals in general, endangered species, plants and a specific animal, as well as, the photography of animals and plants.

- **Family togetherness**(Cronbach alpha of .770), which included aspects, such as: members of a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife; for educational reasons and for the benefit of the children.
 - **Park attributes** (Cronbach alpha of .645, which included aspects, such as: conferences and events in the area and knowledge of the park.
 - **Escape and relaxation** (Cronbach alpha of .548), which included aspects, such as: to escape from regular routine, to relax and explore new destinations.
 - **Attractions**(Cronbach alpha of .639), which included aspects, such as: the preference to an area because of the climate, to complete the hiking trail and great accommodation and facilities.
- *Kgalagadi Transfrontier National Park*(c.f 4.4.2.1):
 - **Knowledge seeking**(Cronbach alpha of .868), which includes aspects, such as: to learn about animals in general, learn about endangered species, plants and a specific animal, as well as, the photography of animals and plants.
 - **Park attributes**(Cronbach alpha of .702), which include aspects, such as: good climate, known brand, grew up with the park, conferences and events in the area and knowledge of the park.
 - **Family togetherness**(Cronbach alpha of .688), which included: members in a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife; for educational reasons and for the benefit of the children.
 - **Escape and relaxation**(Cronbach alpha of .546), which included aspects, such as: to escape from regular routine, to relax and explore new destinations.
 - **Photography**(Cronbach alpha of .728), which included the photography of plants and animals.
 - **Adventure** (Cronbach alpha of .402), which included aspects, such as: to explore and to spend time with friends.
 - *Tsitsikamma National Park* (c.f 4.4.3.1)
 - **Knowledge seeking**(Cronbach alpha of .903), which included aspects, such as: learn about animals in general, endangered species, plants and a specific animal, as well as, the photography of animals and plants.
 - **Park attributes**(Cronbach alpha of .662), which include aspects, such as: grew up with the park, known brand, conferences and events in the area.

- **Family togetherness**(Cronbach alpha of .700), which included: members in a party could develop an appreciation for endangered species and wildlife, members in the party could learn about wildlife; for educational reasons and for the benefit of the children.
- **Escape and relaxation**(Cronbach alpha of .704), which consisted of getting away from regular routine, and to relax.
- **Attractions**(Cronbach alpha of .644), which included aspects, such as: the preference to an area, because of the climate, to do the hiking trail and great accommodation and facilities.
- **Adventure** (Cronbach alpha of .402), which included aspects, such as: to explore and to spend time with friends.

All three parks have knowledge seeking, escape and relaxation, and park attributes as main travel motives. The only major difference between these parks is that photography is absent for Karoo and Tsitsikamma National Park, and attractions is absent for Kgalagadi Transfrontier National Park (c.f 4.4.4).

The combined factor analysis for the three parks revealed the following factors (c.f 4.4.4.1):

- **Knowledge seeking**(Cronbach alpha of .897), which included aspects, such as: to learn about animals in general, endangered species, plants and a specific animal, as well as, for educational reasons.
- **Escape and relaxation**(Cronbach alpha of .633), which included aspects, such as: to escape from regular routine, to relax and family recreation.
- **Park attributes**(Cronbach alpha of .712), which included aspects, such as: conferences and events in the area and grew up with the park.

By looking at each parks' factor analysis, as well as, the combined factor analysis, one can see only small differences exist concerning travel motivations to national parks. Therefore, one can conclude by stating: SAN Parks' marketing strategy for the three parks should include the following: travel motivations, knowledge seeking, escape and relaxation and park attributes. What is important about knowledge seeking as travel motives is the fact that this is one of the core aspects of an ecotourism product. What makes this more interesting is the fact that, although all three products are ecotourism destinations, there are differences regarding travel motives to each park regarding product offerings, as indicated in Chapter 1. This needs to be highlighted when developing marketing strategies and material for each park, and must, therefore, be marketed as such.

5.3 Recommendations

In the following section, recommendations are made with regard to the study, as well as, for future research.

5.3.1 Recommendations with regard to the travel motivations to selected national parks in South Africa: Karoo-, Tsitsikamma- and Kgalagadi Transfrontier National Park

The following recommendations can be made regarding the travel motivations of the selected national parks:

- Marketers of these national parks should consider the practical implications of the motives identified in Chapter 4, since they can be fundamental in increasing satisfaction with destination (park) services and products, as well as, enhancing destination (park) loyalty.
- The concept of a place to escape and relax can be used successfully in marketing, as this is a major travel motive for tourists in general. These motives could be combined to add value to the marketing campaigns of the parks. National parks will then make better use of the information; to successfully promote their packages, to understand tourists' needs and implement effective market segmentation strategies.

5.3.2 Recommendations for further research

Further research should study the following aspects:

- The visitor survey should include questions regarding other tourism attractions (offerings), to determine whether visitors to the park have visited or would like to visit these attractions, and, if so, determine whether they would like to visit these attractions during their visit to the park.
- Similar research should be conducted in other national parks to determine the travel motivations to all national parks in South Africa. This will enhance the marketing strategies of SANParks.
- Analyse day visitors' needs and travel behaviour to increase day visitor numbers, which will increase their knowledge about the park, as well as, nature and tourism.
- Further research regarding the prediction of behavioural intention when choosing a travel destination.

5.4 Limitations of the study

There were a few limitations to the study, which included the following: The visitor survey for Karoo National Park was conducted during the end of March, and although a representative sample was achieved, it would be better to conduct the survey at different seasons of the year. This, however, has funding implications. Limited accommodation units, unwillingness to complete the questionnaire, limited length of survey and budgetary implications made it difficult to administer more questionnaires.

References

- ADLER, J.1989.** Travel as performed art.*American journal of sociology*, 94(6):366-391.
- ASSAEL, H. 1995.** Consumer behaviour and marketing. Cincinnati, Oh., South-Western Publishing.
- AWARITEFE, O.D. 2004.** Motivation and other considerations in tourist destination choice: a case study of Nigeria. *Tourism geographies*, 6(3):303-330.
- BACKMAN, K.F., BACKMAN, S.J., UYSAL, M. &SUNSHINE, K.M. 1995.** Event tourism: an examination of motivations and activities. *Festival management and event tourism*, 3(1):15-24.
- BALOGLU, S. &UYSAL, M. 1996.** Market segmentation of push and pull motivations: a canonical correlation approach.*International journal of contemporary hospitality management*, 8(3):32-28.
- BANSAL, H. &EISELT, H.A.2004.** Exploratory research of tourist motivations and planning. *Tourism management*, 25(3):287-396.
- BLAMEY, R.K. 2001.** Principles of ecotourism. *Encyclopaedia of ecotourism*:5:22.
- BLYTHE, J. 2006.** Principles and practices of marketing. London: Thompson Learning.
- BOGARI, N.B., CROWTHER, G. &MARR, N.2003.** Motivation for domestic tourism: a case study of the kingdom of Saudi Arabia. *Tourism analysis*, 8(2):137-141.
- BOONE, L.E. &KURTZ, D.L. 2001.** Contemporary marketing. 10th ed. Orlando: Harcourt College Publishers.
- BOVÉE, C.L. &THILL, J.V. 1992.** Marketing. 4th ed. New York: McGraw-Hill.
- CEBALLOS-LASCURAIN, H. 1987.** The future of ecotourism. *Mexico journal*, 1:13-14.
- CEBALLOS-LASCURAIN, H. 1996.** Tourism, ecotourism and protected areas. Cambridge: IUCN.
- CHA, S., McCLEARY, K.W. & UYSAL, M. 1995.** Travel motivations of Japanese overseas travellers: a factor-cluster segmentation approach. *Journal of travel research*, 34(1):33.
- CHIANG, C.Y. & JOGARATNAM, G. 2005.** Why do woman travel solo for purposes of leisure? *Journal of vacation marketing*, 12(1):59.
- COHEN, E.1972.** Towards a sociology of international tourism. *Social research*, 39(1):164-182.

COHEN, E. 1988. Traditions in the qualitative sociology of tourism. *Annals of tourism research*, 15(1):29-46.

CORREIA, A., OOM DO VALLE, P.O. & MOCO, C. 2007. Why people travel to exotic places. *Tourism and hospitality research*, 1(1):45-61.

CROMPTON, J.L. 1977. Motivations for pleasure vacation. *Recreational system model leisure sciences*, 11(1):53-65.

CROMPTON, J.L. 1979. Motivations for pleasure vacation. *Annals of tourism research*, 6(4):408-424.

DANN, G. 1977. Anomie, ego-enhancement and tourism. *Annals of tourism research*, 4(4):184-194.

DECROP, A. 2006. Vacation decision making. New York: CABI Publishing.

DIAMANTIS, D. & LADKIN, A. 1999. Green strategies in the tourism and hospitality industries. *International marketing of travel and tourism: a strategic approach*, 24:121-144.

DIMANCHE, F. & HAVITZ, M.E. 1994. Consumer behaviour and tourism: review and extension of four study areas. *Economic psychology of travel and tourism*, 3:37-57.

DRUMMOND, G. & ENSOR, J. 2005. Introduction to marketing concepts. Oxford: Elsevier Butterworth-Heinemann.

DU PLESSIS, P. 2003. Gevaarseine. *Wild & jag*, 9(7):1.

DU PLESSIS, P.J. & ROUSSEAU, G.G. 1999. Buyer behaviour: a multicultural approach. London: International Thompson Publishing.

EAGLES, P.F.J. 1992. The travel motivations of Canadian ecotourists. *Journal of travel research*, 31(2):3.

ELLIS, S.M. & STEYN, H.S. 2003. Practical significance (effect sizes) versus or in combination with statistical significance (p-values). *Management dynamics*, 12(4):51-53.

ELOFF, T. 2000. Die omvang van die wildbedryf in Suid-Afrika. Potchefstroom: PU vir CHO. (Ongepubliseerd.)

FISHMAN, S.L. 1995. The cross-sectional analysis of ecotourists and adventure travellers below and above age 50: is there really a difference between these groups? Waterloo: University of Waterloo.

- FODNESS, D.1994.** Measuring tourist motivation. *Annals of tourism research*, 21(3):555-581.
- FOX, T. & DU PLESSIS, P. 2000.** Hunting in Southern Africa. *Africa Indigo*, 3(3): 40-47.
- GOELDNER, C.R. & RITCHIE, J.R.B. 2003.** Tourism: principles, practices, philosophies. 9th ed. New York: Wiley.
- GOOSSENS, C. 2000.** Tourism information and pleasure motivation. *Annals of tourism research*, 27(2):301-321.
- GROCCIA, J.E.1992.** The college success book: a whole-student approach to academic excellence. Lakewood, Colo.: Glenbridge Publishing.
- HANSEN, J.I.C. & SCULLARD, M.G. 2002.** Psychometric evidence for the Leisure Interest Questionnaire and analyses of the structure of leisure interests. *Journal of counselling psychology*, 49(3): 331-341.
- HOLLENSEN, S. 2003.** Marketing management: a relationship approach. New York: Pearson.
- HOLLOWAY, J.C. 2004.** Marketing for tourism. 4th ed. New York: Prentice Hall/Financial Times. 510 p.
- HOLLOWAY, J.C. & PLANT, R.V. 1988.** Marketing for tourism. London: Pitman Publishing.
- HONEY, M. 1999.** Ecotourism and sustainable development: who owns paradise? *Journal of travel research*, 38:202-203.
- HOOLEY, G., SAUNDERS, J. & PIERCY, N.F. 2004.** Marketing strategy and competitive positioning. *Journal of marketing*: 19:19.
- HSU, C.H.C. & LAM, T. 2003.** Mainland Chinese travellers' motivations and barriers of Hong Kong. *Journal of the Academy of Business and Economics*. http://www.findarticles.com/p/articles/mi_m0OGT/is_1_2/ai_113563632 Date of access: 8 February 2007.
- HSU, C.H.C. & LAM, T. 2005.** Predicting behavioural intention of choosing a travel destination. *Tourism management*, 27(4):589-599.
- HU, C. 1996.** Diverse developments in travel and tourism marketing: a thematic approach. *International journal of hospitality & tourism administration*, 8(7):33-43.

IRWIN, J.R.O. 1997. Forest management plan for the regional municipality of Waterloo Agreement Forest, April 1, 1992 to March 31, 1997. Ontario Ministry of Natural Resources.

ISO-AHOLA, S.E.1982. Towards a social psychology theory of tourism motivation: arejoinder. *Annals of tourism research*, 9(2):256-262.

IVANKOVA, N.V., CRESWELL, J.W. & CLARK, V.L.P. 2007. Foundations and approach to mixed methods research. (In Maree, K., ed. First steps in research. Pretoria: Van Schaik Publishers. p. 254-282.)

JANG, S. & CAI, L.A.2002. Travel motivations and destination choice: a study of British outbound market. http://www.findarticles.com/p/articles/mi_m0OGT/is_1_2/ai_113563632 Date of access: 8 February 2007.

JANG, S. & WU, C.E.2006. Seniors' travel motivation and the influential factors: an examination of Taiwanese seniors. *Tourism management*, 27(2):306-316.

JOBBER, D. 2004. Principles and practice of marketing. 4th ed. London: McGraw-Hill International.

JOHNSON, R.A. & THOMAS, B. 1992. Choice and demand in tourism. London: Mansell.

JOHNSON, R.A. & WICHERN, D.W. 2002. Applied multivariate statistical analysis. 5th ed. Upper Saddle River, N.J.: Prentice Hall.

KIM, H., BORGES, M.C. & CHON, J. 2006. Impacts of environmental values on tourism motivations: the case of FICA, Brazil. *Tourism management*, 27:957-967.

KIM, K., OH, I.K. & JOGARATNAM, G. 2007. College student travel: a revised model of push motives. *Journal of vacation marketing*, 13(1): 73-85.

KIM, K., JOGARATNAM, G. & NOH, J. 2006. Travelling decisions of students at a US university: segmenting the international market. *Journal of vacation marketing*. <http://jvm.sagepub.com/cgi/content/abstract/12/4/345> Date of access: 8 February 2007.

KING, B. & HYDE, G. 1989. Tourism marketing in Australia. Melbourne: Hospitality Press.

KINNEAR, T.C., BERNHARDT, K.L. & KRENTLER, K.A. 1995. Principles of marketing. 4th ed. New York: HarperCollins.

KOTLER, P. & ARMSTRONG, G. 2006. Principles of marketing. 11th ed. New York: Pearson Prentice Hall.

- KOTLER, P., BOWEN, J. & MAKENS, J. 1999.** Marketing for hospitality and tourism. 2nd ed. Upper Saddle River, N.J.: Prentice Hall.
- KOZAK, M. & ANDREU, L. 2006.** Progress in tourism marketing. London: Elsevier.
- KRUGER, M. & SAAYMAN, M. 2008.** Travel motives to Kruger and Tsitsikamma National Parks: a comparative study. *South African journal of wildlife research*. (Accepted.)
- LAWS, E. 1991.** Tourism marketing: service and quality management perspectives. London: Thornes.
- LAW, R., CHEUNG, C. & LO, A. 2004.** The relevance of profiling, travel activities for improving destination marketing strategies. *International journal of contemporary hospitality management*, 16(6):355-362.
- LEE, C.H. & LEE, J.C.S.Y. 1994.** Measuring the economic value of ecotourism resources: the case of South Korea. *Journal of travel research*, 36(40):40-47.
- LEE, C.K., LEE, Y.K. & WICKS, B.E. 2004.** Segmentation of festival motivation by nationality and satisfaction. *Tourism management*, 25(2004):61-70.
- LEIPER, N. 1995.** Tourism management. Melbourne: TAFE Publications.
- LUBBE, B. 2003.** Tourism management in Southern Africa. Cape Town: Pearson Education.
- MANSFELD, Y. 1992.** From motivation to actual travel. *Annals of tourism*, 19(3):399-419.
- MASLOW, A.H. 1943.** A theory of human motivation. *Psychological review*, 50:370-396.
- MASLOW, A.H. 1970.** Motivation of personality. 2nd ed. New York: Harper & Row.
- MAZANEC, J.A., CROUCH, G.I., RITCHIE, J.R.B. & WOODSIDE, A.G. 2001.** Consumer psychology of tourism, hospitality and leisure. 2nd ed. New York: CABI Publishing.
- McCOLL, K.J.R., KIEL, G.G., LUSCH, R.F. & LUSCH, V.N. 1994.** Marketing: concepts and strategies. Singapore: Acumen Overseas.
- MEHMETOGLU, M. 2007.** Typologising nature-based tourists by activity: theoretical and practical implications. *Tourism management*, 28:651-660.
- MILL, R.C. & MORRISON, A.M. 1985.** The tourism system: an introductory text. Englewood Cliffs, N.J.: Prentice Hall.

- MORGAN, M. 1994.** Homogenous products: the future of established resorts. (In Theobald, W., ed. Global tourism: the next decade. London: Butterworth-Heinemann. p. 378-395.)
- MURRAY, H.A. 1938.** Explorations in personality. New York: Oxford University Press.
- NICHOLSON, R.E. & PEARCE, D.G. 2001.** Why do people attend events: a comparative analysis of visitor motivations at four south island events. *Journal of travel research*, 39(4):449-460.
- NORDIN, S. 2005.** Tourism of tomorrow: travel trends and forces of change. European Tourism Research Institute (ETOUR).
- OH, H.C., UYSAL, M. & WEAVER, P.A. 1995.** Product bundles and market segmentation based on travel motivations: a canonical correlation approach. *Hospitality management*, 14(2):123-137.
- ORAMS, M. 2001.** Marine tourism: developments, impacts and management. New York: Routledge.
- PAGE, S.J., BRUNT, P., BUSBY, G. & CONNELL, J. 2001.** Tourism: a modern synthesis. London: Thomson.
- PEARCE, D.G. & WILSON, D.M. 1995.** Wildlife-viewing tourists in New Zealand. *Journal of travel research*. <http://tr.sagepub.com/cgi/content/abstract/34/2/19> Date of access: 8 February 2007.
- PEARCE, P.L. 1988.** The Ulysses factor. New York: Springer-Verlag.
- PEARCE, P.L. & CALTABIANO, M.L. 1983.** Inferring travel motivation from travellers' experiences. *Journal of travel research*, 22(2):16-20, Fall.
- PETER, P.J. & OLSEN, J.C. 1994.** Consumer behaviour. 4th ed. Chicago, Ill.: Irwin.
- PLOG, S. 1974.** "Why destinations rise and fall in popularity." *Cornell hotel and restaurant administration quarterly*, 14(4):58.
- PLOG, S. 2002.** The power of psychographics and the concept of venturesomeness. *Journal of tourism research*, 40(3):244-251.
- PLOG, S.C. 1991.** A carpenter's tools re-visited: measuring allocentrism and psychocentrism properly ... the first time. *Journal of travel research*, 29(4):51.
- PLOG, S.C. 2001.** Why destination areas rise and fall in popularity. *Cornell hotel and restaurant administration quarterly*, 42(3):13-24.

QUESTER, P.G., McGUIGGAN, R.L., PERRAULT, W.D.&McCARTHY, E.J. 2004. Marketing:creating and delivering value. 4th ed. New South Wales, Australia: McGraw-Hill.

RHODES, R.A. 2005. Motivation of nature tourism. www.ecoturismolatino.com Date of access: 8 February 2007.

SAAYMAN, M. 2001. Tourism marketing in South Africa. Potchefstroom: Leisure Consultants & Publications.

SAAYMAN, M. 2006. Marketing tourism. Products & destinations: getting back to basics. 2nd ed. Potchefstroom: Leisure Consultants and Publications. 234 p.

SAAYMAN, M.& FOUCHE, M. 2007.Executive summary of research profiles for selected National Parks in South Africa. Potchefstroom: Institute for Tourism and Leisure Studies.

SAAYMAN, M. &SAAYMAN, A. 2008. Why travel motivations and socio-demographics matter in managing a National Park.*Koedoe. (Process of review.)*

SAAYMAN, M. &VAN DERMERWE, P. 2004. Managing game farms from a tourism perspective. 2nd ed. Potchefstroom: Institute for Tourism and Leisure Studies.

SAAYMAN, M., FOUCHÈ, M. & KRUGER, M. 2008. Executive summary of research profiles for selected National Parks in South Africa. Potchefstroom: Institute for Tourism and Leisure Studies.

SANPARKS. 2008. <http://www.sanparks.co.za> Date of access: 8 February 2009.

SCHIFFMAN, B.&KANUK, W. 2000. Consumer behaviour. Sydney, Australia: Prentice Hall.

SCHNEIDER, I.E. & BACKMAN, S.J. 1996.Cross-cultural equivalence of festival motivations: a study in Jordan.*Festival management and event tourism*, 4(3/4):139-144.

SHARPLEY, R. 1994. Tourism, tourists & society. Cambridgeshire: ELM Publications.

SHETH, J.N.&KRISHNAN, B.C. 2003. Marketing: best practices. New York: Thomson Learning.

SLABBERT, E., SAAYMAN, M. & SAAYMAN, A. 2006. Die ekonomiese en sosiale impak van besoekers aan die Klein Karoo Nasionale Kunstefees te Oudtshoorn. Instituut vir Toerisme & Vryetyd studies, Potchefstroom.

SMITH, V. 1977. Hosts and guests: the anthropology of tourism.Pennsylvania, Pa.: University ofPennsylvania Press.

SOUTH AFRICAN YEARBOOK.2005/2006. Pretoria: South African Communication Service.

SOUTH AFRICAN YEARBOOK.2008. Pretoria: Government Printer.

SPSS Inc. 2006.SPSS® 15.0 for Windows, Release 15.0.0, Copyright© by SPSS Inc. Chicago, Ill.

STEYN, H.S. 1999. Praktiese beduidenheid: die gebruik van effekgroottes. Wetenskaplike Bydraes van die PU vir CHO, Reeks B: Natuurwetenskappe, nr. 117. Potchefstroom: PU vir CHO. 28 p.

STEYN, H.S. 2000. Practical significance of the difference in means. *Journal of industrial psychology*, 26(3):1-3.

SUN INTERNATIONAL. 2009. <http://www.suninternational.com> Date of access: 15 April 2009.

SWANSON, K.K.&HORRIDGE, P.E. 2006.Travel motivations as souvenir purchase indicators. *Tourism management*, 27:671-683.

SWARBROOKE, J. &HORNER, S. 1999. Consumer behaviour in tourism. London: Butterworth-Heinemann.

TOA, C.H., EAGLES, P.F.J. &SMITH, S.L.J. 2004.Profiling Taiwanese ecotourists using a self-definition approach.*Journal of sustainable tourism*, 12(2):149-168.

TOURSA. 2008. <http://www.toursa.com> Date of access: 8 February 2009.

TROCHIM, W.M. 2006. The research methods knowledge base. 2nd ed. Cincinnati, Oh.: Atomic Dog Publishing.

TUSTIN, D.H., LIGTHELM, A.A., MARTINS, J.H.& VAN WYK, H.J. 2005. Marketing research in practice.Pretoria: Unisa Press.

UYSAL, M., McDONALD, C.D.& MARTIN, B.S. 1994.Australian visitors to US national parks and natural areas.*International journal of contemporary hospitality management*, 6(3):18-24.

VALENTINE, P.S. 1992. Nature-based tourism. (In Weiler, B. & Hall, C.M., eds. Special interest tourism. London: Belhaven Press. p. 102-127.)

VAN DER MERWE, P.&SAAYMAN, M. 2008. Travel motivation of visitors to the Kruger National Park. *Koedoe*, 50(1):154-159.

VAN ZYL, J. 1999. Kies 'n wen plaas met 'n sakeplan. *Finansies & tegniek*, 51(4):30-31.

VENKATESH, U. 2006. Leisure: meaning and impact on leisure travel behaviour. *Journal of public administration*, 41:162-165.

WILLSON, S. 1991. Ecotourism trends and potentials: a preliminary report. Calgary, Alberta: University of Calgary. (Unpublished undergraduate thesis.)

WOLFE, D.M. 1990. Serving the ageless market: strategies for selling to the fifty-plus market. New York: McGraw-Hill.

YOON, Y. & UYSAL, M. 2005. An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26:45-56.

YU, B. 2004. The image of South Africa among visiting Chinese tourists: implications for destination positioning and marketing strategy. Belville: University of the Western Cape.

Appendix

Survey Example

AFDELING A: SOSIO-DEMOGRAFIESE DETAIL
SECTION A: SOCIO-DEMOGRAPHIC DETAIL

1. Huistaal?/Home language?	English Afrikaans Ander/Other (Spesifiseer/Specify)	<table border="1"> <tr><td>1</td></tr> <tr><td>2</td></tr> <tr><td>3</td></tr> </table>	1	2	3						
1											
2											
3											
2. In watter jaar is u gebore? / In which year were you born?											
3. Inligting i.v.m. kinders onder 21 jaar wat die Park saam met u besoek (indien enige)./ Information regarding children under 21 years who visit the Park with you (if any)	1ste kind/1st child 2de kind/2nd child 3de kind/3rd child 4de kind/4th child	<table border="1"> <tr><td>Ouderdom/ Age</td></tr> <tr><td> </td></tr> <tr><td> </td></tr> <tr><td> </td></tr> <tr><td> </td></tr> </table>	Ouderdom/ Age								
Ouderdom/ Age											
4. Huwelikstatus?/Marital status?	Getroud/Married Ongetroud/Not married Geskei/Divorced Wewenaar, Weduwee/Widow/er Woon saam/Living together	<table border="1"> <tr><td>1</td></tr> <tr><td>2</td></tr> <tr><td>3</td></tr> <tr><td>4</td></tr> <tr><td>5</td></tr> </table>	1	2	3	4	5				
1											
2											
3											
4											
5											
5. Land van herkoms (Indien buite RSA)?/ Country of residence (If outside RSA)?											
6. In watter provinsie is u woonagtig?/ In which province do you live?	Gauteng KwaZulu-Natal Oos-Kaap/Eastern Cape Wes-Kaap/Western Cape Noord-Kaap/Northern Cape Limpopo Mpumalanga Vrystaat/Free State Noordwes/North West	<table border="1"> <tr><td>1</td></tr> <tr><td>2</td></tr> <tr><td>3</td></tr> <tr><td>4</td></tr> <tr><td>5</td></tr> <tr><td>6</td></tr> <tr><td>7</td></tr> <tr><td>8</td></tr> <tr><td>9</td></tr> </table>	1	2	3	4	5	6	7	8	9
1											
2											
3											
4											
5											
6											
7											
8											
9											
7. Dui asseblief u hoogste kwalifikasie aan./ Please indicate your highest level of education.	Geen skool/No school Matriek/Matric Diploma, Graad/Diploma, Degree Nagraads/Post Graduate Professioneel/Professional Ander/Other (Spesifiseer/Specify)	<table border="1"> <tr><td>1</td></tr> <tr><td>2</td></tr> <tr><td>3</td></tr> <tr><td>4</td></tr> <tr><td>5</td></tr> <tr><td>6</td></tr> </table>	1	2	3	4	5	6			
1											
2											
3											
4											
5											
6											

AFDELING B: EKONOMIESE IMPAK
SECTION B: ECONOMIC IMPACT

1. Vir hoeveel persone betaal u in u toergroep, insluitend u self?/
How many people are you **paying** for in your travelling group, including yourself?

--

2. Met watter tipe vervoer reis u na die Park?/
Which mode of transport do you use to
travel to the Park?

4x4
Kombi
Rekreasie voertuig/Leisure vehicle
Sedan
Ander/Other
(Spesifiseer/Specify)

1
2
3
4
5

3. Hoeveel keer het u Nasionale Parke oor die afgelope 3 jaar besoek (insluitende hierdie keer)? /
How many times have you visited National Park over the past 3 years (including this time)?

4. Hoeveel nagte bly u in dié Park?/How many nights are you staying at this Park?

5.1 Wat is die hoofrede waarom u die Nasionale Park gekies het? / What is the main reason for
choosing this National Park?

6.1 Meen u die huidige aktiwiteite, bv staproetes, is voldoende? /Do you feel the current activities, for
example hiking routes, are adequate?

Ja/Yes	Nee/No
1	2

6.2 Motiveer u antwoord op vraag 6.1. / Please justify your answer to question.

6.3 Watter ander aktiwiteite, bv sterrekyk, sou u graag in die nabye toekoms in die Park wou sien?
Which other activities, for example stargazing, would you like to see in this Park in the near future?

6.4 Indien kinders onder 18 jaar oud saam met u die Park besoek, watter tipe rekreasie-aktiwiteite sou
hulle verkies? / If children under the age of 18 years are included in your travel party, what type of
recreation activities would they prefer?

Geen kinders vergesel ons nie/ No accompanying children
Speletjies (aktiwiteitsboek)/Games (activity book)
Opvoedkundige praatjies/Educational talks
Gidsuitstappies / Guided walks
Ouer-en-kind aktiwiteite / Parent-and-child activities
Natuurvideo's/ Nature video's
Rekreasieprogramme/ Recreational programmes
Kleutersorg/ Daycare
Ander/Other (Spesifiseer/Specify)

1
2
3
4
5
6
7
8
9

7. Beoordeel volgens die skaal waarom u die Park besoek het (beantwoord asseblief al die moontlikhede)?/Rate on a scale of importance why you visited the Park? (please answer all possibilities)

Uiters belangrik/Extremely important	5				
Baie belangrik/Very important	4				
Belangrik/Important	3				
Minder belangrik/Less important	2				
Glad nie belangrik/Not at all important	1				
	1	2	3	4	5
a. Om weg te breek uit my roetine/To get away from my routine	1	2	3	4	5
b. Om te ontspan/To relax	1	2	3	4	5
c. Om 'n nuwe bestemming te verken/To explore a new destination	1	2	3	4	5
d. Om tyd saam met my vriende te spandeer/To spend time with my friends	1	2	3	4	5
e. Tot voordeel van my kinders/For the benefit of my children	1	2	3	4	5
f. Vir gesinsrekreasie of om tyd saam met iemand spesiaal deur te bring /For family recreation (to be with family) or to spend time with someone special.	1	2	3	4	5
g. Sodat ander lede van my geselskap kan leer van die natuur/So that other members in my party could learn about nature	1	2	3	4	5
h. Sodat ander lede van my geselskap waardering vir bedreigde spesies en wildlewe kan ontwikkel/So that other members in my party could develop an appreciation for endangered species and wildlife	1	2	3	4	5
i. Hoofsaaklik om opvoedkundige redes (om dinge te leer, my kennis te verbreed)/ Primarily for education reasons (to learn things, increase my knowledge)	1	2	3	4	5
j. Om van diere in die algemeen te leer/To learn about animals in general	1	2	3	4	5
k. Om van bedreigde spesies te leer/To learn about endangered species	1	2	3	4	5
l. Om van plante te leer/To learn about plants	1	2	3	4	5
m. Om van spesifieke diere te leer/To learn about specific animals	1	2	3	4	5
n. Om diere te fotografeer/To photograph animals	1	2	3	4	5
o. Om plante te fotografeer/To photograph plants	1	2	3	4	5
p. Omdat ek met die Park grootgeword het/ Because I grew up with the Park	1	2	3	4	5
q. Dit is 'n bekende handelsmerk, daarom ken almal dit/It is a well-known brand; therefore everybody knows it	1	2	3	4	5
r. Die Park het goeie akkommodasie en fasiliteite/The Park has great accommodation and facilities	1	2	3	4	5
s. Ek verkies die gebied weens die klimaat/ I prefer this area, because of its climate	1	2	3	4	5
t. Vir die staproetes/To do hiking trails	1	2	3	4	5
u. Vir konferensies/For conferences	1	2	3	4	5
v. Vir gebeurtenisse in die omgewing / For events in the area	1	2	3	4	5

8.1 Besoek u enige winkels insluitend vulstasies in die onmiddellike omgewing van die Park?/Do you visit any shops including petrol stations in the immediate vicinity of the Park?

Ja/
Yes

Nee/
No

8.2 Indien Ja, noem die tipes besighede / If Yes, list the types of businesses

9. Hoeveel het u tydens u besoek aan die volgende bestee?/ *How much did you spend during your visit to the Park on the following?*

1. Ingangs- en bewaringsfooi/Entrance and conservation fee	R	_____
2. Akkommodasie/Accommodation	R	_____
3. Restaurante/Restaurants	R	_____
4. Kos/Food	R	_____
5. Drinkgoed/Beverages	R	_____
6. Tabakprodukte/Tabacco products	R	_____
7. Klere en skoene/Clothes and footwear	R	_____
8. Vervoer/Transport:		
8.1. Na die Park/ To the Park	R	_____
8.2. By die Park/At the Park	R	_____
9. Rekreasie (Wildritte)/Activities (Game drives)	R	_____
10. Medisyne/ Medicine	R	_____
11. Toiletware/Toiletries	R	_____
12. Aandenkings en juwele/Souvenirs and jewelry	R	_____
13. Telefoon, faks, internet/Telephone, fax, internet	R	_____
14. Ander uitgawes nie hierbo vervat nie (Spesifiseer) /Other expenses not listed above (Specify)		
14.1 _____	R	_____
14.2 _____	R	_____
14.3 _____	R	_____

AFDELING C: VERBRUIKERSPROFIEL
SECTION C: CONSUMER PROFILE

1.a) Watter dienste behoort die besoekersentrum te lewer?/

Which services should the visitor centre offer?

- a) Ouditorium met natuurvideo's/
Auditorium with nature video's
- b) Skyfievertoneings/ *Slide shows*
- c) Spesialispraatjies/ *Specialist talks*
- d) Vermaak vir kinders/ *Entertainment for kids*
- e) Ander (spesifiseer)/ *Other (specify)*

1
2
3
4
5

2. Watter van die volgende verkies u wanneer u die Park besoek?/

Which of the following do you prefer when you visit the Park?

a) Selfbediening /Self-catering	1
b) Uiteet & selfbediening/ / Dine out & self-catering	2
c) Bed & ontbyt/ Bed & breakfast	3
d) Aandete, bed & ontbyt/Dinner, bed & breakfast	4

3.1 Watter tydskrifte koop u gereeld? / *Which magazines do you buy regularly?*

a) _____

b) _____

c) _____

3.2. Watter koerante koop u **gereeld**?/ Which newspapers do you buy **regularly**?

a _____
b _____
c _____

3.3 Na watter TV-programme kyk u **gereeld**? / Which TV programmes do you watch **regularly**?

a _____
b _____
c _____

3.4 Na watter radiostasies luister u **gereeld**? / Which radio stations do you listen to **regularly**?

a _____
b _____
c _____

3.5. Waar het u van die Park te hore gekom (Toon slegs die belangrikste een)?/ Where did you hear about the Park (Indicate only the most important one)?

	Ja/Yes
a. Webwerf/Website	1
b. Skoue/ Shows (Getaway)	2
c. Vriende & familie/ Friends & family	3
d. Radio	4
e. TV	5
f. Tydskrifte/ Magazines	6
g. SANParke/ SANParks	7
h. Vorige besoeke/Previous visits	8
i. Ander/ Other (Spesifiseer/ Specify)	9

4. Besit u 'n "Wild Card"?/Are you a Wild Card holder?

Ja/ Yes	Nee/ No
1	2

5. Hoe het u die volgende in die Park ervaar?/How did you experience the following in the Park?

Nie van toepassing/ Not applicable	6						
Uitstekend/ Excellent	5						
Goed/ Good	4						
Redelik/ Fair	3						
Swak/ Poor	2						
Baie swak/ Very poor	1						
	1	2	3	4	5	6	
a. Restaurante/Restaurants	1	2	3	4	5	6	
b. Winkels/Shops	1	2	3	4	5	6	
c. Aanwysings/Directions	1	2	3	4	5	6	
d. Pamflette/brosjures (aangekoop)/Pamphlets/brochures (purchased)	1	2	3	4	5	6	
e. Gratis pamflette/brosjures/Free pamphlets/brochures	1	2	3	4	5	6	
f. Uitleg van die Park in die algemeen/Layout of the Park in general	1	2	3	4	5	6	
g. Wildritte (waar van toepassing)/Game drives (where applicable)	1	2	3	4	5	6	
h. Wilduitstappies (waar van toepassing)/Game walks (where applicable)	1	2	3	4	5	6	
i. Bosbraaie (gereël deur SANParke)/Bush Braais (arranged by SANParks)	1	2	3	4	5	6	
j. Staproete/Hiking trail	1	2	3	4	5	6	
k. Wassery/Laundry service	1	2	3	4	5	6	
l. Piekniekplek/ Picnic sites	1	2	3	4	5	6	
m. Braaifasiliteite by Chalet/Tent/ Braai facilities at Chalet/Tent	1	2	3	4	5	6	
n. Vriendelikheid en diens van Park personeel/Friendliness and service of Park personnel	1	2	3	4	5	6	
ONTVANGS/RECEPTION							
o. In boek/Registrasie-proses /Check-in process	1	2	3	4	5	6	
p. Genoegsame inligting rakende kontakpersone ingeval van nood/ Sufficient information regarding contact persons in case of emergency	1	2	3	4	5	6	
q. Inligting rakende attraksies en aktiwiteite in die Park/Information regarding attractions and activities in the Park	1	2	3	4	5	6	
r. Vriendelikheid en diens van ontvangs /Friendliness and service of reception	1	2	3	4	5	6	
s. Ontvangs in die algemeen/Reception in general	1	2	3	4	5	6	

6. Akkommodasie/Accommodation

6.1 Watter tipe akkommodasie verkies u (kan meer as een selekteer)?/
Which kind of accommodation do you prefer (more than one can be selected)?

Kampeer/ Camping	1
Chalets	2
Houthut/Wooden hut	3
Tentkamp/ Tented camp	4
Gastehuis/ Guesthouse	5
Wilderniskamp (sonder heining)/ Wilderness camp (without fence)	6
Ander (Spesifiseer)/ Other (Specify)	7

6.2 Watter nuwe tipe akkommodasie, indien enige, sal u graag in die Park in die nabye toekoms wil sien?/
What new tpe of accommodation, if any, would you like to see in this Park in the future?

6.3 Word die akkommodasie-eenhede na u mening goed in stand gehou? (Motiveer asb.)
 According to you, are the accommodation units well maintained? (Please justify)

Ja/Yes	Nee/No
1	2

6.4 Hoe kan die Park se "ambience" (milieu/omgewing) na u mening verbeter word?/ What do you think should be done to enhance the ambience of this Park?

7.1 Is daar aan u verwagtinge voldoen t.o.v. die volgende?/Were your expectations met regarding the following?

	Ja/ Yes	Nee /No
a. Akkommodasie/ Accommodation	1	2
b. Natuur- en wildlewe/ Nature and wildlife	1	2
c. Fasiliteite/ Facilities	1	2
d. Aktiwiteite/ Activities	1	2

7.2 Indien u NEE geantwoord het in enige kategorie, motiveer asb./ If the answer was NO in any category, please justify.

8. Sou u hierdie spesifieke Park vir u familie en vriende aanbeveel?/ Would you recommend this specific Park to your friends and relatives?

Ja/Yes	1
Nee/ No	2

8.1 Motiveer asseblief u antwoord op vraag 8./ Please justify your answer to question 8.

9. Enige aanbevelings of voorstelle?/ Any recommendations or suggestions?

DANKIE VIR U ONDERSTEUNING / THANK YOU FOR YOUR SUPPORT

AFDELING A: SOSIO-DEMOGRAFIESE DETAIL
SECTION A: SOCIO-DEMOGRAPHIC DETAIL

1. Huistaal?/Home language? English 1
 Afrikaans 2
 Ander/Other (Spesifiseer/Specify) 3

2. In watter jaar is u gebore?/In which year were you born? _____

3. Inligting i.v.m. kinders wat die park **saam met u besoek** (indien enige)./Information regarding children who **visit the park with you (if any)**

Ouderdom/ Age
1ste kind/1st child
2de kind/2nd child
3de kind/3rd child
4de kind/4th child

4. Huwelikstatus?/Marital status? Getroud/Married 1
 Ongetroud/Not married 2
 Geskei/Divorced 3
 Wewenaar, Weduwee/Widow/er 4
 Woon saam/Living together 5

5. Land van herkoms (Indien buite RSA)?/
 Country of residence (If outside RSA)? _____

6. In watter provinsie is u woonagtig?/
 In which province do you live? Gauteng 1
 KwaZulu-Natal 2
 Oos-Kaap/Eastern Cape 3
 Wes-Kaap/Western Cape 4
 Noord-Kaap/Northern Cape 5
 Limpopo 6
 Mpumalanga 7
 Vrystaat/Free State 8
 Noordwes/North West 9

7. Dui asseblief u hoogste kwalifikasie aan./
 Please indicate your highest level of education. Geen skool/No school 1
 Matriek/Matric 2
 Diploma, Graad/Diploma, Degree 3
 Nagraads/Post Graduate 4
 Professioneel/Professional 5
 Ander/Other 6
 (Spesifiseer/Specify)

AFDELING B: EKONOMIESE IMPAK
SECTION B: ECONOMIC IMPACT

1. Vir hoeveel persone **betaal** u in u toergroep?/
 How many people are you **paying** for in your travelling group?

2. Met watter tipe vervoer reis u na die park?/
 Which mode of transport do you use to travel to the park? 4x4 1
 Kombi 2
 Rekreasie voertuig/Leisure vehicle 3

Sedan
Ander/Other
(Spesifiseer/Specify)

4
5

3. Hoeveel keer het u **Nasionale Parke** oor die afgelope 3 jaar besoek?/How many times have you visited **National Parks** over the past 3 years?

--

4. Hoeveel nagte bly u in dié park?/How many **nights** are you staying at this park?

--

5.1. Wat is die hoofrede hoekom u **die** Nasionale Park gekies het?/What is the main reason for choosing **this** National Park?

5.2. Watter ruskamp verkies u?/ Which rest camp do you prefer?

SLEGS/ONLY KRUGER/KGALAGADI	
Ruskamp/e Rest camp/s	Rede vir u keuse/ Reason for your preference
1	
2	
3	
4	

6.1 Dink u die huidige aktiwiteite, bv staproetes, is voldoende?/Do you feel the current activity, for example hiking, are adequate?

Ja/Yes	Nee/No

6.2 Motiveer antwoord bo asb./Please justify answer above.

6.3 Watter aktiwiteite, bv sterre kyk, sal u graag in die nabye toekoms in die Park wil sien?/
What activities, for example stargazing, would you like to see in this Park in the near future?

--

6.4 Indien u kinders het wat die park saam met u besoek: Watter tipe rekreasie-aktiwiteite sou u verkies vir u kinders?/ If you have children that is included in your travel group: What type of recreation activities would you prefer for your children?

Geen kinders vergesel ons nie/ No accompanying children
Speletjies (aktiwiteitsboek)/Games (activity book)
Opvoedkundige praatjies/Educational talks

1
2
3

Gids uitstappies/ *Guided walks*
 Ouer & kind aktiwiteite/ *Parent & child activities*
 Natuur video's/ *Nature video's*
 Rekreasie programme/ *Recreational programmes*
 Kleutersorg/ *Daycare*
 Ander/Other (*Spesifiseer/Specify*)

4
5
6
7
8
9

7. Rangskik in volgorde van belangrikheid waarom u die park besoek het (beantwoord asseblief al die moontlikhede)?/Rate on a scale of importance why you visited the park? (please answer all possibilities)

Uiters belangrik/Extremely important	5					
Baie belangrik/Very important	4					
Belangrik/Important	3					
Minder belangrik/Less important	2					
Glad nie belangrik/Not at all important	1					
		1	2	3	4	5
a. Om weg te breek uit my roetine/To get away from my routine						
b. Om te ontspan/To relax						
c. Om 'n nuwe bestemming te verken/To explore a new destination						
d. Om tyd saam met my vriende te spandeer/To spend time with my friends						
e. Tot voordeel van my kinders/For the benefit of my children						
f. Vir gesinsrekreasie of om tyd saam met iemand spesiaal te spandeer/For family recreation (to be with family) or to spend time with someone special						
g. Sodat ander lede van my geselskap kan leer van die natuur/So that other members in my party could learn about nature						
h. Sodat ander lede van my geselskap waardering vir bedreigde spesies en wildlewe kan ontwikkel/So that other members in my party could develop an appreciation for endangered species and wildlife						
i. Hoofsaaklik vir opvoedkundige redes (om dinge te leer, my kennis te verbreed/Primarily for education reasons (to learn things, increase my knowledge)						
j. Om van diere in die algemeen te leer/To learn about animals in general						
k. Om van bedreigde spesies te leer/To learn about endangered species						
l. Om van plante te leer/To learn about plants						
m. Om van spesifieke diere te leer/To learn about specific animals						
n. Om diere te fotografeer/To photograph animals						
o. Om plante te fotografeer/To photograph plants						
p. Omdat ek met die park groot geword het/Because I grew up with the park						
q. Dit is 'n bekende handelsmerk, daarom ken almal dit/It is a well-known brand; therefore everybody knows it						
r. Die park het goeie akkommodasie en fasiliteite/The park has great accommodation and facilities						
s. Ek verkies die area, oor die klimaat/ I prefer this area, because of its climate						
t. Vir die staproetes/To do hiking trails						
u. Vir konferensies/For conferences						
v. Vir gebeurtenisse in die area/For events in the area						

8.1. Besoek u enige winkels insluitend vulstasies in die onmiddellike omgewing van die park?/Do you visit any shops including petrol stations in the immediate vicinity of the park?

Ja/
Yes

Nee/
No

8.2. Indien Ja, noem die tipe besighede./ If Yes, list the type of business.

the park on the following?

1. Ingangs en bewaringsfooï/Entrance and conservation fee	R	_____
2. Akkommodasie/Accommodation	R	_____
3. Restaurante/Restaurants	R	_____
4. Kos/Food	R	_____
5. Drinkgoed/Beverages	R	_____
6. Tabakprodukte/Tabacco products	R	_____
7. Klere en skoene/Clothes and footwear	R	_____
8. Vervoer/Transport:		
8.1. Na die park/ To the park	R	_____
8.2. By die park/At the park	R	_____
9. Rekreasie (wildritte)/Activities (Game drives)	R	_____
10. Medisyne/ Medicine	R	_____
11. Toiletware/Toiletries	R	_____
12. Aandenkings en juwele/Souvenirs and jewelry	R	_____
13. Telefoon, faks, internet/Telephone, fax, internet	R	_____
14. Ander uitgawes nie hierbo vervat (Spesifiseer)/Other expenditure not listed above (Specify)		
14.1	R	_____
14.2	R	_____
14.3	R	_____

AFDELING C: VERBRUIKERSPROFIEL **SECTION C: CONSUMER PROFILE**

1.a) Watter dienste behoort die besoekersentrum te lewer?/
Which services should the visitor centre offer?

- a) Ouditorium met natuur video's/
Auditorium with nature video's
b) Skyfie vertonings/ Slide shows
c) Spesialis praatjies/ Specialist talks
d) Vermaak vir kinders/ Entertainment for kids
e) Ander (spesifiseer)/ Other (specify)

1
2
3
4
5

2. Watter van die volgende verkies u wanneer u die park besoek?/
Which of the following do you prefer when you visit the park?

a) Self bediening/Self catering	1
b) Uit eet & self bediening/Dine out & self catering	2
c) Bed & ontbyt/ Bed & breakfast	3
d) Aandete, bed & ontbyt/Dinner, bed & breakfast	4

3.1. Watter tydskrifte koop u gereeld?/ Which magazines do you buy regularly?

a
b
c

3.2. Watter koerante koop u gereeld?/ Which newspapers do you buy regularly?

a
b
c

3.3. Watter TV programme kyk u?/ Which TV programmes do you watch?

a _____
 b _____
 c _____

3.4. Na watter radio stasies luister u?/ *Which radio stations do you listen to?*

a _____
 b _____
 c _____

3.5. Waar het u van die park te hore gekom (Toon slegs die belangrikste een)?/ *Where did you hear about the park (Indicate only the most important one)?*

a. Webwerf/Website	1
b. Skou/ Shows (Getaway)	2
c. Vriende & familie/ Friends & family	3
d. Radio	4
e. TV	5
f. Tydskrifte/ Magazines	6
g. SANParke/ SANParks	7
h. Ander/ Other (Spesifiseer/ Specify)	8

4. Hoe het u die volgende in die park ervaar?/How did you experience the following in the park?

Nie van toepassing/ Not applicable	6	5	4	3	2	1
Uitstekend/ Excellent						
Goed/ Good						
Redelik/ Fair						
Swak/ Poor						
Baie swak/ Very poor						

	1	2	3	4	5	6
a. Restaurante/Restaurants						
b. Winkels/Shops						
c. Aanwysings/Directions						
d. Pamflette/brosjures (aangekoop)/Pamphlets/brochures (purchased)						
e. Gratis pamflette/brosjures/Free pamphlets/brochures						
f. Uitleg van die park in die algemeen/Layout of the park in general						
g. Wildritte (waar van toepassing)/Game drives (where applicable)						
h. Wilduitstappies (waar van toepassing)/Game walks (where applicable)						
i. Bosbraaie (gereël deur SANParke)/Bush Braais (arranged by SANParks)						
j. Staproete/Hiking trail						
k. Wassery/Laundry service						
l. Piekniek plek/Picnic sites						
m. Braai fasiliteite by Chalet/Tent/Braai facilities at Chalet/Tent						
CUSTOMER SERVICE						
n. Vriendelikheid en diens/Friendliness and service						
o. Ontvangs/Reception						
p. Inteken proses sonder probleme/Check-in process smooth & pleasurable						
q. Genoegsame inligting rakende kontakbesonderhede ingeval van nood/ Sufficient information regarding contact persons in case of emergency						
r. Inligting rakende attraksies en aktiwiteite in die Park/Information regarding attractions and activities in the Park						

5. Besit u 'n "Wild Card"?/Are you a Wild Card holder?

Ja/ Yes	Nee/ No
------------	------------

6.1 Watter tipe akkommodasie verkies u
(kan meer as een selekteer)?/
Which kind of accommodation do you
prefer (more than one can be selected)?

Kampeer/ Camping	1
Chalets	2
Hout hut/Wooden hut	3
Tent kamp/ Tented camp	4
Gastehuis/ Guesthouse	5
Wildernis kamp (sonder heining)/ Wilderness camp (without fence)	6
Ander (Spesifiseer)/ Other (Specify)	7

6.2 Watse nuwe akkommodasie sal u graag in die Park wil sien in die nabye toekoms?/What new
accommodation would you like to see in this Park in the future?

6.3 Word die akkommodasie goed instand gehou (Motiveer asb.)?/
Is the accommodation well maintained (Please motivate)?

Ja/Yes	Nee/No
--------	--------

6.4 Volgens u mening, hoe kan die Park se atmosfeer te verbeter word?/What do you think should be
done to enhance the ambiance of this Park?

7.1 Is daar aan u verwagtinge voldoen t.o.v. die volgende?/Were your expectations met regarding the following?

	Ja/ Yes	Nee /No
a. Akkommodasie/ Accommodation	1	2
b. Natuur en wildlewe/ Nature and wildlife	1	2
c. Fasiiliteite/ Facilities	1	2
d. Aktiwiteite/ Activities	1	2

7.2 Indien u NEE geantwoord het in enige kategorie motiveer asb./ If the answer was NO in any category, please justify.

8. Sou u hierdie spesifieke park vir u familie en vriende aanbeveel?/ Would you recommend this specific park to your friends and relatives?

Ja/Yes	1
Nee/ No	2

8.1. Motiveer asseblief u antwoord in vraag 8./ Please justify your answer in question 8.

9. Enige aanbevelings of voorstelle?/ Any recommendations or suggestions?

DANKIE VIR U ONDERSTEUNING / THANK YOU FOR YOUR SUPPORT