

**A comparison of traditional versus modern
media on the formation of South Africa's
image as tourism destination**

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DECLARATION ABOUT INDEPENDENT WORK



I, Anja van Dyk, identity number 9206250039082 and student number 22810900, hereby declare that this research submitted to the North-West University, for the M.Com study: *A comparison of traditional versus modern media on the formation of South Africa's image as tourism destination*, is my own independent work and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.

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ABSTRACT

The tourism industry has become one of the major industries in the world and is one of the key economic sectors for many developing countries such as South Africa. A variety of factors influence the growth of tourism, either positively or negatively. Image formation is one of the factors that contributes to the growth of the tourism industry and attracting tourists as part of marketing strategies. One of the biggest challenges within the tourism industry is the understanding as to how tourists form their images and perceptions of a destination as this influences visitor numbers. It is important that countries such as South Africa build and sustain a positive image to attract visitors.

Marketing plays a key role in this context by contributing to the development of the destination in portraying favourable brand images. Defining image is challenging as there are several definitions of image. To provide defining concepts of image can be captured by terms such as "perceptions", "impressions", "beliefs", "ideas", "individuals" and "places" which are used in general to define destination image in tourism research. Image is a multi-faceted concept that is influenced by several aspects showcasing the complexity thereof. Image mainly consists of three interrelated components. These are cognitive, affective and conative images. Cognitive image refers to what one knows and thinks about an object. How one feels about it is related to affective image and how a person acts when using this information is the conative image. There was a significant growth in the number of studies conducted on image. However, the significant relationship between media and tourism has long been recognized in general, but less is known about the specific role media play in the formation of a destination's image, which is the focus of this study.

Media can be divided into two categories – traditional media and modern media. Traditional media relates to the distribution of messages before the digital era and modern media includes digital media and methods that emerged after the development of the computer and the Internet. The media phenomenon has undergone an enormous change over the past decade from traditional media sources to more modern media sources. Traditional media sources can be divided into two groups namely. These are Below-the-line-media and Above-the-line-media. Below-the-line-media includes books and guides, brochures, travel fairs and expos, websites and billboards. Above-the-line media includes newspapers, television, magazines and radio. It is evident that these traditional media sources are being used for several reasons in the tourism industry, whether it is for updates, high quality visual media or the fact that one can use/read the media repeatedly.

However, over the last few years the popularity of using modern media has increased and a shift away from traditional media has occurred. Modern media is a type of media where Internet

users connect with people and create information on the World Wide Web. These sites were formerly used for entertainment reasons but, due to the increase in the use of the Internet, these information communication technologies have changed the way people communicate and do business with one another. For this study, modern media refers to media such as Facebook, YouTube, Instagram, Twitter and Google+, Flickr, Myspace, LinkedIn and Pinterest as well as interactive websites. The development of modern media is significant and happens daily.

The role of media (traditional and modern) in the image formation of South Africa is unknown and to solve this problem quantitative research was conducted by means of questionnaires. These were distributed among international tourists at OR Tambo International Airport (leaving South Africa) which is visited by 19-million passengers a year (Gauteng Tourism Authority, 2017). The survey resulted in 558 completed questionnaires which were captured in Microsoft Excel and analysed by means of the Statistical Package for Social Sciences (SPSS, Version 23). More specifically, descriptive (frequency tables and figures), exploratory (factor analysis) and multivariate and inferential analyses (cluster analysis, ANOVAs, t-tests, Spearman Rank order correlations) were carried out to reach the objectives of the chapter and contribute to literature and practice.

The descriptive results revealed that most of the respondents were male with an average age of 38. These respondents were mostly married, residing in Africa and following a professional career. Most of the respondents had visited South Africa before and they spent 11 nights in SA during this trip. The average amount respondents spent on their visit to South Africa is R17 205.75. A large number of visitors heard about South Africa as a results of their previous visits and they chose South Africa because they always wanted to visit this country; they want to experience something new and see the unique wildlife South Africa has to offer. As part of their assessment of the image of South Africa, they indicated that they enjoyed their visit, they will return and the natural attractions are unique.

The analysis on traditional media revealed their preference for television and website (less interaction) due to the information provided. In terms of modern media, preferences for websites (interactive) and Facebook were indicated since they are considered as trustworthy and fast and easy to use. Affective image was rated as the highest, thus respondents have an emotional connection with South Africa. Clustering was applied according to the medium used to gather information about South Africa and selected demographic characteristics were applied. Cluster 1 was labelled the Loyal African visitors, Cluster 2 the African/European regular visitors and Cluster 3 the African/European irregular visitors.

Custer 1 rated conative image and cognitive image as the two most important images of SA. Cluster 2 rated cognitive image and affective image as the two most important images. Cluster

3 rated affective image and conative images as the two most important images and it therefore seems that these visitors will return. Thus for the loyal visitors indicated that they will return and spread positive images of South Africa. The regular visitors regarded infrastructure and services as being more important whereas Cluster 3 felt the emotional connection to the country. The study clearly showed that modern media influences image and that traditional media have limited influence on image formation. However each of these mediums has a place depending on the market which is targeted.

Keywords: tourism destination image, modern media, traditional media, South Africa and tourism.

OPSOMMING

Die toerismebedryf is een van die sleutel komponente van die land se ekonomie wat vinnige groei toon. 'n Verskeidenheid van faktore beïnvloed hierdie groei en kan of positief of negatief wees. Beeldvorming speel ook 'n rol in die groei van die toerismebedryf en trek toeriste aan as deel van 'n bemarkingspoging. Een van die grootste uitdagings in die toerismebedryf is om te verstaan hoe toeriste hulle beeld en persepsies vorm van 'n bestemming. Daarom is dit belangrik dat Suid-Afrika 'n positiewe beeld, uitbeeld.

Bemarking speel 'n belangrike rol in die ontwikkeling van 'n positiewe beeld oor 'n bestemming. So 'n beeld kan bydrae tot die groei van die toerismebedryf en is daarom belangrik dat bestemmings hulle positiewe beeld moet onderhou. Om beeld te probeer definieer kan uitdagend wees omdat daar so baie verskillende definisies is. Om 'n paar kern woorde uit te lig wat beeld kan definieer is: "persepsies", "indrukke", "oortuigings", "idee", "individue" en "plekke". Hierdie is paar kern begrippe wat gebruik word in toerisme navorsing om die beeld van 'n bestemming te definieer. Dit is duidelik dat beeld 'n multidimensionele konsep is wat beïnvloed word deur verskeie aspekte. Beeld bestaan hoofsaaklik uit drie hoof komponente uit, naamlik; kognitiewe, affektiewe en konatiewe beeld. Die kognitiewe beeld is wat 'n persoon weet en dink van 'n voorwerp, hoe die persoon voel oor die voorwerp is die affektiewe beeld en hoe die persoon reageer is die konatiewe beeld. Dit word aangedui dat die aantal studies oor beeld wat reeds voltooi is relatiewe groei getoon het, alhoewel, die verhouding tussen media en toerisme ook al aandag gekry het is relatief min studies is gedoen oor die spesifieke rol wat media speel in die vorming van 'n bestemming se beeld.

Media kan in twee groepe gedeel word – tradisionele media en moderne media. Tradisionele media kan gesien word as boodskappe wat versprei word voor die digitale era en moderne media sluit digitale media in en het ontstaan na die internet. Die media verskynsel het die afgelope dekade 'n enorme verandering ondergaan van tradisionele media bronne na meer moderne media bronne. Tradisionele media kan in twee hoof groepe verdeel word – Onder-die-lyn-media en Bo-die-lyn-media. Onder-die-lyn-media is bekend as boeke, gidse, reis expos, webwerwe en advertensieborde. Bo-die-lyn-media kan gesien word as koerante, televisie, radio en tydskrifte. Dit is ook duidelik dat hierdie tradisionele bronne gebruik word vir verskeie redes soos om nuus te lees, die hoë gehalte van fotos te kyk en of die feit dat die media oor en oor gebruik kan word.

Oor die jare het die bekendheid van moderne media toegeneem en daar was 'n skuif weg van tradisionele media. Moderne media is 'n tipe media waar Internet verbruikers interaksie met mekaar kan hê. Hierdie webwerwe word hoofsaaklik gebruik vir vermaak. Vir hierdie studie kan

moderne media in drie groepe toegewys word, naamlik: Persoonlike e-media (Facebook, YouTube, Instagram, Twitter en Google+), Besigheids e-media (Flickr, Myspace, LinkedIn en Pinterest) en Publieke e-media en webwerwe).

Om die navorsingsprobleem van die huidige studie op te los, is vraelyste versprei onder internasionale toeriste by OR Tambo Internasionale Lughawe wat deur 19 miljoen toeriste per jaar besoek word (Gauteng Toerisme Owerheid, 2017). Die opname het gelei tot 558 voltooide vraelyste wat in Microsoft Excel vasgelê is en deur middel van die Statistiese Pakket vir Sosiale Wetenskappe (SPSS, Weergawe 23) ontleed is. Meer spesifiek beskrywende (frekwensietabelle en figure), verkennende (faktoranalise) en inferensiële ontledings (Groeperingsanalise, ANOVA's *t*-toetse, Spearman Rank Korrelasies) is gedoen om die doelstellings van die hoofstuk te bereik en by te dra tot literatuur en praktyk.

Die beskrywende resultate het aangetoon dat meeste van die respondente manlik was met 'n gemiddelde ouderdom van 38. Hierdie respondente was meestal getroud, woon in Afrika en beoefen 'n professionele loopbaan. Die meeste van die respondente het Suid-Afrika voorheen besoek en hulle het tydens hierdie reis 11 nagte in SA spandeer. Die gemiddelde hoeveelheid wat respondente tydens hul besoek aan Suid-Afrika spandeer is R17205.75. 'n Groot aantal besoekers het van Suid-Afrika gehoor as gevolg van hul vorige besoeke en hulle het Suid-Afrika gekies omdat hulle altyd hierdie land wou besoek, hulle wil iets nuuts beleef en die unieke wildewe wat Suid-Afrika bied, ervaar. As deel van hulle beoordeling van die beeld van Suid-Afrika het hulle aangedui dat hulle hul besoek geniet het, hulle sal terugkeer en dat die natuur uniek is.

Die ontleding van tradisionele media het hul voorkeur aan televisie en webwerf (minder interaksie) getoon weens die inligting wat dit verskaf. In terme van moderne media is voorkeure vir webwerwe (interaktief) en Facebook bevind aangesien dit as betroubaar, vinnig en maklik beskou word. Affektiewe beeld is aangewys as die belangrikste van die drie beelde wat ook dan as verklaring dien vir die emosionele band wat besoekers met Suid-Afrika het. Groeperingsanalise is toegepas volgens die medium wat gebruik was om inligting oor Suid-Afrika in te samel en geselekteerde demografiese eienskappe is ook toegepas in die proses. Groep een is genoem die Lojale Afrika-besoekers, Groep twee die Afrika / Europese gereelde besoekers en Groep drie, die Afrika / Europese ongereelde besoekers.

Groep een het aangetoon dat die konatiewe beeld en kognitiewe beeld die twee belangrikste beelde van SA vir hulle is. Groep twee het aangedui dat die kognitiewe beeld en affektiewe beeld as die twee belangrikste komponente is. Groep drie het 'n voorkeur getoon vir affektiewe beeld en konatiewe beeld en dit blyk dus dat hierdie besoekers sal terugkeer. Daarom het die

lojale besoekers aangedui dat hulle positiewe beelde van Suid-Afrika sal behou en sal verkondig. Die gereelde besoekers beskou infrastruktuur en dienste as die belangrikste, terwyl groep drie die emosionele verbinding met die land voel. Die studie het getoon dat moderne media beeld beïnvloed en dat tradisionele media minder beeldvorming beïnvloed maar dat beide 'n rol het om te vervul afhangende van die mark wat geteiken word.

Sleutelwoorde: toerisme bestemmingsbeeld, moderne media, tradisionele media, Suid-Afrika en toerisme.

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CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT



1.1 INTRODUCTION

During the 1950s, tourism was a fragmented industry (Lickorish & Jenkins, 2007:2) and, in a certain sense, it still is. However, the growth of the tourism industry began to change in the mid-1950s, from individual business activities to more integrated products and services. Today, the tourism industry has become one of the major industries in international trade and, at the same time, represents one of the key income sources for many developing countries (UNWTO, 2015:1).

The tourism industry is growing rapidly and, according to Saayman (2009:2), tourism is a huge economic activity. Hall (2013:2) stated that tourism is widely recognized as the world's largest industry. In South Africa, the growth of the industry is evident with a direct contribution to GDP at R127.9bn and the total contribution at R402.2bn. It is estimated to rise by 4.2% pa to R624.2bn in 2027 (WTTc, 2017). Foreign tourist arrivals grew by 12.8% to 10 million in 2016, with an R75,5 billion foreign direct spend, while domestic tourists contributed R26.5 billion from 24.3 million domestic trips (South African Tourism, 2014). The contribution of this industry to the development of South Africa is thus evident and should be expanded. The attraction of international tourists is important since they directly or indirectly contribute to foreign exchange earnings, an increase in employment opportunities and even development of infrastructure (Li, Jin & Shi, 2017).

According to Gordon, Saayman and Saayman, (2012:193) and Li *et al.*, (2017) a variety of aspects have an influence on tourism growth, be it positive or negative. These aspects include natural causes (natural disasters, weather and climate); political factors (war or political instability); economic factors (exchange rate, economic recession and rising prices); socio-demographic factors (age, gender, family life and new markets); technology (information technology and computer programs); and health and safety. Image formation also contributes to the growth of the tourism industry and attracting tourists as part of marketing factors (Govers, Go & Kumar, 2007:1).

It is thus extremely important for South Africa to portray a positive image and, by doing so, attract higher visitor numbers. The environment and the consumer are ever changing and

therefore every attempt should be made to achieve sustainable tourism growth (Lopes, 2011:306) by knowing and understanding the behaviour and decisions of tourists. The effect of external events, for example political instability, on the image of South Africa as a tourism destination should not be taken lightly as it influences the image of the country and therefore the travel decision-making behaviour of tourists. The more marketers know about image formation and the factors influencing it, the more effective marketing efforts can be.

1.2 BACKGROUND TO THE STUDY

Globally, as mentioned above, tourism is becoming one of the most important and major industries in the world and competition amongst destinations is increasing, thus putting pressure on sustainable destination growth. Marketing plays a key role in this context by developing the destination as a positive brand with favourable brand images (de Chernatony & Dall'Olmo Riley, 1998; Hankinson, 2004:7). Positive destination images can contribute to the growth of the tourism industry and destinations should focus on creating and sustaining positive images (Lopes, 2011: 306) to gain a competitive advantage. The study of destination image is relatively new (Pyke, 2013:86), spanning only the past three decades. Nevertheless, it has become a popular area of study in the tourism literature.

Attempting to define image can be challenging as there are a number of definitions (Prayag, 2008; Zhang, Fu & Cai, 2014:214). Crompton (1979) defines image as “the sum of beliefs, ideas, and impressions that a person has of a destination” whilst Echtner and Ritchie (1991) stated that image is “the perceptions of individual destination attributes and the holistic impression made by the destination”. In 2003, Kim and Richardson (2003) defined image as “a totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time”. Zhang *et al.* (2014:215) described destination image as a compilation of opinions and impressions based on information processed from several sources over time which results in a mental image of the attributes and benefits sought of a destination. Image is thus focused on the direct or indirect accumulation of ideas, mental pictures and impressions by tourists of a specific destination/attraction that will influence future travel decisions.

Tourism products are, to a large extent, intangible and can therefore not be evaluated before use. According to Khodadadi (2012:2) image is seen as a valued concept contributing to the destination selection process followed by tourists. Thus, image is a major factor influencing travel decisions and the choice of destination (Gartner, 1993; Rodriguez *et al.*, 2015:304). Image formation can be defined as the development of a mental idea based upon a few impressions chosen from selected information (Beerli & Martin, 2004; Govers *et al.*, 2007:1).

Destination image formation can be influenced by sources such as promotion (advertising and brochures), word-of-mouth, the opinions of others (family/friends, travel agents), media (newspapers, magazines, television news reporting and documentaries) and popular culture (motion pictures, literature). Furthermore, the image will be affected and re-formed based on the first-hand experience and information when visiting a destination (Govers *et al.*, 2007:1).

Image formation can be divided into two main categories: information sources and personal factors (Khodadadi, 2012:2). Information sources consist of secondary factors (induced, organic and autonomous) and primary factors (previous experience and intensity to visit). Personal factors, on the other hand, entail motivations, holiday experiences and socio-demographic characteristics. These all influence the three main dimensions of image: cognitive, affective and conative features according to which image is formed (Khodadadi, 2012:2).

Cognitive image refers to the principles or knowledge about the attributes of a destination where the destination's image is evaluated by the features of its resources and attractions (Lopes,2011:309; Wang & Hsu, 2010). The affective attributes refer to feelings or emotions about the tourist destination. This emotional element is also affected by the motivations of the tourists and it is essential to note that the cognitive attributes of the image have a major influence on the affective element (Beerli & Martin, 2004). Lastly, Agapito, Vall and Mendes, (2013:472) state that the conative features consist of action; this is where the tourist's actual behaviour or intention to revisit and/or recommend the destination to others is included.

Consequently, all these combined; determine the overall image of a destination with the actual experience of having been on holiday at a tourist destination having the most significant influence on the destination image from a cognitive, affective and conative point of view (Lopes, 2011:310). It is thus clear that image is a multi-faceted concept that is influenced by many aspects showcasing the complexity thereof. The following table indicates the previous studies on image.

Table 1.1: Previous studies on image

Author/s and year	Title of the study	Focus of study	Location
Khan, Chelliah and Ahmed (2017)	Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints	This study empirically tests a comprehensive model of prospective young women's travel behaviour, based on cognitive and affective perceptions about destination, travel motivations, perceived risks, and travel constraints.	Malaysia
Bruwer and Joy (2017)	Tourism destination image (TDI) perception of a Canadian regional winescape: a free-text macro approach	This research conceptualises a wine region destination's perceived image by integrating servicescape and destination choice theory using a 'back-to-basics' free-text macro approach. The study ($n = 510$ respondents) outlines the process of conceptualising a wine region destination's image in the form of a winescape framework as it is perceived by tourists.	Canada

<p>Artuger and Cetinsoz (2017)</p>	<p>The Impact of Destination Image and the Intention to Revisit: A Study Regarding Arab Tourists</p>	<p>The main focus of this study was to determine the impact of destination image (cognitive and affective image) on the intention of Arab tourists to revisit Istanbul. The study concluded that cognitive image did have an impact on the intention of Arab tourists to revisit Istanbul; however affective image was not effective in terms of intent to revisit.</p>	<p>Turkey</p>
<p>Ruan, Li and Liu (2017)</p>	<p>Measuring Tourism Risk Impacts on Destination Image</p>	<p>This study develops and tests an integrated model of the moderated mediation of risks (man-made and natural disasters) that explains the associations between the benefits of tourism and the destination image. After 635 foreign tourists were used in this study, results pointed out that the tourism risks of man-made disasters positively influence the tourists' experienced benefits and feeling experience.</p>	<p>China and Taiwan</p>

Kim (2017)	The Impact of Memorable Tourism Experiences on Loyalty Behaviours: The Mediating Effects of Destination Image and Satisfaction	The main objective of this study was to develop a theoretical model of the effect of memorable tourism experiences on behavioural intentions by exploring the structural relationships between destination image, tourist satisfaction, revisit intention and word-of-mouth publicity. As a result, memorable tourism experiences influence future behavioural intentions both directly and indirectly through DI and tourist satisfaction.	China
Lai and Li (2016)	Tourism Destination Image: Conceptual Problems and Definitional Solutions	Tourism Destination Image has been studied in depth over the past years however the nature and scope remain vague. The main focus of this study was to address this conceptual problem from a modernist perspective.	China and USA

<p>Zhang, Wu, Morrison, Tseng and Chen (2016)</p>	<p>How Country Image Affects Tourists' Destination Evaluations</p>	<p>Limited tourism research has as yet drawn attention to the differences and interactions between country image and destination image. Therefore the main focus of this study was to research the relationships between country image, destination image, and familiarity and destination assessment. Country image mainly affected international tourists' evaluations of China as a destination in a conditional indirect way, mediated by destination image and especially by psychological image, and moderated by familiarity.</p>	<p>Beijing and Indiana</p>
<p>Stepchenkova and Shichkova (2016)</p>	<p>Country and Destination Image Domains of a Place: Framework for Quantitative Comparison</p>	<p>The study empirically tests the proposed approach using the United States as an example. The approach contributes to better understanding of the two constructs and their relationships, and it is hoped that the study will aid countries and destinations in their branding and marketing efforts.</p>	<p>Florida</p>

Mashwama (2016)	Destination Image of Swaziland: Perceptions of Local and International Tourists.	Limited research has been done focusing on the perceptions of both local and international tourists regarding Swaziland as a tourist destination and how the destination image has influenced tourists' intention to revisit or recommend the destination to others. Therefore the study focuses on identifying the background of future behaviour of future behavioural intentions of tourists in Swaziland.	Johannesburg
Binter, Ferjan and Neves (2016)	Marketing Mix and Tourism Destination Image: The Study of Destination Bled, Slovenia	One of the main focuses of the study was to find out how business partners from the field of tourism estimate the dimensions of the image of Bled and the marketing mix used to promote Bled. Some of the conclusions were how service quality, tourist provider competencies and environmental factors are estimated.	Slovenia
Llodra-Riera, Martínez-Ruiz, Jimenez-Zarco and Izquierdo-Yusta (2015)	A multidimensional analysis of the information sources construct and its relevance for destination image formation	Tourism Destination Image often depends on information and contents generated by travellers, suppliers and residents. As a result, different websites, reflecting both supplier- and user-generated content, exert important influences and combine to form an information source construct.	Spain

Avraham (2015)	Destination image repair during crisis: Attracting tourism during the Arab Spring uprisings	One of the main focuses of this study was to uncover media strategies used by Middle Eastern countries' marketers to restore a positive image of change and challenge and to bring back tourists, by analyzing marketing initiatives, media policy, crisis communication techniques and the components of advertising campaigns.	Israel
Rodríguez, Frías and Castañeda(2015)	The contribution of website design to the generation of tourist destination image: The moderating effect of involvement	Tourism Destination Image is a topic of great interest in the tourism management field. It is evident that the results showed that destination image is more positive when emotional messages are employed on the website and when the individual does not experience overload.	Spain
Oppewal, Huybers and Crouch (2015)	Tourist destination and experience choice: A choice experimental analysis of decision sequence effects	The main objective of this study was to explore whether early exposure to geographical destination or experience type information in a decision task influences consumers' final choices when choosing a holiday. Results showed that early exposure to either attribute enhances the importance of the attribute, although the effect is less pronounced for experiences than for destinations.	Australia

Smith, Li, Pan, Witte and Doherty (2015)	Tracking destination image across the trip experience with smart phone technology	The main reason for this study was to examine changes to tourists' image of a destination throughout a trip experience.	USA
Hudson, Roth, Madden and Hudson (2015)	The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees	The findings of this study showed that modern media have a significant influence on emotions and attachments to festival brands, and that modern media based on relationships lead to desired outcomes such as positive word of mouth.	USA
Luo, Lin, Li and Liu (2014)	A Kiss for Three Decades: Comparative Researches on Film Language and Tourism Destination Image between two versions of "Romance on Lushan Mountain"	The main focus of this study is film tourism, film language and tourism destination romance on Lushan Mountain.	China/Beijing
Pan, Lee and Tsai (2014)	Travel photos: Motivations, image dimensions, and affective qualities of places	The main focus of this paper was to discover the relations among motivations, image dimensions, and affective features of destinations. Some key findings was that image dimension of natural resources such as 'wealth of countryside', 'flora and fauna' and 'beaches' are frequently associated with 'arousing' and 'pleasant' feelings toward a destination.	Hong Kong

Zhang, Fu, Cai and Lu (2014)	Destination image and tourist loyalty: A meta-analysis	One of the main objectives of this study was to draw some informative conclusions about the relationship through a meta-analysis. Some findings revealed that the impact of destination image on tourist loyalty is significant, with varying degrees.	China/USA
Tichaawa and Swart (2014)	Sport, tourism and mega-event impacts on host cities: A case study of the 2010 FIFA World Cup in Port Elizabeth	This study investigated the legacy impacts of mega-events and sport tourism in general on host cities using the 2010 FIFA World Cup in Port Elizabeth, South Africa as a case study. Some of the key findings revealed that the event has positive impacts on the destination in the long-term as many tourists planned to visit the country in future and related key tourism facilities being of good standard.	East London, South Africa
Yin, Chew and Jahari (2014)	Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan	This study mainly focussed on the effects of perceived risks on destination image, and the mediating role of destination image between perceived risk and revisit intention of repeat tourists to a risky destination. Findings revealed that perceived social-psychological and financial risks influenced both cognitive and affective destination images.	Malaysia

Cherifi, Smith, Maitland and Stevenson (2014)	Destination images of non-visitors	The main objective of this study was to provide in depth understanding of destination images held by non-visitors. Key findings showed that images can be very persistent and that the first imaged formed of a destination endure over time.	University of Westminster, United Kingdom
Zhou (2014)	Online rural destination images: Tourism and rurality	One of the key objectives of this study was to focus on domestic rural tourism and identified a set of themes found on the destination image of Wuyuan: resources, rewards and expectations.	Hong Kong
Kim, Kim and Wise (2014)	The effect of searching and surfing on recognition of destination images on Facebook pages	The main aim of this study was to examine users' ability to encode tourism information acquired from Facebook by differentiating the two types of information-search processing conditions, surfing and searching. One of the findings showed that participants recognized the photos they acquire from searching more accurately than the photos they acquired from surfing on destination Facebook pages.	USA
Tseng, Wu, Morrison, Zhang and Chen (2014)	Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer	This study explored the role of blogs as a destination image formation agent for China's inbound tourism. One of the main conclusions were that international tourists tended to have positive images of China.	China/USA

Tessitore, Pandelaere and Van Kerckhove (2013)	The Amazing Race to India: Prominence in Reality Television Affects Destination Image and Travel Intentions	This study investigated the impact of a destination placement in reality television on tourism. This positively affects cognitive, affective and behavioural outcomes.	Belgium
Walker, Kaplanidou, Gibson, Thapa, Geldenhuys and Coetzee (2013)	Win in Africa, With Africa: Social responsibility, event image, and destination benefits. The case of the 2010 FIFA World Cup in South Africa	This study mainly focuses on how the deployment of a socially responsible program by a multinational (non-government) sport organization impacts the image of a mega sport event. Some results showed that tourists' familiarity with the 'Win in Africa, with Africa' program, and the perceptions of FIFA as a socially responsible organization influence event image and one form of consumer patronage.	South Africa
Tang, Jang and Morrison (2012)	Dual-route communication of destination websites	This study focuses on elaboration likelihood model (ELM), destination website, cognition, attitude and travel intention.	USA
Hermann, Du Plessis, Coetzee and Geldenhuys (2012)	Socio-economic impacts of the 2010 FIFA World Cup	This study has done an analysis on the post event social-economic impacts for the FIFA 2010 World Cup. Some of the findings indicated that although most residents did not attend the World Cup matches, they generally found the socio-economic impacts of the tournament positive almost a year after the event.	South Africa

Walker, Kaplanidou, Gibson, Thapa, Geldenhuys and Coetzee (2012)	Win in Africa, With Africa Social responsibility, event image, and destination benefits. The case of the 2010 FIFA World Cup in South Africa	The focus of this study is on social responsibility, South Africa FIFA World Cup, event image and word-of-mouth.	USA/South Africa
Qu, Kim and Im (2011)	A model of destination branding: Integrating the concepts of the branding and destination image	One of the main aims of this study was to develop and test a theoretical model of destination branding, which integrates the concepts of the branding and destination image. Some of the results showed that the overall image was influenced by three types of brand associations and is critical mediator between brand associations and tourists' future behaviours.	USA/Republic of Korea
Prayag and Ryan (2011)	The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach	This study investigated the relation between the 'push' and 'pull' factors of a destination and the influence of nationality on these factors. Some of the findings showed that relationships between specific motives, cognitive and affective images and it was also found that nationality had a strong influence on these variables.	France/New Zealand

Lopes (2011)	Destination image: Origins, Development and Implications	The main aim of this study was to identify the main elements that characterize the image of a tourist destination as well as their implications for the management of tourist destinations. It is evident from the results that destination image is one of the most important elements of a tourist destination and becomes a critical factor for the success or failure of tourism management.	
Xiang and Gretzel (2010)	Role of social media in online travel information search	This study investigates social media, search engine, travel information search, online tourism domain and internet marketing.	USA

Source: Author's own compilation

As seen in Table 1.1, there was a significant growth in the number of studies conducted on image between 2014 and 2017. Most of the studies since 2010 were conducted in Eastern Countries and the USA. Image was investigated in relation to selected crisis scenarios, such as natural disasters or man-made disasters, loyalty, mega-events, marketing, retention of tourists' films and even non-users. In more recent years, attention shifted to the influence of Facebook, travel blogs, online sources and information sources in general on image formation. These studies also investigated various types of tourism products from festivals, to specific tourism product to destinations as a whole. The diversity of the studies is thus evident but also the lack of in-depth studies on the role of media in its full capacity (including all types of media).

According to Pan and Hsu (2014:60), the significant relationship between media and tourism has long been recognized in general, but less is known about the specific role media play in the formation of a destination's image. Media, for this study, can be divided into two categories - traditional media and modern media. Traditional media is media that were used to communicate and express messages before the digital era (AIBD, 2013:1). Modern media includes digital and social media and emerged after the development of computers and the Internet (AIBD, 2013:1).

O’Guinn, Allen and Semenik, (2008:486) declare that, for 70 years, using traditional media was a legitimately straightforward process. Advertising agencies would work together with the advertisers on developing messages for their brands. Then agencies would make arrangements with radio and television networks for airtime or space in a newspaper or magazine (O’Guinn *et al.*, 2008:486). These days it seems that the use of traditional media is slowly fading away. Traditional media consists of print media, broadcast media or “out-of-home” media. Print media includes brochures, books, magazines and newspapers; broadcast media entails radio and television where “out-of-home” media includes billboards, posters and banner displays (AIBD, 2013:1).

It was only in the last year or two that the relevance of modern media sources became evident in image formation. Modern media are changing the way people consume information (Hays, Page & Buhalis, 2013:212; Llodra-Riera, Martinez-Ruiz, Jimenez-Zarco & Izquierdo-Yusta, 2015:319). Today’s modern media technology allows individuals to simply share their thoughts, opinions and even photos on the Internet. Social media, being one of the “mega-trends”, has a major impact on the tourism system, the role and use of social media in tourists’ decision making, and in tourism management (Lueng, Law, Van Hoof & Buhalis, 2013:3; Kim *et al.*, 2017:688). Globally, modern media have been accepted by travellers to search, organise, share and interpret their travel experiences through using modern media platforms such as blogs and microblogs (Bloggers and Twitter), online communities (Facebook and TripAdvisor), media sharing sites (YouTube), social bookmarking sites (Delicious), social knowledge sharing sites (Wikitravel) and other tools in a combined manner (Leung *et al.*, 2013:3). Table 1.2 indicates the studies done on media in the tourism industry.

Table 1.2: Studies done on media in the tourism industry

Author/s and year	Title of the study	Focus of the study	Location
Studies relevant to modern media			
Kim, Lee, Shin and Yang (2017)	Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo	This study highlighted the following: Tourism information quality, destination image, information quality framework and social media.	South Korea/ Canada/USA
Mkono and Tribe (2017)	Beyond Reviewing: Uncovering the Multiple Roles of Tourism Social Media Users	This article demonstrates that user interactions entail much more than evaluating products.	Australia

Xiang, Du, Ma and Fan (2017)	A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism	This study highlights the influence of online customer reviews for the hospitality industry.	USA
Narangajavana, Fiol, Tena, Rodríguez and García (2017)	The influence of social media in creating expectations. An empirical study for a tourist destination.	This study evaluates the causes underlying the use of user-generated contents (UGC) to receive tourist information and its effect on tourists' expectations.	Spain
Augusto and Silveirinha (2017)	Tourist Destination Image in the New Technological Environments: Dialogism under the Public Relations Gaze	Some of the key aspects indicated in this study are websites, public relations and destinations' image.	Portugal
Chen (2016)	Social media and its influence on destination image, tourist satisfaction and behavioural intentions of tourists visiting Shanghai	This study investigates aspects such as social media, destination image, tourist satisfaction, behavioural intentions, tourism information, Shanghai, China, Tourism industry.	Sweden
Santic, Bevanda and Bijaksic (2016)	Influence of media on creation of a tourist destination Image.	the intensity of influence of various media on a tourist destination image creation	Bosnia and Herzegovina
Kuric (2016)	Social Media and Promotion of Tourist Destinations with Negative Country Image	The following aspects the focus point of this study; country image, intention to visit, social media	Switzerland
Dijkmans, Kerkhof, and Beukeboom (2015)	A stage to engage: Social media use and corporate reputation	This study focuses on corporate reputation, social media, social networking, corporate reputation, online engagement, and online brand exposure	University of Amsterdam, The Netherlands

Buhalis and Mamalakis (2015)	Social Media Return on Investment and Performance Evaluation in the Hotel Industry Context	This study place focus on social media, return on investment Metrics Case study and Hotel Marketing	UK
Rodríguez, Frías, and Castañeda (2015)	The contribution of website design to the generation of tourist destination image: The moderating effect of involvement	The study focuses on Tourist destination image, website information overload and involvement.	Spain
Yazdanifard and Yee (2014)	Impact of Social Networking Sites on Hospitality and Tourism Industries	This study investigates social networking sites, social media, hospitality industry, and tourism industry	Malaysia
Zeng and Gerritsen (2014)	What do we know about social media in tourism? A review	The following study focuses on impact, literature review, research agenda social media, and tourism marketing	Australia
Kim, Kim and Wise (2014)	The effect of searching and surfing on recognition of destination images on Facebook pages	This study is an investigation of Facebook, LC4MP, searching, surfing and Visual-recognition test.	USA
Tseng, Wu, Morrison, Zhang and Chen (2014)	Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer	The focus of this study is destination image formation, travel blogs, China Leximancer and User-generated content (UGC).	China/USA
Schroeder and Pennington-Gray (2014)	The Role of Social Media in International Tourist's Decision Making	This study focuses on social media, information search, risk perceptions, and tourism crisis management, demand	USA
Leung, Law, van Hoof and Buhalis (2013)	Social media in tourism and hospitality; A literature review	This study focuses on social media, Web 2.0, journal review, tourism research, hospitality research, and consumers, suppliers	China/UK/USA

Fotis, Buhalis and Rossides (2012)	Social media use and impact during the holiday travel planning process	This study investigates social media; the travel planning process; and holidays	UK
Khodadadi (2012)	Media discourses and formation of destination images.	This study investigates destination image, image formation and media images.	
Hvass and Munar (2012)	The take-off of social media in Tourism	This study places focus on airline marketing, marketing strategies, online marketing, and social media	Denmark
Faria and Elliot (2011)	Understanding the role of social media in destination marketing.	This study investigates social media, travel 2.0, and destination marketing	Canada
Milano, Baggio and Piattelli (2011)	The effects of online social media on tourism websites	This study focuses on Web 2.0, Travel 2.0, online social networks, tourism websites, Facebook, and Twitter	Italy
Xiang and Gretzel (2010)	Role of social media in online travel information search	This study investigates social media, search engine, travel information search, online tourism domain and internet marketing.	USA
Studies relevant to traditional media			
Jalilvand (2016)	Word-of-mouth vs. mass media: their contributions to destination image formation	To investigate influence of information sources including word-of-mouth (WOM) and mass media on destination image.	Iran
Hammett (2013)	Tourism Images and British Media Representations of South Africa.	Some of the key factors highlighted in this study is; South Africa, Britain, destination imaging and media framing.	South Africa
Tessitore, Pandelaere and Van Kerckhove (2013)	The Amazing Race to India: Prominence in Reality Television Affects Destination Image and Travel Intentions	This study investigates product placement, reality television, perception and destination marketing.	Belgium

Ramona, Ghoerghe and Roxana (2008)	Comparing the effectiveness of the web site with traditional media in tourism industry marketing	The focus of this study is on marketing, destination, internet, site, market and the consumer.	Romania
Lin and Haung (2006)	Internet blogs as a tourism marketing medium: A case study	This study mainly focuses on Greek tourism, viral marketing, internet marketing and AIDA	Taiwan
Williams and Palmer (1999)	Tourism destination brands and electronic commerce: Towards synergy?	The focus of this study is Internet, electronic commerce, destination marketing and branding.	Australia

Source: Author's own compilation

Through a huge variety of media, people can form their image of a destination whether it's through newspapers, brochures or online travel blogs or social media. Studies on traditional media (See Table 1.2) in relation to image formation revealed that earlier people were more passive and relied greatly on traditional media (television, brochures, billboards and magazines) (Munar, Gytmóthy & Cai, 2013:85). These days the effectiveness of traditional media in destination image is being questioned and the usage of traditional media is slowly fading away (O'Guinn *et al.*, 2008:486). With the huge change in technology, destination images are formed due to information that has been gathered from people's social media and their daily interaction with other people on social media sites. "Text messages and pictures posted by third parties on social media sites make new contributions to the image of a destination" (Munar *et al.*, 2013:486). This is, however, to a great extent uncontrolled. A number of studies have been completed in 2017 where image and social media were analysed in different contexts and with different focusses. However in all these studies only social media was assessed and a comparison was not made between traditional media and modern media where respondents had to respond to both these media.

Taking the quantity of previous studies into account, it is clear that destination image and media are important in tourism research. It is evident that image is influenced by both traditional and modern media but the extent of this influence and the combination of media differs from destination to destination. The lack of relevant studies in the South African context is evident. It is not clear what media (traditional or modern or a combination thereof) is most relevant to optimise destination image formation in the case of South Africa. Given the growth in the competitiveness of destinations it becomes more important to be effective in all marketing efforts. The identification of the influence of media on destination image will result in effective marketing strategies, improved distribution of financial and human resources as well as an

increase in tourist numbers. The following aspects were analysed in this study: marketing, destination image, media and the application of these to South Africa as tourist destination (See Figure 1.1).

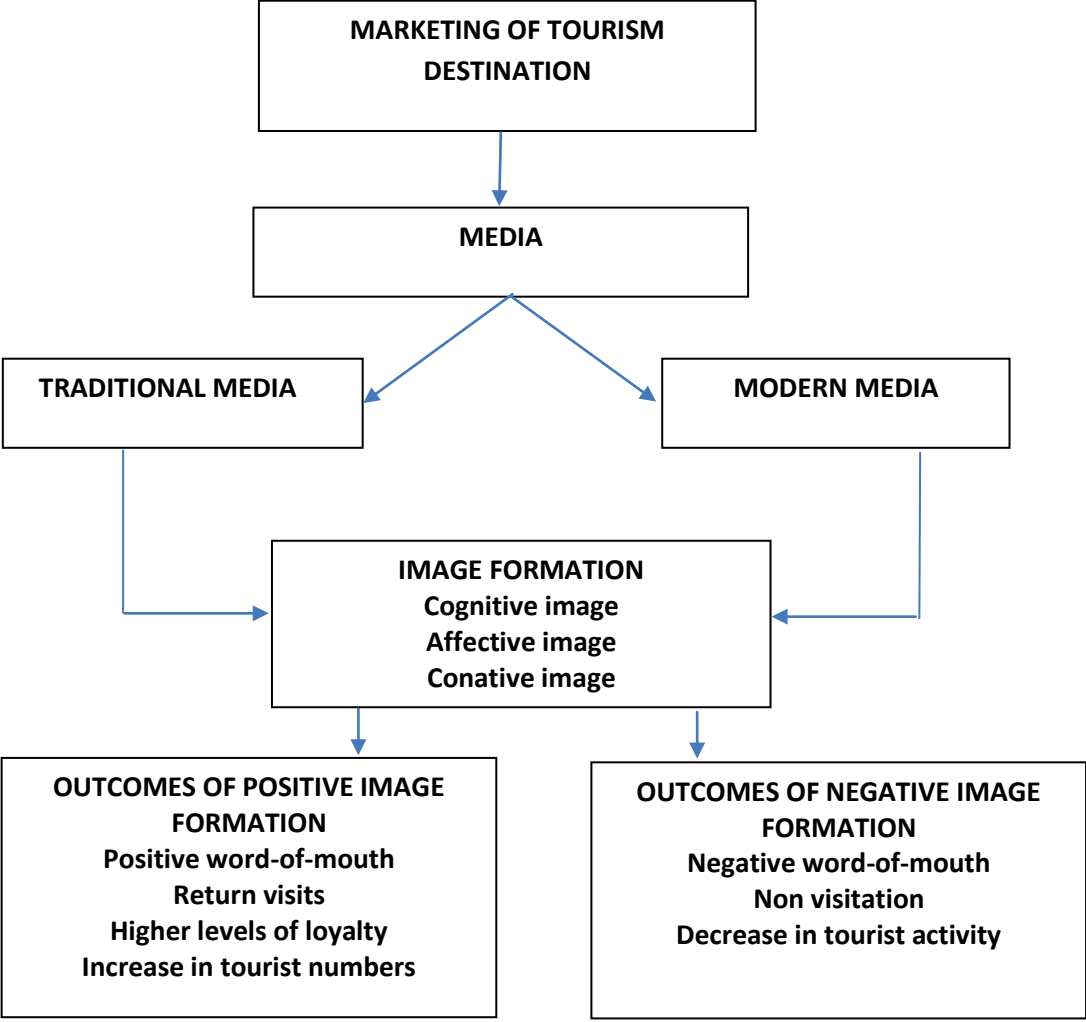


Figure 1.1: Conceptual framework of this study
Source: Author’s own compilation

The influence of media on image formation is evident and, despite studies focused on elements of media, it is not well researched in terms of both types of media even though both methods are still utilised in marketing today. Destination image and media are ever changing and the gap in literature and practice with the regard to the exact role played by media (traditional and modern) in image formation specifically in South Africa needs to be analysed.

1.3 PROBLEM STATEMENT

It is evident from the annual report of South African Tourism (SAT, 2014:1) on visitor arrivals that the number of visitors to South Africa is constantly increasing however this growth is slow and is influenced by a number of internal and external forces. A previous Minister of Tourism, Mr van Schalkwyk, stressed that the stiff competition in the international tourism market and the need for South Africa to innovate and diversify its product offering will allow this country to "stay ahead of the game" (Ensor, 2013:1).

There are many aspects that can directly or indirectly influence this growth rate of the industry such as media, word-of-mouth communication, marketing strategies, political circumstances, external and internal influences, different advertisements and the image of the tourist destination. Destination image plays an important role in travel decisions and can impact the tourism industry in either a positive or negative manner. Recent studies, mostly done in Asia and the USA, show a great interest in the influence of information sources such as social media on the formation of a destination's image. "Various web platforms influence consumers' formation of images of a tourist destination, similar to the way traditional, offline information sources might" (Llodrá Riera *et al.*, 2015:320). According to Pan and Hsu (2014:60), the significant relationship between media and tourism has long been recognized in general, but less is known about the specific role media play in the formation of a destination's image.

It is clear from the background to the study that research on image formation has been done in South Africa however; these studies were mostly focused on the 2010 Soccer World Cup (Hermann, Du Plessis, Coetzee & Geldenhuys, 2012; Walker, Kaplanidou, Gibson, Thapa, Geldenhuys & Coetzee, 2013). A more recent study done by Steyn (2014) identified the general aspects that have a direct influence on image formation but with little in-depth analysis on the role of media. Since image along with media is ever changing, a gap has been identified in literature and practice regarding the exact role played by media in image formation in South Africa. More specifically, the current role of traditional media (for example newspapers, radio etc.) versus modern media (social media, websites, blogs etc.) in the formation of a destination's image is unclear especially in the case of South Africa.

Visitors' media preferences change and given the significant growth in media it is important to understand this phenomena. It is not known which media visitors prefer, how they prefer to receive messages and/or images, how frequently these should be communicated or even the amount of interaction they require with media before forming an image of the destination. The

optimal combination between traditional and social media for South Africa is thus unknown. This becomes more important as a number of external factors such as crime, safety, political circumstances etc. also influence the image of this country as a tourism destination. Given the slow growth rate of tourist numbers, the number of external factors influencing visitor numbers, the changes in visitors' behaviour and preferences, the changes in media and technology it is important for South Africa to optimise resources by understanding the role of media in image formation.

By conducting this research, better management and marketing and target marketing practices can be implemented and resources (financial and human resources) can be better utilised. This might assist South Africa to select the most appropriate media to improve the positive image of this tourism destination and the improvement of tourists' perceptions of South Africa which will lead to South Africa becoming a preferred destination with a stronger competitive advantage in the tourism industry. The research question still remains: *How does traditional and modern media compare concerning the influence thereof on the image of South Africa as a tourism destination?*

1.4 GOAL AND OBJECTIVES OF THE STUDY

The following goal and objectives were stated to guide the study.

1.4.1 Goal of the study

The goal of the study is to compare traditional and modern media regarding their influence on the image of South Africa as a tourism destination.

1.4.2 Objectives

The realisation of the goal relies on the following objectives:

- To conduct an in-depth literature analysis of destination image, its formation and factors influencing image formation.
- To analyse the media phenomenon (traditional - and modern media) and its relevance to the tourism industry by means of a literature review.
- To assess tourists' usage and preferences of traditional and modern media platforms in the image formation of South Africa as a tourism destination by means of a quantitative survey.
- To draw conclusions and make recommendations for this study with regard to media selection in relation to destination image formation as well as effective ways of utilising these media.

1.5 METHOD OF RESEARCH

The research methodology was twofold. Firstly, an in-depth literature study was done on relevant previous studies and reports and, secondly, an empirical survey was conducted by means of a quantitative survey.

1.5.1 Research design

The chosen research design should enable one to effectively address the research problem in a logical and unambiguous manner which is guided by the evidence needed. The research design for this study is descriptive with the application of a quantitative research method - a survey using questionnaires. Descriptive research methods enable information to be gathered accurately and can be used in statistical techniques (Berndt & Petzer, 2011:47). Mitchell and Jolley (2012:228) explain that descriptive research could stimulate experimental research that will allow the researcher to infer causality. The descriptive information collected in this study includes the socio-demographic profile, the respondent's current image and perception of South Africa, motivations for visiting South Africa and their use of traditional and modern media in destination image formation.

1.5.2 Literature study

The purpose of the literature review is to establish a conceptual theoretical framework for the topic at hand and to give context and understanding to the relevant key words and different terminology and also to identify models, theories and influencing aspects on the topic. The first two objectives of this study refer to the in-depth literature review. Chapter 1 provides an overview of the relevant aspects to be analysed regarding destination image and the use of media. Chapter 2 focuses on an in-depth analysis of destination image, image formation and the factors influencing image formation. Chapter 3 assesses media with reference to traditional - and modern media and the use thereof in the tourism industry. Therefore, the literature study is based on specific keywords which include: tourism destination image, modern media, traditional media, South Africa and tourism. To gather the information various sources were used which include refereed journal articles, theses, dissertations, books and other tourism related literature. Information searches were conducted mainly through library catalogues and indexes, as well as the Internet. Scientific databases such as Google Scholar, Science Direct, SA ePublications, Academic Search Premier, Hospitality and Tourism Index, Business Source Premier and Emerald were considered in this process. This study incorporated both primary and secondary sources with the inclusion of the in-depth literature study and the empirical survey (using questionnaires).

1.5.3 Empirical survey

The following section elaborates on the method implemented to conduct the empirical analysis - quantitative research. This method of research focuses on quantifying the research problem (Berndt & Petzer, 2011:47) and allows the researcher to explore the background of the research problem at hand and help in uncovering fundamental aspects which, in the case of this study, included destination image and media. Quantitative research examines constructs, establishes causal relationships and aims to generalise the results beyond the confines of the research sample (Struwig & Stead, 2004:4-5). Creswell (2013:4) supported these authors by stating that quantitative research “is an approach for testing objective theories by examining the relationship among variables”. These variables can then be measured, and the data can be analysed through statistical procedures (Creswell, 2013:4). The following process were thus followed:

1.5.3.1 Population

The Market research glossary of terms defines population as “the entire set of subjects that an experiment is attempting to identify. Usually samples of the population are used to represent a population because it would be nearly impossible to collect information from each unit or subject in a population” (GMI, 2015:1). For this study the population was based on international tourists who visited South Africa. “More than 9.6-million international tourists visited South Africa in 2013, representing an increase of 4.7% on the 2012 arrivals figures” (SAT, 2014:1). Almost eleven percent of visitors reach South Africa by air through the international airports (SAT, 2014:1) of which OR Tambo International Airport is the largest. Apart from the number of visitors to South Africa that is known, no list of international visitors entering South Africa is available. A sample was thus compiled from international visitors (international departure hall) leaving South Africa from OR Tambo International Airport (Johannesburg).

1.5.3.2 Sampling method

This study implemented two sampling methods. Firstly, stratified sampling was applied. “Stratified sampling involves a process of classifying the elements in the target population, so that a more representative sample may be achieved. The sampling frame is first divided into categories or strata of relatively homogeneous sub-populations that have theoretical or substantive meaning in the research” (Tracy & Carking, 2014:308). The international departure was divided into three sections (strata) where three fieldworkers from Ratile Research Services distributed 600 questionnaires (from August to September 2015) in each strata over a period of two weeks. Secondly, convenience sampling was applied. Only one person per travelling group was asked to complete the questionnaire willingly after answering the screening question related to being a South African or a visitor to South Africa. Only visitors to South Africa could

complete the questionnaire. If the respondent did not want to complete the questionnaire the fieldworker moved to the next group of tourists.

A population of more than a million requires 380 questionnaires to be representative (Krejcie & Morgan, 1970:1). Due to the exact number of the population being unknown it was decided, based on the guidelines set by Krejcie and Morgan, and more than 9 million visitors visiting South African in 2014 to distribute 600 questionnaires to make provision for uncompleted questionnaires, the loss of questionnaires, and to increase the representativeness of the data. Krejcie and Morgan (1970) stated that, as the population increases, the sample size increases at a declining rate (plateau) and remains constant to some extent with more than 380 cases. After completion of the survey 558 completed questionnaires were collated for the purposes of this study.

1.5.3.3 Development of the questionnaire

The absence of a questionnaire measuring the influence of media on image formation created the opportunity to tailor-make the questionnaire for the purposes of this study. Therefore, based on the in-depth literature review as well as input from tourism marketing experts, the questionnaire was developed to research the objectives and goal of the study.

The questionnaire was divided into four sections (See Appendix 1):

- Section A focused on socio-demographic information. Questions gathering information on gender, age, home language, province of residence and highest level of education were included. Open and close-ended questions were used for this purpose. Previous studies done in a tourism context were consulted in this regard and included the work of Kruger, Scholtz and Saayman (2012), Saayman and Scholtz (2012), Slabbert and Van Loggerenberg (2012) and Steyn (2015).
- Section B analysed travel behaviour variables related to previous visits to South Africa, number of previous visits, spending patterns, purpose of travelling to South Africa and travelling to other continents. Again, open and close-ended questions were used for this purpose. These questions were based on the literature review with specific reference to the work of Steyn (2014), van Vuuren and Slabbert (2011), Kruger and Saayman (2010) and Hermann and du Plessis (2014).
- Section C studied one of the core variables of this study – destination image. More specifically, the questions focused on marketing South Africa as a tourism destination, reasons for visiting South Africa (Saayman & Saayman, 2008; van der Merwe, 2008; Streicher & Saayman, 2010; Terblanche, 2012) and the rating of the image of South Africa (Zhou, 2005; Marshalls, 2007; Hammett, 2012; Steyn, 2015). Likert-scale questions were

mainly used in section C where respondents indicated their level of agreement (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree) with certain reasons for visiting and rating the image of this country.

- Section D analysed the type and usage of traditional media for tourism purposes (Williams & Palmer, 1999; Lin & Huang, 2006; Chung & Koo, 2015). Respondents frequency of using selected traditional media was measured by means of a Likert scale (1 = Always; 2 = Very often; 3 = Sometimes; 4 = Rarely; 5 = Never). Respondents were asked to indicate their level of agreement regarding the use of traditional media as an information source by means of a Likert-scale question (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree).
- Section E studied modern media in the same way as traditional media, as discussed above (Boyd & Ellison, 2008; Mangold & Faulds, 2009; Fotis, Buhalis & Rossides, 2012; Leung et al., 2012; Tazdaniford, 2014).

1.5.3.4 Data analysis

The data collected for this research (from the questionnaires) was captured using Microsoft Excel™ after which it was transferred to the Statistical Package for Social Sciences version 23 (SPSS) for the processing of the information (SPSS Inc., 2013). Staff from Statistical Services of the North-West University assisted with the processing of the data after which it was analysed and interpreted by the researcher. The results are presented in Chapter 4.

The following statistical methods were chosen to reach the goal and objectives of the study:

- **Frequency tables and figures:**

To describe the data (as part of the descriptive design) figures and tables were presented as the first step in the data analysis. This was necessary to augment the text and convey the essential facts that resulted from the findings. These tables and figures were used to report on the descriptive results of the research with reference to demographic characteristics and travel behaviour information.

- **Factor analyses:**

A factor analysis, according to Kline (2014:2), can be described as “a number of statistical techniques of which the aim is to simplify complex sets of data”. Thus, factor analysis is a data reduction technique. This is done by looking for groups among the inter-correlations of a set of variables (Pallant, 2010:181). For the purposes of this study, factor analyses were used to identify the factors applicable to the reasons for visiting South Africa, the preferences in terms of

traditional media, the reasons for using traditional media, the preferences in terms of modern media and the reasons for using modern media.

- ***Spearman rank correlations:***

Spearman rho is designed for use with ordinal level or ranked data and is used to describe the strength and direction of the linear relationship between two variables. A correlation 0 indicates no relationship at all, a correlation of 1.0 indicates a perfect positive correlation and a value of -1.0 indicates a perfect negative correlation. The correlations were interpreted according to the guidelines of Cohen (1988) that suggested; small rho = .10-.29, medium rho = .30-.49 and large rho = .50-1.0. For the purposes of this study correlations were assessed between traditional media, modern media and image.

- ***Hierarchical clustering:***

Hierarchical clustering is a process to identify relatively homogeneous groups of cases (or variables) based on selected characteristics. Hierarchical cluster analysis is an exploratory tool designed to reveal natural groupings (or clusters) within a data set. The objects used for hierarchical cluster analysis can be cases or variables, depending on what should happen to the variables.

1.6 DEFINING THE CONCEPTS

The following section provides definitions of the core concepts relevant to this study.

1.6.1 Tourism

The first definition of tourism was established by Guyer Feuler in 1905 (cited by Bogahavatta, 2013:13) and he defined tourism as “a phenomenon unique to modern time which is dependent on the people’s increasing need for a change and relaxing, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities’ approaching to each other thanks to the developments in commerce and industry and the communication and transportation tools becoming excellent”. A more recent definition by Smith (2014:21) stated that tourism entails anyone who visits a country, other than that of his or her usual residence for more than 24 hours. Recently the UNWTO (2015:1) defined tourism as “a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home”. It is thus evident that one needs to be

away from home for more than 24 hours and contributes economically to the destination of visitation.

1.6.2 Destination Image

Probably the most cited definition of destination image is that of Crompton (1979) who defines image as “the sum of beliefs, ideas, and impressions that a person has of a destination”. Echtner and Ritchie (1991) stated that image is “the perceptions of individual destination attributes and the holistic impression made by the destination”. Baloglu and McCleary (1999) defined destination image as “an attitudinal construct consisting of an individual’s mental representation of knowledge (beliefs), feelings and global impression about an object or destination” (Frias *et al.*, 2012:438). In 2003, Kim and Richardson (2003) defined image as “a totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time”. Zhang *et al.* (2014:215) described destination image as a compilation of opinions and impressions based on information processed from several sources over time which results in a mental image of the attributes and benefits sought of a destination. As stated earlier, destination image is thus focused on the direct or indirect accumulation of ideas, mental pictures and impressions by tourists of a specific destination/attraction that will influence future travel decisions.

1.6.3 Image formation

Image formation can be defined as the development process of a mental idea based upon a few impressions chosen from information (Govers *et al.*, 2007:1). A similar definition by Reynolds (1966) defines image as “the development of a mental construct based upon a few impressions chosen from a flood of information” (Kadhi, 2009:36). Image formation thus encompasses a process with direct and indirect influences.

1.6.4 Media

Media as defined by Media Education (2015:2) is “a group that constructs messages with embedded values and that disseminates those messages to a specific portion of the public to achieve a specific goal”. It is considered the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively (Oxford Living Dictionary, 2017).

According to Danesi (2009:192) and Katz (2017:1) media can firstly be defined as a way of spreading information by using several systems that make up mass communication. These systems include newspapers, magazines, radio stations, television and websites, of which these are part of traditional media (Nekatibebe, 2012:19) and Facebook, Twitter, LinkedIn as part of

modern media. Another definition given by Laughey (2007:1) is that media is a form of technology that communicates messages to different regions, countries or even the world.

1.6.4.1 Traditional media

Smit (1999:9) describes traditional media as advertising using a specific medium and is a part of the audience. A television advertisement, for example, confronts the audience with the advertising. Traditional media are television, magazines, radio or the newspaper. A more recent definition by Nekatibebe (2012:19) is that traditional media is a way of communication as any other form of publication originally used to distribute information and news. The interaction between the advertiser and the potential customer (tourist) is minimum.

1.6.4.2 Modern media

Social media or “new” media or modern media are defined Powell, Groves and Dimos (2011:13) as activities, practices and behaviour where people gather online and share their information, experiences, knowledge and opinions. It is most of the time web-based applications that make it possible for people to transmit and create information in forms such as videos, audios, words and pictures (Powell *et al.*, 2011:13). Middleton, Fyall and Morgan (2009:70) stated that even though the full effect of continuous media coverage on demand is not well understood there is no doubt about its importance. The ability of modern media to expose and draw attention to things that go wrong for visitors is part of the effect on demand. For the purposes of this study modern media will include social media and similar applications.

1.7 CHAPTER CLASSIFICATION

The following section includes a brief outline of what can be expected from each of the chapters in this dissertation:

Chapter 1: Introduction and Problem statement

This chapter includes an introduction, the background to the study, the problem statement, primary and secondary objectives as well as the method of research. The aim of this chapter is to give an overall view of the importance and relevance of destination image and media as core variables in this study. This chapter serves as the ‘road map’ for this study.

Chapter 2: Contextualising destination image and the formation thereof

This is a literature study based on a broad discussion on marketing and in-depth discussion on destination image. Attention is given to definitions, theories of destination image, factors that contribute to positive and negative images, elements of destination image and destination

image formation. The purpose of this chapter is thus to do an in-depth analysis of destination image and relevant information by means of a literature review.

Chapter 3: An in-depth analysis of media and the relevance thereof to image formation

This chapter is focused on a literature study based on an in-depth analysis and understanding of both traditional and modern media. This review gives attention to the usage of traditional and modern media platforms in destination image formation. The purpose of this chapter is to analyse the media phenomenon (traditional and modern media) and its relevance to the tourism industry by means of a literature review.

Chapter 4: Empirical analyses

This chapter empirically investigates the usage of traditional and modern media platforms in destination image formation by means of an empirical survey in order to compare the relevance thereof in image formation. This analysis is descriptive in nature and therefore attention is given to the analysis of socio-demographic results, the analysis of destination image regarding current image, influencing factors, usage of media related to image formation as well as the usage and preferences of traditional media and modern media. The purpose of this chapter is to assess tourists' usage of traditional and modern media platforms in destination image formation by means of an empirical survey.

Chapter 5: Recommendations and conclusions

This chapter provides insightful conclusions and recommendations from this study with specific reference to the most appropriate media to use for destination image formation as well as effective ways in utilising the media in the case of South Africa as tourism destination. The significance of this study is also highlighted in this chapter.

CHAPTER 2

ANALYSING DESTINATION IMAGE



2.1 INTRODUCTION

The tourism industry is one of the fastest growing sectors, contributing significantly to the economy. The tourism industry contributes to a country's income and the employment of people as well as the improvement of numerous other or related industries (San Martin & Rodriguez del Bosque, 2008:263). In South Africa, the growth of the industry is evident with foreign tourist arrivals that grew by 12.8% to 10 million in 2016, with an R75,5 billion foreign direct spend, while domestic tourists contributed R26.5 billion from 24.3 million domestic trips (South African Tourism, 2015). The importance of the industry is thus undeniable, and tourism is seen as an important topic for both academics and practitioners in terms of interaction with people, transporting them to specific destinations, ensuring an affordable tour, entertaining them and sending them back with exceptional memories. This industry directly and indirectly contributes to the development of employment, the support of small businesses and the earning of foreign exchange (Babu, 2008:13).

Demographic, socio-economic and new technology changes as well as high levels of competition among tourist destinations have been identified as aspects of importance for the future growth of tourism destinations. To a certain extent, destinations compete based on their perceived images and it is necessary to create positive images of the tourist destination for target markets to realise the attractiveness of the destination (San Martin & Rodriguez del Bosque, 2008:263). Image thus directly influences decisions and perceptions and plays an important role in different models of travel decision making (Echtner & Ritchie, 1991:37). People have different perceptions and images of destinations, for example Milan has the reputation of being the fashion capital of Europe whereas Paris is a romantic city. Barcelona is famous for its art and culture, Rio de Janeiro for its parties and New York for its shopping (George, 2014:523). South Africa is well-known for its wildlife and culture.

Before tourists visit a destination, the information available to them is enhanced by their own mental image/s of that destination or attraction (Tapachai & Waryszak, 2000:37). In fact, it is most probably the image more than the actual information that influences a tourist's decision on where to travel. According to Croy (2010:22), destination image is seen as a key factor in the travel decision-making process as well as a main element in the management of a

sustainable destination. Image does influence potential tourists through the building of place awareness, accessibility and evaluation, “the image secures tourists’ destination choice” (Croy, 2010:22). The latter highlights the importance of positive images.

Destination image plays a fundamental role in the marketing and management of a destination as well as the tourist decision making process and satisfaction levels. More importantly, it plays a role in differentiating a destination in this highly competitive industry as well as in the destination decision-making process (Molina, Gomez, Martin-Consuegra, 2010:722). Therefore, image is essential, and the management of destination image should be strategically planned and directed. The purpose of this chapter is to conduct an in-depth literature analysis of destination image, the its formation and the factors that influence image formation. Firstly, it is important to analyse the theoretical framework of image formation as it is placed in tourism marketing.

2.2 TOURISM MARKETING AND THE IMPORTANCE OF DESTINATION IMAGE

Marketing is much more than advertising or getting people to spend money, it is about the customers, as they come first in any business situation whether it is in the tourism industry, hospitality industry or even a car washing business (George, 2004:4). The South African Institute of Marketing Management (IIM) defines marketing as “the management process responsible for identifying, anticipating and satisfying customer requirements profitably, to meet organisational objectives” (George, 2004:4). Lamb, Hair and McDaniel (2009:4) define this phenomenon is “an organisational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders”.

Marketing can be seen as a central activity in the tourism industry therefore tourists needs to travel to a destination to see, experience or use the product which is to be bought and assessed (Vellas & Bécherel, 1999:7). The marketing of a tourism product or destination thus differs from the marketing of a consumer product. Fakeye and Crompton (1991:11) defined tourism marketing as “the process of communication between suppliers of a tourism product or their intermediaries in the distribution channels and the potential tourists”. “The marketing of destinations is perhaps the most complicated marketing activity in the tourism business” (George, 2014:500). Marketing of destinations entails a list of aspects such as entertainment, transport, attractions, accommodation and hospitality as well as the host community that needs to be considered. After all, destination is where the most important factors of tourism take place (George, 2014:500) and where the experience is created.

“Good marketing can create an ideal environment to promote a certain tourism destination” (Arionesei & Ivan, 2012:90). The destination is the link that advances all the other sectors in the tourism industry such as transport and accommodation (Seaton & Bennett, 1996:350). Destination images can be found everywhere whether it is in tourist brochures, guidebooks, advertisements, in newspapers, on film or on television. Images of tourist destinations in marketing material communicate messages about the place, the tourist’s attractions and have been applied and used with success in the marketing of tourism products and destinations. It is indisputable that images in any form are critical for tourist imagination (Gren & Gunnarsdóttir, 2008:427) and these are used in marketing strategies. A negative destination image, however, takes effort and planning to correct and can deter people from visiting a specific destination.

As mentioned earlier, the tourism industry is one of the key contributors to the economy and is mainly a service-based industry, the primary products delivered by tourism are hospitality and experiences. These are intangible features and make marketing more difficult than marketing tangible products such as clothes or cars (Devashish, 2011:2). Regardless of all the different attractions and activities, some destinations still fail to fulfil their tourism potential since their promotion is not targeted effectively. They fail to realise the potential of destination image on tourists’ travel decision making and behaviour along with satisfaction levels and remembrance of the experience. Perceived images clearly form the basis of the selection process (Di Marino, 2008:3). Tourists are offered a choice of different destinations that provide similar features such as friendly staff, quality accommodation and/or beautiful scenic views and they need to be different and unique to be the final decision of tourists (Qu, Kim & Im, 2011:465). Given the intangible nature of the tourism product, effective marketing is more critical in this industry and this is where image formation can contribute (Devashish, 2011:3).

“Destinations depend on their image for their success in attracting tourists, even if the image is frozen in time and no longer represents a true picture of the place. Nearly 30 years ago, the World Tourism Organisation (WTO) declared the importance of positive images to a country (WTO, 1979)” (Di Marino, 2008:3). Baloglu (2014) established that the more a person is familiar with a destination the better image they will have of the destination (Ayyildiz & Turna, 2013:85). Thus, to improve the familiarity, advertising, sales promotions and public relations should be used together in the marketing mix. It is therefore critical for tourism businesses to have a high level of knowledge of consumers’ behaviour and to know that these behaviours are ever changing which can be a challenge and leads to highlighting

the importance of understanding the role of tourism destination image in the mind of tourists (Wang & Hsu, 2010:892). According to Lee (2009:217), the evaluation of destination image can also help managers by identifying the weaknesses and strengths of a destination, tourists' behaviour intentions can be predicted and provide vital information for management and development of destinations.

Destination marketing organisations (DMOs) focus mainly on how to improve the memorable image of a destination in their marketing and promotional activities (Kim, Kim & Wise, 2014:813). Qu *et al.* (2011:465) state that destination image ought to be regarded as a "pre-existing concept corresponding to current destination image". On the other hand, one fundamental aspect of destination branding is to build a positive destination image which will identify and differentiate the destination through the selection of a steady brand element mix (Qu *et al.*, 2011:465). Hence, destination image is important to produce a positive and identifiable brand identity and this positive image is achievable through highlighting strong favourable and unique brand associations and images (Qu *et al.*, 2011:467) through marketing.

"Image is controllable and can be influenced" to a certain extent (George, 2014:522). The image and perception people have about a destination can thus be changed using the different means of media. Marketers should understand how people view destinations and which images are created. The image of a destination, linked to the six A's (attractions, amenities, accessibility, ambience, available packages and ancillary services) are important in creating and maintaining positive images (George, 2014:521). The next section focuses on the understanding of destination image in the context of this study.

2.3 DEFINING DESTINATION IMAGE

This marketing phenomenon is universally acknowledged to be important due to the influence of destination image on tourists' subjective perceptions followed by their behaviour and destination choice (Gallarza, Saura & Garcia, 2002:56). Most tourism activities take place at a destination, therefore destinations have become 'the fundamental unit analysis in tourism and form a pillar in any modelling of the tourism system (Pike, 2008:1).

Destination image have been a topic of discussion over the years and Seaton and Bennett (1996:364) concluded the following:

- Previous visitor's destination images are more multifaceted than of non-visitors.
- Destination images are more affected by non-promotional communication than the efforts of tourism agencies, except in the case of new, little known places.
- Word-of-mouth communications are one of the most influential aspects on destination images.
- Destination images vary in strength and susceptibility to change.
- Another major influential factor on destination image is media relations.
- Destination image tends to be more important for more authentic, small destinations than major tourism destinations.
- More destination images can occur due to the different audiences.
- Destination images vary inter-regionally.

Several authors have defined destination image over a period of thirty years and, to date, literature does not provide consensus in defining destination image (Ali, 2015). The first concept of image was presented in tourism studies in the early 1970s by Gunn (1972) as "destination image is more than just a photo; it is an impression, perception, belief, prejudice, emotional thought and idea that people have of a place, which can be highly subjective" (Chen, 2012:176; Mayo, 1973; Hunt, 1975). Lawson and Baud-Bovy (1977) define the concept of destination image as "the expression of all objective knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location" (cited by Sergio & Lopes, 2011:309). In 1979 Crompton (1979) identified destination image as the sum of beliefs, ideas and impressions that a person has of a destination which was followed by Gartner (1986) who believed destination image is one's perception of attributes or activities available as a destination. Fridgen (1987) defines image as "a mental representation of an object, person, place, or event which is not physically before the observer" (Tasci, Gartner & Cavusgil, 2007:197) with Chon (1990) identifying it as the result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination. From the consumer's point of view, presented by Valls (1992), he defines the brand image of a destination as a set of customer's perceptions (cited by Sergio & Lopes, 2011:309).

Gartner (1993) developed the concept that destination images are developed by three hierarchically interrelated components: cognitive, affective and conative. Tourism destination image (TDI) was defined according to Sussmann and Únel (1999:223) as "the result of a person's beliefs, ideas, feelings, expectations or impressions about a tourist destination" (cited by George, 2014:521).

Chang (2000) believes that images are “feelings or experiences for one certain past thing” (cited by Hung *et al.*, 2012:22), for example memories returning and even a person’s impression and values. MacKay and Fesenmaier (2000) stated that destination image is a combination of several products (attractions) and attributes woven into a total impression. “Destination image involves subjective knowledge of a destination whether it is expensive, exotic, urban, cold or developed” to mention a few (Chen & Phou, 2013:270). The following table provides a brief outline of numerous definitions done by different authors.

Table 2.1: Definitions of destination image

AUTHOR/S	DEFINITION
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside.
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place.
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has of a destination.
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation.
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination.
Gartner (1993); (1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective and conative.
Balogly and McCleary (1999)	An individual’s mental representation of knowledge, feelings and global impressions about a destination.
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception.
Bigné <i>et al.</i> (2001)	The subjective interpretation of reality made by the tourist.
Kim and Richardson (2003)	A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time.
Chen and Phou (2013)	Subjective knowledge of a destination whether it is expensive, exotic, urban, cold or developed” to mention a few.

Source: Adapted from Zhang *et al.* (2014:214)

The following is evident from all the definitions provided in Table 2.1: terms such as “perceptions”, “impressions”, “beliefs”, “ideas”, “individuals” and “places” are used in general to define destination image in tourism research. Despite all the different definitions of destination image there are clearly overlaps between ideas and this assists in understanding the concept better. Image refers to impressions that a tourist holds of a destination, it also

includes a description of the overall image the tourist has in mind (Hung, Lin, Yang & Lu, 2012:22). It was only in the 1970s and 1980s that tourism destinations began to realise the importance of destination image and that it will eventually influence the final choice or behavioural purpose (Lopes, 2011:307; Hallmann *et al.*, 2013:2; King, Chen & Funk, 2015:5). A review of fifteen studies done between 1975 and 1990 by Echtner and Ritchie proposed that most definitions were vague, such as “impressions of a place” or “perceptions of an area” (Pike & Ryan, 2004:334). Since then it has become a "relatively well-studied line of inquiry in the field of hospitality and tourism for more than 30 years" (Tasci *et al.*, 2007:194).

It is evident that destination image has been defined by various authors and interpreted differently due to its complexity and elusive nature (Frias, Rodriguez, Castaneda, Sabiote & Buhalis, 2012:438). To give an exact definition of destination image can be challenging due to various perceptions and perspectives on this marketing phenomenon. Keeping Table 2.1 in mind Zhang *et al.* (2014:215) identified destination image as, “a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes and benefits sought of a destination”. This definition will be used in this study.

Destination image influences the final choice or even behavioural intention of tourists therefore it is clear that the image tourists have of a tourist destination is a vital feature (Sergio & Lopes, 2011:309; Zhang *et al.*, 2014:214). Tourism destination image addresses numerous difficulties. Firstly, it can be due to the complexity and multidimensionality of the tourism product’s characteristics. Secondly, destination marketing involves the consumer physically moving to the behaviour scenario. Thirdly, there is also “great subjectivity in providing a tourism service: images are mixed with impressions about residents, retailers, other tourists, and employees” (Gallarza *et al.*, 2002:57). Lastly, and most important is the intangibility of tourism services. This delays image valuation as it depends on unseen factors of pre-visit selection and pre-taste of the destination. Consequently, in tourism research image is more important than the tangible resources since perceptions, rather than reality are what motivate consumers to act or not act” (Gallarza *et al.*, 2002:57). The following section focuses on the components of destination image.

2.4 COGNITIVE, AFFECTIVE AND CONATIVE COMPONENTS OF DESTINATION IMAGE

All destinations have images based on their geography, standard of living, the local people, infrastructure, climate, ambience, history, safety and security, cleanliness, and the list goes on (George, 2004:345). When choosing a holiday, one of the key aspects considered is the image of a destination. Destinations depend greatly on positive images through word-of-mouth communications or media since the tourism experience is intangible (George, 2004:345). Products are more tangible, a guitar may be played in the store, clothes can be fitted and a car can be taken for a test drive (Pike, 2008:201) but tourism products and destinations cannot be tested. All senses are available and stimulated during a product experience. Nevertheless, the only physical proof of a tourism destination may be in media, holiday photos, brochures and web pages. Therefore, the image perceptions and expectations are realisable only after the actual visit or purchase of the holiday (Pike, 2008:201).

It is safe to say that destination image is a multidimensional concept which consists mainly of three interrelated components - cognitive, affective and conative (Chen & Phou, 2013:270; King *et al.*, 2015:5) as developed by Gartner (1993). Gartner's model (1993) and Boulding's research (1956) are in line with one another stating that an image contains what one thinks and knows about an object (cognitive), how one feels about it (affective), and how a person acts when using this information (conative).

Connecting the concept of holiday destinations and image, the cognitive aspect (intellectual/perceptual), relates to a person's knowledge and ideas about the characteristics of the destination and can be organic or induced (Di Maroni, 2008:5). Baloglu, Henthorne and Sahin (2014:1059) state that the cognitive evaluation of a destination involves the tourist evaluating the destination in terms of objective qualities. This means that when tourists hold more information of the positive attributes of a destination the more reliable the cognitive evaluation. To give examples of cognitive attributes according to Reid and Bonjanic (2010:598) as well as Ekonde (2010:26), it can be seen as the accommodation, restaurants, transport, shopping facilities, the destination's parks, historical sites, infrastructure, roads, and accessibility to the destination, fair prices, and availability of information, safety as well as recreational activities.

The affective aspect refers to the feelings (favourable, unfavourable or neutral) the person associates with the place that has been visited (Aagapito *et al.*, 2013:472; Chen & Phou, 2013:270; Prayag & Ryan, 2011:123; Zhang *et al.*, 2014:215). Affective image can be divided into both positive (arousing, pleasant, exciting and relaxing) and negative (unpleasant, distressing, gloomy and sleepy) images and is one of the most influential components and should be used more regularly by destinations for better efficiency (Di Maroni, 2008:5). On the other hand, affective evaluation is where the tourist assesses the destination by the affective components (feelings). This means that the more pleasant or attractive the destination to the tourist, the more improved and higher the affective evaluation (Baloglu, Henthorne & Sahin, 2014:1059). Affective components refer to culture, hospitality, climate, friendliness of the staff and local people, perceptions, cleanliness, crowding and the overall appeal of the destination (Reid & Bonjanic, 2010:598; Ekonde, 2010:26).

The conative aspect entails action – when a person has a definite intention to revisit or even suggest the destination to friends and family (Aagapito *et al.*, 2013:472; Chen & Phou, 2013:270; Prayag & Ryan, 2011:123; Zhang *et al.*, 2014:215). Pike and Ryan (2004:334) describe the conative component as being similar to behaviour, as it is the intent or action feature. Vellas and Bécherel (1999:70) stated that if an opportunity exists, a certain action may emerge and not necessarily a certain behaviour.

It is therefore clear that all three dimensions have an impact on the overall image. Figure 2.1 creates an understanding of the relationship of the cognition/affect/conation in the decision-making process (Pike, 2004:102). This process guides consumers through the stages of awareness, interest, desire and action.

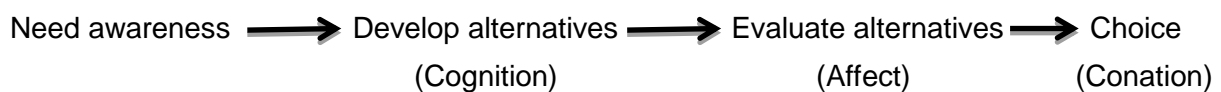


Figure 2.1: Cognition/affect/conation

Source: Pike (2004:102)

It is evident that a destination is a combination of cognitive (tangible attributes) and affective (intangible attributes). By comparing the image of several competing destinations, marketers will identify the destination’s weaknesses, strengths, competitive advantages and characteristic competencies in relation to the features of each place compared to its competitors (Di Maroni, 2008:5). The modification of the image is possible after the previous visit or direct experience and after visiting the specific destination. So, the quality of the

product as well as the satisfaction during the travel experience will have an influence on image formation (Di Maroni, 2008:5).

2.4.1 Echtner and Ritchie's destination image framework

A destination image framework has been developed by Echtner and Ritchie (1991, 1993) to offer a better perceptive of the complexity of destination image (Bayani, 2009:17), which points towards the destination image consisting of functional characteristics (the more tangible or measurable elements of a destination), and psychological aspects (referring to the intangible elements of as destination that cannot be measured directly) (Di Maroni, 2008:8; Sonnleitner, 2011:21) (See Figure 2.2).

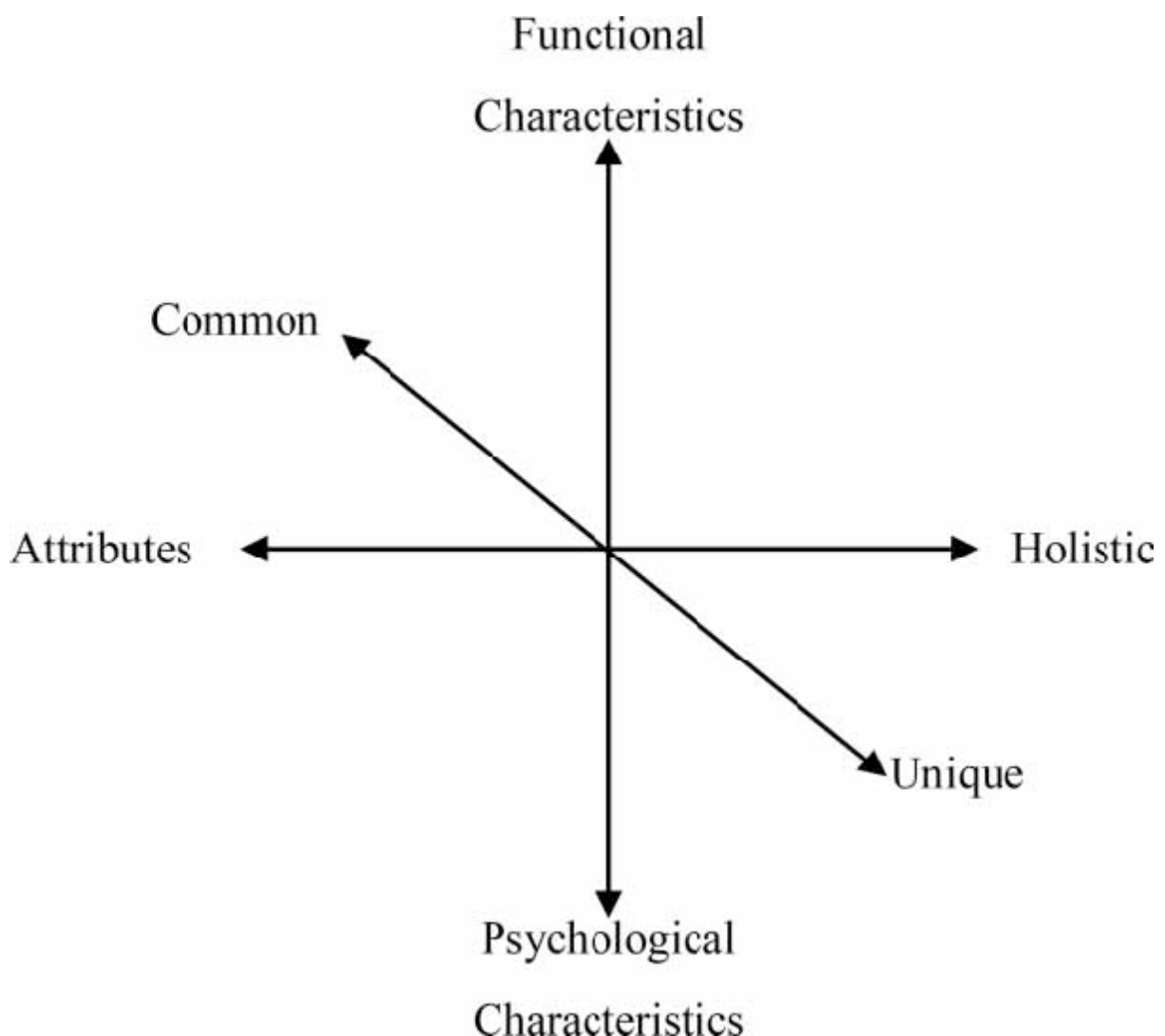


Figure 2.2: Components of destination image

Sources: Sonnleitner (2011:22) and Bayani (2010:17)

Functional characteristics refer to aspects which can be measured directly, such as prices, whereas psychological characteristics refer to aspects that cannot be measured easily such as staff friendliness or the atmosphere. Consequently, according to Sonnleitner (2011:22) and Bayani (2010:17) destination image can be defined and measured along the following three dimensions:

- Attributes – holistic: entails perceptions of individual attributes and the more holistic impressions of place.
- Functional - psychological: consist of elements that are observable and measurable and those that are less tangible.
- Common - unique: encompasses the destination images ranging from ordinary to exceptional. It can be arranged on a scale ranging from qualities which can be commonly used to evaluate all destinations to those which are unique to very few destinations" (Tasci *et al.*, 2007:197).

Although this framework seems to separate the idea of image into different independent features and three components, there is a similarity or overlap amongst these three (Bayani, 2010:18). To give an example, "holistic impressions are based on combinations and interactions of attributes and, in turn, perceptions of individual attributes may be influenced by overall impressions and feelings" (Banyani, 2010:18). Jenkins (1999:5) further explains that the common and unique feature is often overlooked. This is unusual as tourism involves going someplace unique or different to one's everyday environment. The common functional attributes consist of qualities which most destinations can be evaluated (price, climate, types of accommodation and so on) where unique functional attributes entail the icons and special events that form part of the destination (Jenkins, 1999:5). Common psychological attributes consist out of the friendliness of the local people, bad reputation or the scenic beauty of the landscape while unique psychological attributes entail feelings associated with the destination in regards with religious excursion or destination associated with historic events (Jenkins, 1999:5).

Echtner and Ritchie (1991, 1993) state that the "holistic and unique image are particularly important in determining how a particular destination is categorized (stereotype holistic impressions) and differentiated (unique attractions, auras) in the mind of target market" (Di Maroni, 2008:8). The section below considers all aspects related to destination image formation.

2.5 DESTINATION IMAGE FORMATION

Image plays a key role in destination positioning (Pike & Ryan, 2004:333) which directly influences travel decisions. Hunt (1975) proposed that images held by potential tourists are so vital in the destination selection process that it can affect the very viability of the destination. By competing through images, tourism products will survive in this competitive environment due to their intangibility. A key goal of any destination positioning strategy will then be to strengthen positive images already held by the target market, improve negative images or construct new images (Pike & Ryan, 2004:334). Image formation does not just develop the awareness of a place but also projects selected images to a specific target market to which the message would be more favourable (McCartney, 2006:18). Assaker (2014:195) states that images are one of the utmost components of a destination since they have the power to change and rearrange tourists' perceptions and give the person a "pre-taste of the destination". In addition, whether the image is an accurate representation of what any given region has to offer is less important than the presence of the image in a person's mind (Assaker, 2014:195). In the highly competitive environment of the tourism industry, tourism destination image plays a key role in both tourists with the first-hand travel experience as well as potential visitors and plays an important role in modifying the image (Hung *et al.*, 2012:20).

Tourism products need subjective or personal judgements rather than objective measurements. The reason for this is that it cannot be tried before visiting. Possible tourists often have limited knowledge about a destination which they have not visited before (Tapachai & Waryszek, 2000:37). These tourists are facing a challenge in obtaining objective measurements on the important destination site attributes and therefore the image of a destination will take the "all-inclusive" position in the evaluation process of a tourism product. When a person visits a destination, satisfaction generally depends on the judgement or comparison of expectations based on previous images held by a person and the actual experience encountered at the destination (Echtner & Ritchie, 1991:38). Information sources and different characteristics form the foundation for different image and experience expectations. Furthermore, over the past fifteen years there has been a great change in the information sources of tourist's activities and these changes are due to the impact of new technology and media, the change in tourists' consumer behaviour, the increase in the number of destinations and, lastly, the growing competition among tourist destinations (Molina *et al.*, 2010:723).

It is evident that image is a significant concept which plays an important role in the tourist destination selection process (Baloglu & McCleary, 1999:868). To give a definition of destination image formation according to MacKay and Fesenmaier (1997) it is “a composite of individual inputs and marketer inputs” (Sonnleitner, 2011:23). Image formation consists of two sides, the destination and the receiver. First-hand experience decreases the stereotyping and changes the image, shifting the tourists’ images from simple vague images to more precise and complex images of the destination (Fakeye & Crompton, 1991:11). This complex image will develop if the person spends enough time to be exposed to the destination’s different dimensions through contacts and establishing relationships. These complex images will then allow the person to respond in a more differentiated view with less stereotyping (Fakeye & Crompton, 1991:11).

Reynolds (1965) defines the formation of an image as “the development of a mental construct based upon a few impressions chosen from a flood of information” (Echtner & Ritchie, 2003:38). This ‘flood of information’ can be formed due to several sources such as promotional literature (travel brochures, posters), the opinions of others (family/friends, travel agents) and the general media (newspapers, magazines, television, books, movies) (Echtner & Ritchie, 2003:38). Another definition of image formation by Gartner (1993) is “the development of a mental notion based on limited impressions coming from a single information source” (cited by Molina *et al.*, 2010:723).

Projected images and received images are not always the same. This difference may be due to changes and modification of the message whether it is by the source of communication or by the receiver (Sonnleitner, 2011:24). Furthermore, it is vital to know the fact that destination-orientated messages are not the only ones reaching the recipient. Destination image formation occurs just as well when visiting a destination in person. In the absence of any commercial information, it is still possible for images to be formed. To give an example of some countries that have great tourism potential as they receive huge free publicity through news and the media (positive or negative). As a result, this may lead to high awareness of a country and people forming images of the destination, without using any form of actual tourism promotion (Sonnleitner, 2011:24).

The image of a destination can thus be formed due to several sources of information such as media, group membership and references groups. Thus anyone can build their own image of a destination without ever having been there. This image that’s been built will then be based on historical, political, economic and social information which, in turn, will shape the image the person already has. The values of an individual as well as the country of origin have an

influence on the person's overall image that's been built (Sergio & Lopes, 2011:308). George (2014:522) stated that there are two main levels of image formation due to many sources of information - organic image sources and induced image sources. Most organic image sources are outside the control of the marketer and include personal experience, the media, the Internet, word-of-mouth communications and education. In contrast, induced image sources are formed on behalf of the destination and include advertising and promotion. Induced image sources are created by promotional agencies (tourism information centres, destination marketing organisations and national tourism organisations) (George, 2014:522; Molina *et al.*, 2010:723). Gunn (1972) already stated in 1972 that the biggest difference between organic and induced images are the individual's motivation or intention to travel. This means that any person can have an organic image of a destination even if the person has no intention to travel, whereas people can search for travel information about a specific destination through publicity and advertisements and will therefore hold an induced image if they wish to visit the destination (Byon & Zhang, 2010:510). Hung *et al.* (2012:19) state that destination image formation is challenging and diverse and this process involves external factors such as image, cognition, motive, attraction and beliefs as well as internal factors such as attraction of the destination, required time for travel, perception, cost and other variables to tourists.

2.5.1 Gun's (1972) travel experience model

Gunn (1972) allocated different sources of information and their role in destination image formation into seven phases (Echtner & Ritchie, 2003:38). Figure 2.3 also explains that in Phases 1 and 2, destination images are formed upon secondary information sources, while in the later phases the first-hand experiences alters these images.

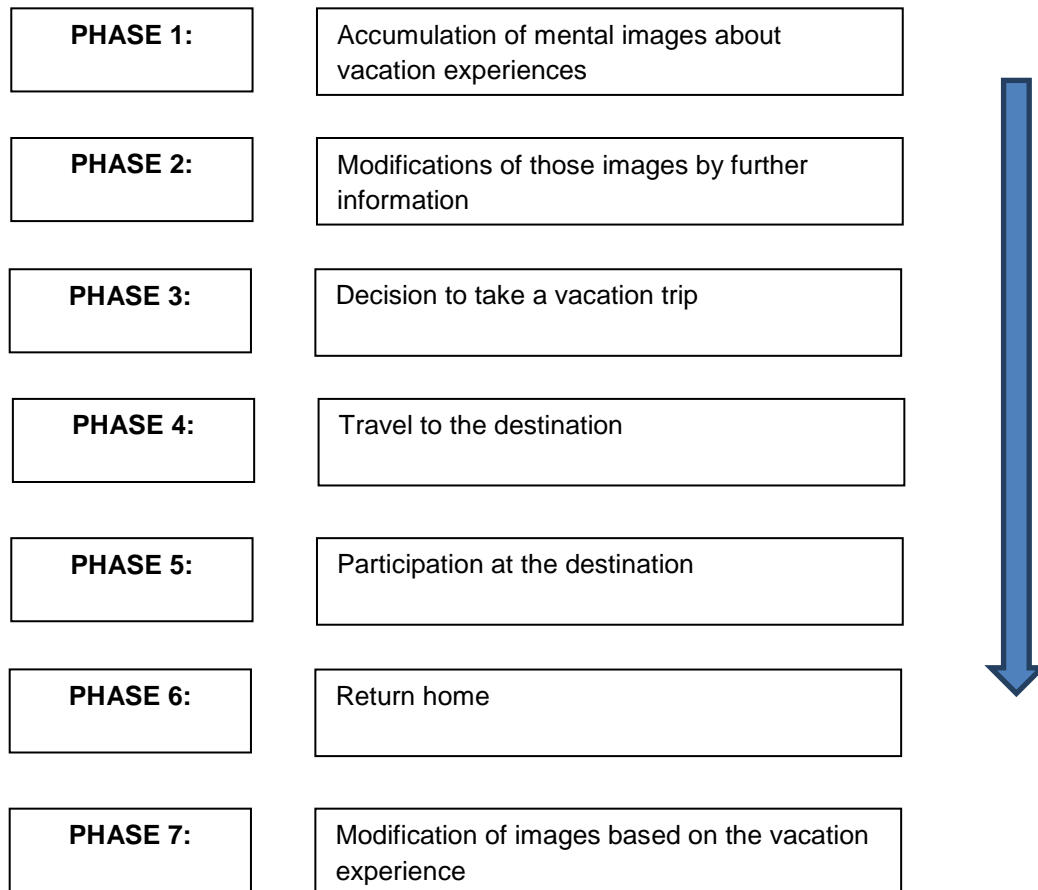


Figure 2.3: The image formation process

Source: Gunn (1972)

By examining these phases of destination image formation, three states can be identified in Phases 1, 2 and 7. Destination images are created from secondary information sources in Phases 1 and 2 (mental images of a destination through life and further research prior to the decision to travel), while in Phase 7; the destination's image is modified due to the first-hand experience (Echtner & Ritchie, 2003:38). Gunn (1972) therefore allocates the formation process into these sections which relate to the individual stages of the travel experience. Thus, the association between induced and organic factors are established (Sonnleitner, 2011:25).

2.5.2 Stage-theory of destination image formation

Destination image formation can be divided into three main categories: organic, induced and modified-induced or complex image (Las Casa & Maiochi Silverio, 2015:209). The model proposed by Gunn (1972) delivers a very clear and logical summary of these categories (see Figure 2.4).

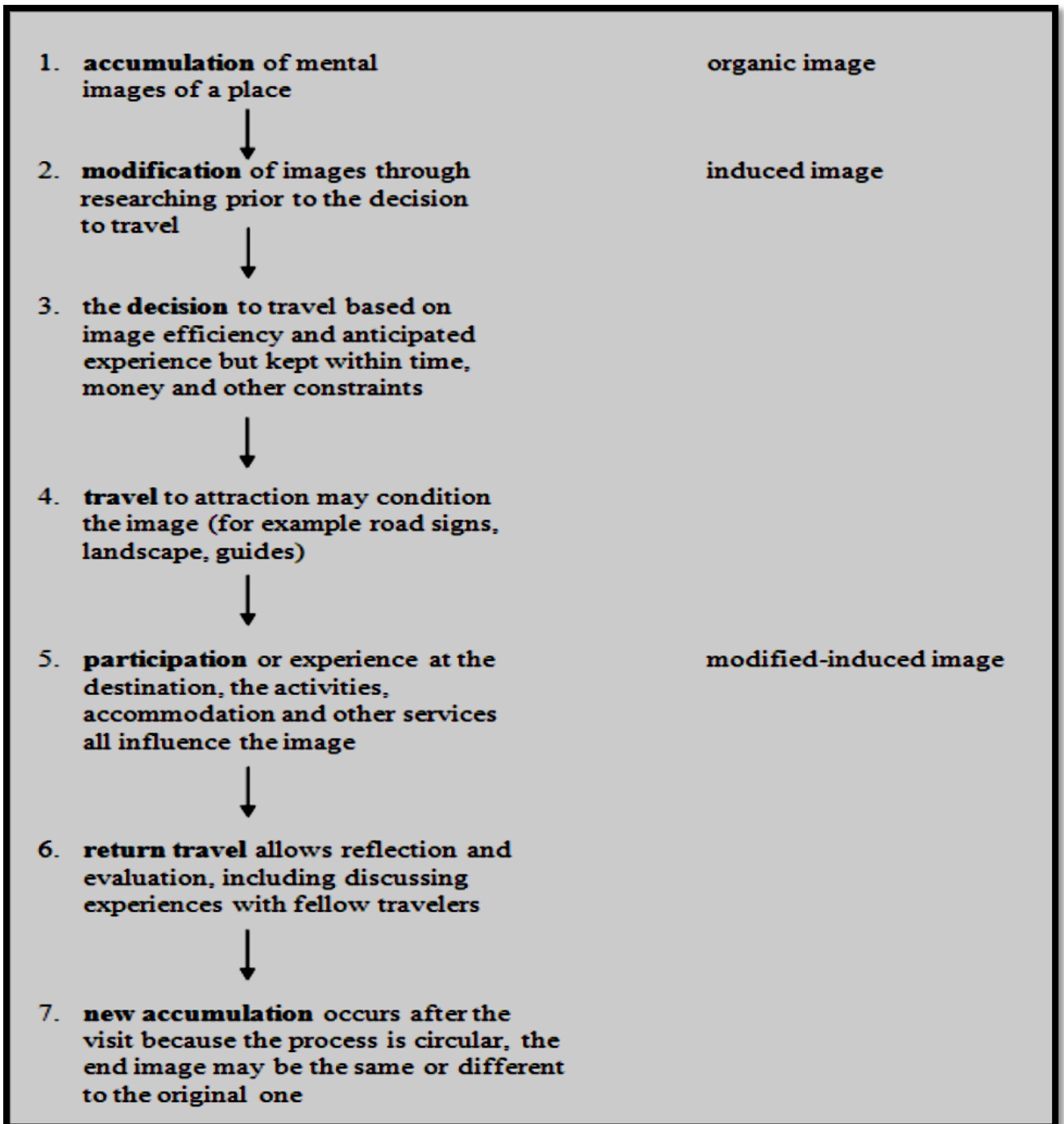


Figure 2.4: Stage-theory of destination image formation (Jenkins, 1999)

Source: Sonnleitner (2011:25)

The examination of these categories indicates continuous building and modification of images, which are considered as organic tourist information due to information gathered from non-commercial or tourist nature such as television, books and word of mouth. These sources are not primarily focused on selling or promoting a specific tourist destination. Induced information, is loaded with tourism information with the main objective being to

focus on tourist destinations, to sell and make a profit. This information can be gathered from travel brochures and commercials. Lastly, modified-induced images or complex images are formed because of personal/first-hand experience of the destination (Sonleitner, 2011:25). Consequently, in the first two stages (organic and induced) visitors form their images from external factors whereas later, if they enjoyed the destination, they form more real and compound images (Las Casa & Maiochi Silverio, 2015:209). Therefore, this theory suggests that the perceived images held by potential visitors, non-visitors and repeat visitors will differ (Gunn, 1972).

2.5.3 The tourist image formation process model (1991)

Fakeye and Crompton (1991) developed a model (see Figure 2.5) concerning the tourist's image formation process in 1991. This model consists of various steps and, depending on the finally formulated image, could lead to an influence on future decision-making efforts.

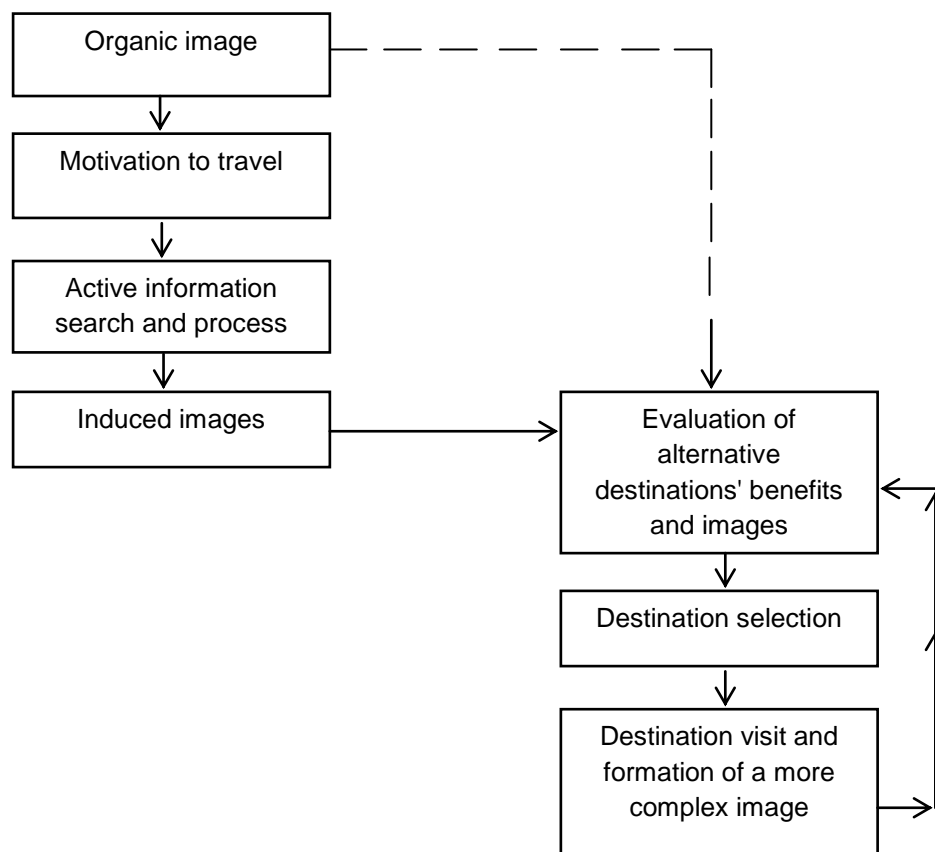


Figure 2.5: A model of a tourist's image formation process

Source: Fakeye and Crompton (1991:11)

The model indicates the relationship between organic, induced and complex images as well as their role in destination selection. Potential tourists develop organic images from a great awareness of a set of potential destinations. As soon as the desire to go on holiday occurs, an active information search begins guided by the motivations for the desire to travel

(Fakeye & Crompton, 1991:11). Alternative destinations are weighed up against personal organic images, information from personal contacts, and images represented by marketers. Consequently, the result of this process will lead to a more refined induced image of alternative destinations and the potential traveller will select the destination with the best suggested organic or induced images and the best destination which meets their desired needs. Furthermore, when the tourist visits the selected destination, more compound images will result due to the contact with the area. Experience with the destination will have an influence on the evolution of alternative destinations in the future (Fakeye & Crompton, 1991:11).

2.5.4 Stages of image development

Tocquer and Zins (2004) proposed the following categories of image into four stages of development (Sergio & Lopes, 2011:310):

Stage 1: Vague and unrealistic image – this image is formed before the tourist travels and is formed based on advertising, education and word-of-mouth communication. Here people see a holiday as something healthy.

Stage 2: Distortion of the image – at this stage, the person decides to go on holiday, choosing the specific destination, tourism product and time spent on holiday. During this period the image starts to change, and it becomes more clarified and expanded. Once the holiday plans have been finalised the image developed becomes clearer.

Stage 3: Improved image – at this stage the person has the holiday experience itself. The image is improved by eliminating incorrect or distorted elements and strengthening aspects that prove to be correct due to this direct experience of the tourism product.

Stage 4: Resulting image – the final stage refers to the latest memory of the holiday experience and this may lead to nostalgia, regret or fantasy. Subsequently, new image will be produced that will influence future decisions about that same tourism product.

2.5.5 Basic framework of destination image formation

Several stimuli are developed by external factors such as advertising, word-of-mouth and travel agencies. Although these factors deliver a huge amount of information, it is not always fully accepted by tourists as they evaluate their information based on perceptions and previous knowledge. Baloglu and McCleary (1999:870) provide a basic framework of destination image formation as seen in Figure 2.6. This framework states that the destination

image formation generally consists of two major categories, personal factors and stimulus factors (Esper & Rateike, 2010:350; Sonnleitner, 2011:25; Las Casa & Maiochi Silverio, 2015:209). External stimulus factors consist of the information sources, previous experience and distribution whereas personal factors are characteristics (psychological and social) of the person. These psychological features can be referred to as values, motivations and personality, whereas social features can be classified, such as age, gender, education and marital status (Figure 2.6).

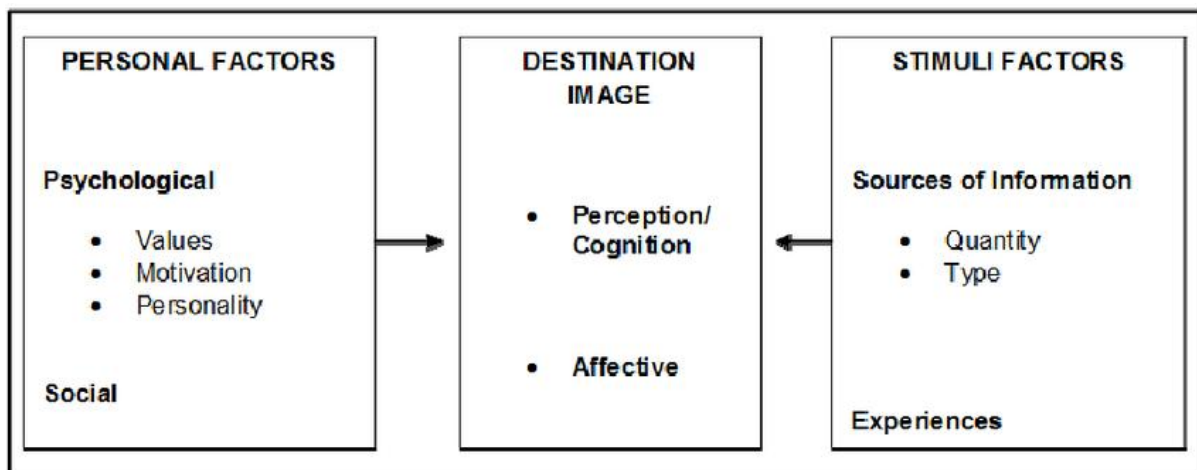


Figure 2.6: Basic framework of destination image formation
Source: Baloglu & McCleary (1999:870)

2.5.5.1 Personal Factors

Personal factors can be either of a social or psychological nature and they represent tourists' values, motivations and personality whereas the social factors are tourists' age, marital status etc. (Banyai, 2009:16). To help manage both the decision-making and behavioural processes in tourism, it is crucial to get an in-depth understanding of what perception tourists have of destinations. The image formation process is a complex phenomenon and entails both cognitive (tourists' beliefs) and affective images (feelings towards a destination). Tourists make use of these components to support and improve their image formation process of destinations. Hence, it can be concluded that marketers should shift their focus evenly between the cognitive aspect as well as positioning of the destination (Steyn, 2015:80).

2.5.5.2 Stimulus Factors

As mentioned earlier, stimulus factors consist of information sources, previous experiences and distribution, all of which influence image formation (Baloglu & McCleary, 1999:870). According to Frias *et al.* (2008:165), before a tourist visits a destination, the most important

influence on image formation is the sources the tourist uses to gather information. More recently, the Internet has become one of the key sources of information, as part of modern media. However, this may lead to a curbing effect on the original image of a destination.

“When these two different factors are applied to the destination image, it creates different evaluations of the image” (Banyai, 2009:16).

2.5.6 Model of the formation of destination image by Beerli and Martin (2004)

The model formulated by Beerli and Martin (2004:660), distinguishes between first time visitors and repeat visitors. Firstly, variances can occur between the images perceived by each group of people that will influence the results. Secondly, the relationship between secondary information sources and perceived image can only be analysed in the case of first-timers as repeat visitors may have trouble in recalling the sources of information used before visiting a place for the first time. Thirdly, differences can occur between the two groups as their level of knowledge on the destinations, motivations and previous visits play a role. The model developed by Beerli and Martin (2004), as seen in Figure 2.7, indicates the presence of different factors influencing the destination image formation process.

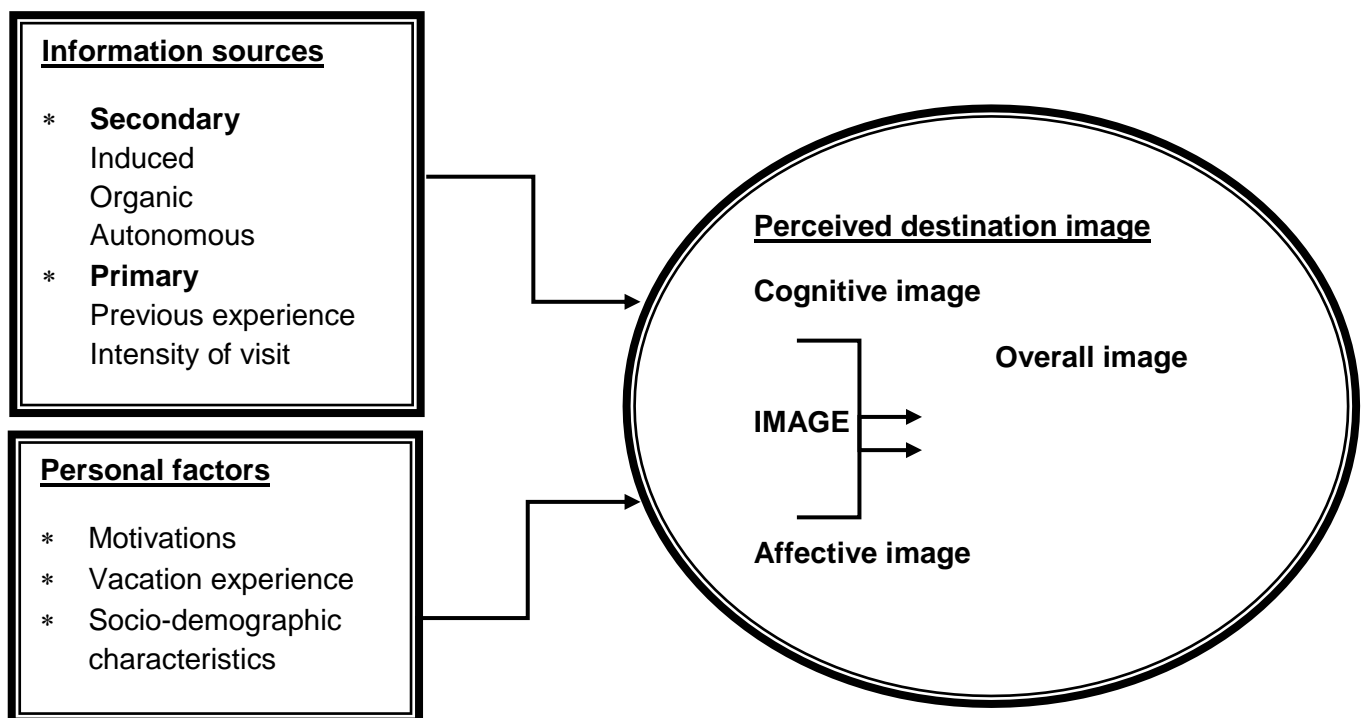


Figure 2.7: Model of the Formation of Destination image by Beerli and Martin (2004)

Source: Beerli & Martin (2004)

From examining Figure 2.7, Beerli and Martin (2004) allocated the formation into two main groups, information sources (primary and secondary) and personal factors which will then lead to the cognitive and affective features. This will lead to the overall image (Khodadadi, 2012:2). The cognitive component refers to the knowledge and beliefs about the object where the affective component refers to the feelings about the object (Baloglu & McCleary, 1999:872) as mentioned earlier. Gunn (1972) also proposed that the formation of an image of a destination can be formed through the actual visit to a place (organic) or by receiving external information (induced) from several sources such as printed media, word-of-mouth as well as broadcasts (McCartney, 2006:18).

Secondary information sources entail induced, organic and autonomous sources. Organic information sources can be classified as what an individual already knows about a destination. These images are formed or gathered from media, newspapers, radio advertisements, TV news, word-of-mouth communications through friends and family and documentaries, to mention a few (Khodadadi, 2012:3, Sergio & Lopes, 2011:310). Induced information sources, on the other hand, are sources which are formed and projected by tourism businesses. Induced information sources can be different forms of advertising whether it is brochures, television, radio and billboards (Khodadadi, 2012:3; Sergio & Lopes, 2011:310; George, 2014:522). The next section deals with the factors influencing image formation.

2.6 FACTORS INFLUENCING IMAGE FORMATION

Beerli and Martin (2004) identify factors which have an influence on image formation. These factors involve information from different sources as well as a person's characteristics forming an image of a specific destination (Sonnleitner, 2011:25). Jenkins (1999) believes that "each person's image of a place is unique, comprising their own imaginations and memories" (Sonnleitner, 2011:25). Basaran (2016:164) also agrees that destination image formation is influenced by three main factors (cognitive, affective and conative).

The following section will discuss three core components influencing image formation.

2.6.1 Cognitive aspects influencing image formation

An individual's own knowledge and beliefs about a destination is known as the cognitive image (an evaluation of the perceived attributes of the destination) (Beerli & Martin, 2004; Basaran 2016:165). The cognitive component can also be described as the totality of what is

known about a destination and images can occur even if only a small amount of knowledge exists. Another definition given by Vellas and Bécherel (1999:70) is that the cognitive component is beliefs or disbeliefs towards something. Therefore, it refers to awareness, information and beliefs which might or might not have been derived

2.6.2 Affective aspects influencing image formation

The affective component, also known as the emotional component, is what a person feels about something (Basaran, 2016:166). These feelings can either be positive, negative or neutral.

2.6.3 Conative aspects influencing image formation

How a person acts on the information (the action step) is known as the conative component (Basaran, 2016:166). Another defining term can be that the conative component is almost like behaviour as it is the intent or action component. In conclusion, the conative component can be referred to as the probability of visiting a destination within a certain time and recommending this destination to family and friends. Attention is given to positive and negative images in the discussion below.

2.7 POSITIVE AND NEGATIVE IMAGE

Lee, Lee and Lee (2005:840) state that when a person goes on holiday, they form opinions and perceptions and ultimately images of the destinations about the quality service and how much they enjoyed it. Before going on holiday, tourists need to evaluate alternative destinations. Destinations with a stronger positive image are more likely to be chosen (Lee *et al.*, 2005:840). The following section will discuss the literature pertaining to positive and negative images.

2.7.1 Results of a negative image

It is known that tourism is one of the key drivers in the economy of South Africa as well as the image of South Africa as a tourism destination. Though, according to Ferreira and Perks (2016:263) over the recent years South Africa experienced an increase in violent crimes, political instability and xenophobic attacks. All of these variables can deter a potential tourist from visiting a destination. According to Statistics South Africa (Stats SA) the latest gross domestic figures showcased that the economy has experienced a sharp downward trend over the last year leaving South Africa in a technical recession (Davies 2017). This trend has lead to a decrease in the trade, catering and accommodation industry.

Poorly developed strategies as well as inconsistent images will have a negative influence on the tourist's decision of a destination. When a destination has a negative image and negative connotation, destination managers should transfer the negative image to a more favourable image by implementing innovative, powerful and positive associations with the destination (Schwaighofer, 2013:13). Nevertheless, several countries have tactically re-imaged their worldwide perception to maintain, improve and develop the benefits gained from tourists' visits (Croy, 2010:22). Beeton (2005:50) says that a negative or destructive image will discourage tourists to travel to a specific destination.

Andrews (2014:180) states that safety, criminality and terrorism have an influence on a destination's image in a negative way and Pike (2004:99) says that the effect of a post-war country, such as Croatia, is one of the few negative attributes which can develop or stimulate a negative image. Inaccurate images are formed by the prospective consumer, for example many Americans associate South Africa with Africa (a dangerous place to visit where wild predators roam the cities with unpaved streets). These incorrect images can be formed due to several influences such as word-of-mouth communications, pictures, movies, art and literature, television and promotional publicity for the destination (George, 2014:522) as discussed above. Negative or inaccurate images can also be formed by media reports with regard to the safety of a destination. To change negative images into positive ones is not impossible but it is challenging and takes a great effort to achieve.

2.7.2 Results of a positive image

Developing a destination image should be thoroughly measured to ensure a successful position in the marketplace (Schwaighofer, 2013:13). It is vital for tourist destination managers to be aware of internal factors such as strengths and weaknesses, and external factors such as possible opportunities or threats. "Most tourism destinations already have an overall image that was formed prior to any decision to strategically develop an image (Beeton, 2005:50). Several destinations have a positive image that can be improved to attract more tourists; however, others may have a negative, weak, mixed, and inconsistent or even over picturesque images. Destination image is also seen as a key aspect of tourist decision making. Tourists are more likely to choose a destination when they have a positive image or perception of a destination. In addition, destination image can also have a positive effect on on-site recreation experiences, satisfaction and future behaviour (Lee, 2009:217).

Constructing a more positive and more favourable image of a destination is one way of gaining a distinctive advantage over other destinations (Tavitiyaman & Qu, 2013:171). If a

destination has a more positive image it would be more likely that the destination would attract more tourists than with competing destinations. Also, destination image has an influence on satisfaction. In other words, higher tourist satisfaction will lead to favourable images (Tavitiyaman & Qu, 2013:171) as well as valuable and positive images that will increase the desire to travel to a certain destination (Beeton, 2005:50).

According to Woodside (1996:91) a positive destination image will increase the intention of tourists to return, as they associate positive feelings about their visit. A favourable, positive destination image will also increase the amount that tourists spend at the destination. Reasons for this are: the tourist finds more value in economic exchanges in a more pleasing place than in a less pleasing environment (Woodside, 1996:91). Tourists are also more likely to stay longer at a destination with a positive image. With the intention to return in mind, this will later influence positive reinforcement. Woodside (1996:91) also says that a positive destination image will lead to an increase of local activities, visiting attractions, and visiting local areas.

To survive in this highly competitive industry a strong and unique destination image is critical in differentiating a destination from its competitors (Qu *et al.*, 2011:466). “In tourism research, images are more important than any tangible resources because what motivates consumers to act or not to act are perceptions, rather than reality” (Sonnleitner, 2011:18). The travel decision-making process and the role of image therein is discussed below.

2.8 ROLE OF IMAGE IN TRAVEL DECISION MAKING

According to Beeton (2005:50) the important role of destination image in travel decision making has long been recognised in the tourism industry. In fact, it is most probably the image that makes a tourist choose to travel more than the actual information. In contrast with other service-based products, which cannot be sampled, the decision-making process of tourism products requires subjective perceptions based on word-of-mouth communication and the formation of an image of the product (Beeton, 2005:50).

Every image entails different strategies to either increase the benefit of, or reduce the problems related to the image of the target market (Beeton, 2005:50). Furthermore, a key goal for tourism marketers is to determine which image qualities influence the decision-making process. The understanding of travel decision making is an important cognitive process in which human behaviour is being organised (Moore, Smallman, Wilson &

Simmons, 2012:636). Few studies according to Echtner and Ritchie (2003:37), have illustrated that destination images have an influence on tourist behaviour. They also claim that a destination with a strong and positive image is more likely to be chosen in the travel decision-making process.

Overall, Sirakaya and Woodside (2005:815) state that tourists follow a “funnel-like” process of narrowing down choices between alternative destinations in making their decision easier. The decision-making procedure can be allocated into well-defined stages: (a) recognition that there is a decision to be made, (b) formulation of goals and objectives, (c) generation of an alternative set of objects from which to choose, (d) search for information about the properties of the alternatives under consideration, (e) ultimate judgment or choice among many alternatives, (f) acting upon the decision, and (g) providing feedback for the next decision (Sirakaya & Woodside, 2005:815).

In all of the decision-making models, at several stages of the decision-making process information searches are undertaken (Murphy, Mascardo & Benckendorff, 2007:517) and the information collected contributes to both the building and developing of destination images and, to be more specific, decisions such as accommodation and activity choice. Personality characteristics can be linked to both the type of travel and the usage of information sources (Murphy *et al.*, 2007:518). Further, more tourist characteristics that have been found can be linked to travel information search, including previous experience, gender, culture, family life cycle, socio-economic status and travel motivation (Murphy *et al.*, 2007:518). Authors such as Vogt and Stewart (1998) say that tourists require different types of information at different stages in the decision to travel to a destination and for all the decisions being made while travelling (Murphy *et al.*, 2007:518). Hence, information sources are likely to differ at different stages in the travel experience from pre-trip planning to return home. Tavitiyaman and Qu (2013:171) state that destination image does have an effect on the travel decision-making process when they consider alternative destinations with regards to tourism searching, satisfaction with the destination and behavioural intentions.

2.9 CONCLUSION

It was the purpose of this chapter to do an in-depth analysis of destination image and relevant information. This was realised by first discussing the importance of destination image, and of all the different definitions given to explain the concept, the different components of destination image as well as the destination image formation process. It can be concluded that image is a multidimensional aspect which plays an important role in the tourist's decision-making process as well as image formation. More importantly it plays a role in differentiating a destination in this highly competitive industry as well as in the destination decision-making process (Molina *et al.*, 2010:722). It was realised that one of the biggest challenges within the tourism industry is the understanding of how tourists form their images and perceptions of a destination. The image a person holds of a destination could affect his or her pre-trip decision making and the overall satisfaction with the post-trip evaluation (destination experience). The tourist's actual travel experience will also have an influence on their image of a destination, which will encourage retention of the tourist or positive word-of-mouth to others. Destinations are complex and the formation of images even more complex. Therefore, image is essential, and the management of destination image should be strategically planned and directed.

CHAPTER 3

ANALYSING MEDIA AS MARKETING

CONCEPT



3.1 INTRODUCTION

One of the main elements of any marketing strategy is the marketing mix. This is a mixture of promotional techniques used for one or more products to stimulate sales or, in the case of tourism, increase visitor numbers (Hyde, Ubeja, Saxena, Sharma & Sharma, 2014:33). The marketing mix includes a diversity of methods including print or broadcast advertising, direct marketing, personal selling, point of sale displays and merchandising.

The marketing mix is possibly one of the most well-known marketing terms and, according to Gürbüz, Albayrak and Alaybeyoğlu (2014:95), it is a set of marketing tools that work together to showcase the product or service, satisfy the needs of customers and improve customer relationships. The elements included in the marketing mix are both basic and tactical components of a marketing plan. The marketing mix thus serves as a handy framework for marketing analysis. A marketing mix for a destination directly contributes to the formation of images. According to Rajni, Modi and Singla (2015:142), marketing theories and practices have long been an important factor in the success of companies in market-driven economies. Companies should not only develop a product and make it available to the public; the company should follow the core marketing steps (Rajni *et al.*, 2015:142). The marketing mix consists out of the well-known 4P's; product, price, place and promotion (Gürbüz *et al.*, 2014:95).

For this study, the focus is on promotion that is used to provide information to the target market and convince them to purchase the products and services (Rajni *et al.*, 2015:142). According to Gürbüz *et al.* (2014:95) promotion consists of all the tools available to the marketer for marketing communication. This includes advertising, personal selling, sales promotion, media and public relations. The 4P's serve as "the backbone of commercial marketing" (Rajni *et al.*, 2015:142). The purpose of this chapter is to analyse the media phenomenon (traditional and modern media) and its relevance to the tourism industry.

3.2 UNDERSTANDING MEDIA AS PART OF THE MARKETING MIX

Many years ago, media critic Marshall McLuhan stated that “the medium is the message” (Kolker, 2009:1). Regardless of the content, the form itself develops a relationship between the participant and the medium, even to such an extent where the relationship goes beyond the connection between an individual and a programme (television, movie, show and website) where it becomes part of an entire cultural event (Kolker, 2009:1). Going back as far as the beginning of books in the Renaissance, or the invention of movies at the turn of the 20th century, the popularity of the radio in the 1920s, television in the early 1950s as well as the Internet at the end of the 20th century, media have clearly made and remade the world in important and lasting ways (Kolker, 2009:1).

Not only are media a well-known phenomenon but, media are everywhere (Jennings, 2017:4). According to Danesi (2009:192) and Katz (2017:1) media can firstly be defined as a way of spreading information by using several systems that make up mass communication. These systems include newspapers, magazines, radio stations, television and websites, of which these are part of traditional media (Nekatibebe, 2012:19). Another definition given by Laughey (2007:1) is that media is a form of technology that communicates messages to different regions, countries or even the world. Media can also be used in several ways, whether it is for listening, reading or watching (Jennings, 2017:5). Consequently, media can fulfil two basic needs: either providing information such as news, updates in the financial market or media can entertain with television programmes, music on the radio or magazines to find out more about hobbies (Katz, 2017:1). Media enable people to take part in something that engages them and provides pleasure. For example, when people are watching television, they pass time with sounds and images that come to them electronically, providing stories, news, adventures and even so-called reality shows (Kolker, 2009:1).

The media phenomenon has undergone an enormous change over the past decade (Bruhn, Schoenmeuller & Schäfer, 2012:770). Modern media sites such as micro blogs are progressively replacing traditional media and the “buzz” regarding these new marketing opportunities is endless; “millions of fans declare their love to Coca-Cola on Facebook, the roller babies of the Danone’s water brand, Evian, have become the most frequently viewed video on YouTube” (Bruhn *et al.*, 2012:770). People becoming fans of brands on modern media platforms as well as using modern media to obtain information about a brand leads to the awareness that modern media, in addition to traditional marketing communication, have

an important influence on the success of a brand. Companies are increasingly investing in implementing social media communications (Bruhn *et al.*, 2012:771).

It is also well known that, through a wide variety of media, people receive information about tourist destinations; they gain knowledge about the specific area and construct their images, and thus the basis of their destination choices is formed (Khodadadi, 2012:3). Tasci and Gartner (2007) state “that media tend to be more influential on image formation because they have higher credibility and have the ability to reach mass audiences compared to the destination-originated information” (Khodadadi, 2012:3).

Media comprises two main categories; modern media and traditional media. Modern media can distribute information with a far greater capacity than traditional media such as television, radio and print media (Bruhn *et al.*, 2012:771). Therefore, more people are turning away from traditional media and are increasingly starting to use modern media in terms of searching for information. This will lead to a further influence on the tourism industry and, according to Fotis, Buhalis and Rrossides (2013:13), the developments in Information Communication Technologies (ICT) have always had an influence on people’s behaviours in the tourism industry especially how Web 2.0 intensely changed the way that travellers plan and consume travel related products and services. Therefore, the next section provides a broad discussion on these two types of media.

3.3 ANALYSING TRADITIONAL MEDIA

Looking back on the historical development of traditional media, it dates to 59BC when Julius Caesar presented a daily sheet *Acta Diurna* (Daily events) in Rome. Next came the mid-1400s and the first printing press was introduced by Johannes Gutenberg. Thereafter many irregular printed news sheets were launched during the 1500s and 1600s (Nekatibebe, 2012:19). As printing and technologies improved, the distribution of newspapers increased during the 1700s and 1800s. In the 1900s, radio technology developed. Following closely behind came motion pictures. By 1930, the fame of radio had spread all over the world. As time went on, television developed so much that it was one of the most popular media for reaching mass audiences (Nekatibebe, 2012:19). The first computer was sold commercially in 1951 and in 1994 the World Wide Web was introduced.

In recent times, due to the increase in Internet usage, an evident decrease in the usage of traditional media (newspapers, television and radio) can be seen (Dutta-Bergman, 2004:41). Businesses have long been using several forms of advertisements to promote their products

and services (Thurman, 2013:16). Television, radio, billboards, corporate gifts, corporate fairs or expos and the business’s webpage are among traditional media. These media are the most commonly used by businesses and other companies, plus they have a large amount of information available (Thurman, 2013:16; Cave, 2016). According to Kotze (2005:25) “print media is the most effective for delivering a message that requires absorption of details and contemplation by the receiver”. Printed media such as magazines and newspapers can be kept for future reference and can be read repeatedly (Kotze, 2005:25).

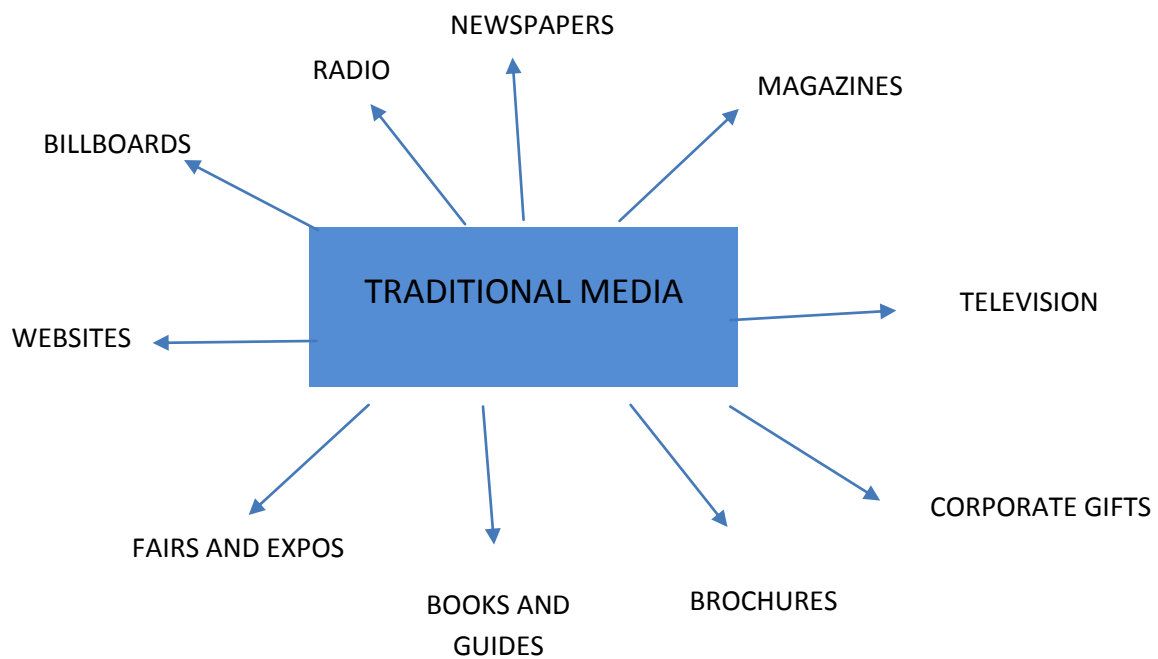


Figure 3.1: Traditional media types

It is evident that traditional media exists in numerous forms of which the most common ones are television, radio, newspapers, magazines, newsletters and other print media (Nekatibebe, 2012:21; Cave, 2016). Each of these will be discussed briefly below.

3.3.1 Magazines

Most magazines are published weekly, monthly or sometimes even quarterly (Kotze, 2005:26; Camilleri, 2015:9). The first magazine was published in the eighteenth century and the content was gathered through books and pamphlets as well as newspapers and bound together in one cover. Magazines have developed in the late twentieth century and have made categorisation difficult due to their diversification (Kotze, 2005:26). Magazines offer

advertisers the opportunity to deliver a thorough and detailed message to readers who are generally relaxed and open to opinions (Hanekom & Scriven, 2002:50).

Kotze (2005:28) states that using magazines as a marketing medium may be more effective than television; this can be due to all the advantages of magazines.

➤ *Selectivity*

One of the key benefits of magazines is the ability to reach a specific target market. Magazines can reach special interest groups and reach all types of people and businesses, as well as allowing publicists to target advertising to divisions of the population who buy them (Belch & Belch, 2010:406; Shimp, 2010:366; Kotze, 2005:28; Cave, 2016). Cuellar-Haeley (2013:5) states that magazines can reach narrowly defined segments, and this might be one of the most important advantages.

Magazines are an effective way of promoting products and services due to the huge number of magazines circulating in the industry (Cuellar-Healey, 2013:5). Furthermore, magazines can provide publicists with a great demographic and geographic selectivity due to their selectivity based on interest (Kotze, 2005:29). There are two ways in which magazines can reach a specific demographic group. The first of which is the result of magazines being editorial (targeted at distinctive demographic groups). *Cosmopolitan* is mostly read by women whereas *Sports Illustrated* is mostly read by men, to give an example (Kotze, 2005:29). The second way is through special editions. Most of the top magazines publish several editions targeted at different demographic markets. Magazines that identify and reach a specific market segment of interest to advertisers are successful.

➤ *Reproduction quality*

The reproduction or copying quality is possibly one of the most valued characteristics of magazine advertising (Belch & Belch, 2010:407; Shimp, 2010:366; Grobler, 2014:35). Usually, magazines use printing processes with brilliant reproduction, whether it is in monochrome or colour and are printed on high quality paper. Colour is becoming more essential these days and most magazine ads now use colour (Cuellar-Healey, 2013:5). The reproduction quality level of magazines these days exceeds the quality from newspapers.

➤ *Creative flexibility*

Regardless of the brilliant reproduction qualities, magazines also provide flexibility in terms of type, size and placement of the advertisements (Belch & Belch, 2010:408; Kotze, 2005:30). Several magazines provide different special options which will improve the creativity appeal of the advertisements and increase the attention, for example creative space buys and inserts. Magazine advertisers can include scented pages, reply cards, coupons, and recipes as well as many other items such as product sample attached to the advertisement. If people are interested in the product they take the time to read the given information in the advertisement, contact numbers and web addresses are provided (Belch & Belch, 2010:408; Kotze, 2005:31).

➤ *Permanence*

Permanence (a long-life span) is another benefit that is provided by magazines (Belch & Belch, 2010:410; Shimp, 2010:366; Kotze, 2005:31; Clow & Baack, 2010:251). Other advertising media such as television or radio provide brief messages with a short life span and where newspapers are discarded after being read. On the other hand, magazines are kept for a few days for reading and often kept for future reference. Magazines tend to be the most permanent of all mass media and are usually kept in the house longer than any other medium and are referred to on many occasions (Kotze, 2005:31). Advertisements in magazines are seen several times since magazines are kept for months. Readers spend a few hours to months reading a magazine which means that they can be exposed to the advertisements on various occasions and can also be passed on to other readers.

➤ *Prestige*

Magazine advertisers may gain prestige when advertising in publications with a positive image. This is another great benefit of advertising in magazines according to Kotze (2005:32) and Belch and Belch (2010:410). "Companies, whose products rely heavily on perceived quality, reputation, and/or image, often buy space in prestigious publications with high quality editorial content whose consumers have an elevated level of interest in the advertising pages" (Kotze, 2005:32). The possibility of high reproduction in full colour may be one of the most valued characteristics of magazines although not all magazines print in full colour, but most large magazines do and the colour quality is usually better than that of the other mass media (Kotze, 2005:32). Magazines are well situated and there is a magazine for almost every market segment.

➤ *Consumer receptivity and involvement*

Regardless of newspapers, people are more open and receptive towards advertising in magazines (Belch & Belch, 2010:412; Kotze, 2005:32). People usually buy magazines for the information and, in addition, the advertisements provide information that may add value to making a purchase decision. Magazines are self-interest publications and people buy them due to the content which is relevant to them. Abrahamson (2015:3) also states that with developing technologies, magazines can create new and improved relationships with the readers.

➤ *Services*

To mention another benefit, magazines offer special services for advertisers in some publications (Belch & Belch, 2010:412; Kotze, 2005:32). "Some magazines have merchandising staff that call on trade intermediaries like retailers to let them know that a product is being advertised in their publication and to encourage them to display or promote the item" (Kotze, 2005:32). To give an example of an essential service provided by magazines, two or more versions of an advertisement may be printed in alternate copies of a specific issue. In contrast, people see adverts on television as an interruption of programmes rather than welcoming them.

Regardless of all the benefits, magazines also have some disadvantages.

➤ *Cost*

To advertise in magazines can differ according to the size of the audience reached as well as the selectivity (Belch & Belch, 2010:413; Kotze, 2005:33). For example, to advertise in large mass circulation magazines (*Reader's Digest* or a TV guide) can be expensive. Magazines must be considered not only from an absolute cost perspective but also as relative costs. Many magazines focus on emphasizing effectiveness in terms of reaching a target market at a low cost per thousand (Cave:2016). According to Cuellar-Healey (2013:5) and Grobler (2014:35) cost is one of the major disadvantages of magazines.

➤ *Limited reach and frequency*

In terms of reach and frequency, magazines are not as effective in relation to other media (Belch & Belch, 2010:413; Kotze, 2005:34). The possibility of building frequency using the same publication is limited because most magazines are published monthly or even weekly. Another ineffective technique is the use of numerous advertisements in the same issue of a publication (Kotze, 2005:34).

Differentiating a publication is one of the most difficult tasks faced by a publisher. Therefore it is critical for “tourism planners to find a way that is narrow, but not too narrow” (Cuellar-Healey, 2013:5).

➤ *Long lead time*

Another negative aspect of magazines is the long lead time required to place an advertisement (Belch & Belch, 2010:413; Shimp, 2010:367; Clow & Baack, 2010:252). Most large publications have a 30 to 90-day lead time. Therefore, space for the advertisement should be bought well in advance of the actual publication date. The manufacturing process of magazine adverts tends to be lengthy (Kotze, 2005:34). For example, colour advertisements take about six months or more, from initiation of production to final appearance in a magazine (and this does not include the time spent in initially designing the advert). It is also required that most of the advertising copies be handed in six to eight weeks prior to publication (Kotze, 2005:35).

➤ *Clutter and competition*

“The more successful a magazine becomes, the more advertising pages it attracts, and this leads to great clutter” (Kotze, 2005:35). Some magazines usually measure their success to the number of advertising pages they sell. Clutter is not one of the major issues for print media in comparison to radio or television; tourists tend to be more receptive of print advertising (Belch & Belch, 2010:415; Shimp, 2010:367; Kotze, 2005:35; Clow & Baack, 2010:525). Simply turning a page of a magazine makes it possible for tourists to control their exposure to a magazine. Publishers are making an effort to manage the clutter problem by maintaining a sensible balance between editorial pages and advertising (Kotze, 2005:35).

Magazine expert fields grew increasingly in South Africa and, for example, targeted specific markets such as sportsmen or travellers (SA Garden and Home, SA Sports illustrated, SA Rugby and many more). Magazines differ in terms of their ability to select a specific socio-economic group. For example, “some large-circulation magazines offer special demographic editions that permit advertisers to place ads in only those copies of the magazine that go to a pre-specified group” (Kotze, 2005:29). A number of magazines have also chose the on-line route which offerst the same benefits as state above but with new possibilities.

3.3.2 Newspapers

Newspapers should be considered as an advertising medium as well as the types of newspaper advertising by also considering the advantages and disadvantages (Kotze, 2005:36). Studies have shown, according to Kotze (2005:36) and Camilleri (2015:11) that some aspects such as colour and graphics do not statistically relate to ease of reading. On the other hand, people are looking for more go and do information in publications and this includes telephone numbers, times and dates, addresses as well as Websites. “This should be good news for the tourism industry” (Parashar & Indolia, 2013:52). Due to the geographic selectivity newspapers offer, people still rely heavily on advertising in newspapers. Advertising sales or services is easier to achieve in a newspaper. In contrast to magazines, newspapers have a short lead time which means that the publishers have time to quickly make last minute changes (Cuellar-Healey, 2013:5). Flexibility is another great benefit of newspapers which allows the advertisers to keep their ads up to date. Concerning tourism media planners, newspapers allow them to modify advertisements to meet competitive offers or even to focus on specific recent events. Traditionally, the role of newspapers has been to offer readers quick and up to date, detailed information as well as additional information (Parashar & Indolia, 2013:52). Most newspapers are daily publications for local communities. On the other hand; weekly national or special newspapers include special aspects that can contribute value to advertisers (Kotze, 2005:36).

Newspapers allow advertisers to deliver a thorough advertising message at short notice, on a specific day and to an audience whose size is known (Hanekom & Scriven, 2002:50). Even though newspapers have improved over the past few years, it is still very important to know their niche market so as to remain relevant to the specific readers and advertisers.

It is also evident that newspapers include a few advantages for readers due to the high interest; people pay more attention to some advertisements as well as new stories. A few advantages will be discussed below.

➤ *Extensive penetration*

This is one of the most major benefits of newspapers, the fact that newspapers have a high degree of market penetration (Belch & Belch, 2010:427; Shimp, 2010:362; Grobler, 2014:35; Camilleri, 2015:11). Surprisingly, in most areas, 50% of families read a newspaper daily and the figure may exceed 70% among families with a higher income as well as higher level of education. Newspapers are a form of mass media that can reach all sections of the population with their message (Belch & Belch, 2010:427; Kotze, 2005:39; Algood, 2013). Advertisers can build high levels of

frequency into the media schedule since newspapers are published and read every day.

➤ *Flexibility*

Flexibility is another great benefit provided by newspapers for advertisers because newspaper adverts can be written, laid out and prepared in matter of hours (Belch & Belch, 2010:428; Shimp, 2010:362; Kotze, 2005:39). Due to the short production time and closing dates newspapers are a brilliant medium for responding to current events or providing timely information to people. According to Grobler (2014:35) newspapers can quickly be prepared and printed at a reasonable cost.

➤ *Geographic selectivity*

Newspapers, unlike direct mail, provide publishers with greater geographic selectivity (Belch & Belch, 2010:428; Kotze, 2005:40; Algood, 2013). Newspaper publishers can target areas with the greatest sales potential through choosing a paper or combining papers. "Tourism planners can concentrate advertising on the areas where most of the tourists are" (Kotze, 2005:40). The distribution of nearly all daily and weekly newspapers is focused on a specific city, suburb or town. Thus, it is possible for the advertiser to buy space in one or a combination of newspapers where the products are distributed.

➤ *Reader involvement and acceptance*

Newspaper readers generally spend each day reading a daily newspaper. Many people depend greatly on newspapers for news, information and entertainment. However, they also guide consumption decisions (Belch & Belch, 2010:429; Kotze, 2005:40; Algood, 2013). Many people buy a newspaper for the different advertisements as well as to see who is having a sale and to determine product prices. Newspapers are also a great medium for making news announcements, including a new product or for retail sales and promotions which require fast consumer response (Kotze, 2005:40).

➤ *Services offered*

Some of the services offered by newspapers can be valuable to advertisers. To give an example, "many newspapers offer merchandising services and programs to manufacturers that make the trade aware of adverts being run for the company's product, and so help convince local retailers to stock, display, and promote the item" (Belch & Belch, 2010:429; Kotze, 2005:41). Small companies can also be supported

through newspapers through free copywriting and art services. Smaller advertisers without an agency depend heavily on newspapers to assist them in writing and producing their adverts (Kotze, 2005:41). Newspapers provide special services for companies.

➤ *High levels of credibility*

Clow and Baack (2010:253) state that people rely heavily on newspapers “for information in stories”. The people who read newspapers have an elevated level of interest in the articles they read as well as divided attention to advertisements and news stories. According to Parashar and Indolia (2013:52) newspapers deliver a wide variety of information on tourism products and services and therefore contribute to the promotion of the tourism industry.

Using newspapers as an advertising medium also includes some disadvantages or limitations and these will be discussed below.

➤ *Poor production*

One of the biggest limitations of newspapers is the poor reproduction quality (Algood; 2013; Grobler, 2014:35). The lack of colour and time the paper has available to achieve high quality reproduction as well as the coarse paper used for newspapers contribute to the limitation of high quality newspaper ads. Therefore, this limitation in printing advertisements in colour represents a very small part of the total newspaper advertising lineage and is an area of concern to national advertisers (Belch & Belch, 2010:430; Shimp, 2010:363; Kotze, 2005:42; Clow & Baack, 2010:253).

➤ *Short life span*

In contrast to magazines, newspapers are usually kept for a day or even less (Belch & Belch, 2010:430; Kotze, 2005:42; Clow & Baack, 2010:243). It is unlikely for some advertisements to have any influence beyond the day of publication and repeat exposure is also very unlikely. People have a lack of time in reading a newspaper; they might not even open specific sections. Newspapers do not have a long life and in some households the newspaper is read and discarded the same day (Kotze, 2005:43).

➤ *Lack of selectivity*

Newspapers offer publishers geographic selectivity however, they do not provide selectivity in terms of demographics or lifestyle (Belch & Belch, 2010:430; Shimp,

2010:363; Kotze, 2005:43). Newspapers also reach diverse groups but this makes it difficult for marketers to focus on well-defined target markets. Newspapers are mostly in tune with events and people in their local community. Another disadvantage, according to Cuellar-Healey (2013:5), is that newspapers limit advertisements that call for the readers immediate response.

➤ *Clutter*

Newspapers tend to be “stuffed” with too many advertisements. According to Kotze (2005:43) 65% of the content of newspapers in South Africa is dedicated to advertising due to competition with other adverts. In addition to the fact that most advertisements are in black and white, the creative component in newspapers is limited (Belch & Belch, 2010:430; Shimp, 2010:362; Kotze, 2005:43; Clow & Baack, 2010:243).

➤ *The newspaper audience*

It is important for any medium to understand its target market as well as its nature and size. Newspapers are excellent at penetrating the market, especially most households. In contrast, local publishers want to cover a more specific area or market whereas national publishers want to reach more diverse audiences or even the whole country (Belch & Belch, 2010:431; Cuellar-Healey, 2013:5). If tourism advertisers want to publish in a newspaper, it is important for them to buy space in a few newspapers to achieve the desired level of coverage (Kotze, 2005:44). These days, newspapers are still seen as the largest advertising medium in terms of volume.

South Africa, with its diverse cultural composition, makes the markets very segmented. The overall growth of newspapers in South Africa does not rely only on improved products and “perfect targeting” but also on securing. To give an example, a stable education system in the country (Hanekom & Scriven, 2002:50). An article published by Brand South Africa (2013) states that newspapers’ information can range from heavy political stories to edgier urban dailies. South Africa’s newspapers are published six to seven days a week or some special editions only over weekends. Beeld, Die Burger, Business Day, Cape Argus, Cape Times, The Citizens Citizen and Daily News are some of the newspapers published on a weekly basis in South Africa (Brand South Africa, 2013a).

3.3.3 Television

Although television may be relatively modern, television can still be considered as a traditional method of advertising as well as one of the most popular traditional media (Thurman, 2013:16; Camilleri, 2015:6). Another reason television can still be traditional media is because of its integration with other forms of new advertisements (Thurman, 2013:16).

Television is the ideal medium to use for advertisers since it provides them with the opportunity to create “dramatic and effective” advertising messages by using sounds and sight as well as a diversity of graphics technology (Shimp, 2010:379; Hanekom & Scriven, 2002:5; Cave, 2015:6). Repetition will determine the success of the television adverts. Although advertising messages are momentary and incur prohibitive costs, “many advertisers could regard it not worthwhile to advertise through this medium and risk viewer not being exposed to the commercial at all” (Hanekom & Scriven, 2002:51; Parashar & Indolia, 2013:52). Regardless of all the limitations and obstacles, television delivers a bright picture for advertisers in South Africa.

More recently television commercials, programmes, films and documentaries are evolving to become a more important source of promoting tourism products and services (Parashar & Indolia, 2013:52). According to Thurman (2013:16), there are enormous of television sets worldwide and some households even have as many televisions as people in the house. The content and broadcasting standards may differ from one area to another as well as the commercial showing times and amount per show, these differences are difficulties facing television advertising (Thurman, 2013:17). Language problems are another difficulty facing television advertising. Therefore, it is important to provide subtitles or play the advertisement in the desired language. These options may lead to problems in terms of who can be reached, what they will feel from seeing the advertisement and simply what will get lost in translation (Thurman, 2013:17). Television advertisements also include the problem of excessive cost of production as well as purchasing advertising times.

Television is used to influence, convince and inform the watcher visually and verbally (Thurman, 2013:17). Television works so effectively; the reason being that it uses visuals and, as the saying goes, “a picture is worth a thousand words”. People are more responsive to visual images of several products and with the combination of an auditory explanation of the product, its benefits and a catchy song, the results are astounding (Cave, 2015:6). Information can be gained freely and this is also one of the major reasons why television works effectively (Thurman, 2013:17). According to Shimp (2010:379) television

can offer a level of entertainment and generate excitement to viewers. He also suggests that one of the biggest benefits of using television as a promotional tool is for its ability to achieve impact, meaning, to “activate consumers’ awareness of ads and enhance their receptiveness to sales messages” (Shimp, 2010:379).

According to Belch and Belch (2010:363) television has several benefits such as:

Creativity and impact

This might be the greatest benefit of television, the fact that it offers numerous opportunities to present advertising messages (Belch & Belch, 2010:363). The additional effects such as sound and the interaction of sight make it very creative and possibly dramatic with lifelike emotions to help make dull products more appealing (Algood, 2013; Cuellar-Healey, 2013:5; Grobler, 2014:35).

Coverage and cost effectiveness

Using television as an advertising medium makes it possible to reach large markets (Belch & Belch, 2010:363; Grobler, 2014:35). Almost everyone watches television, regardless of age, gender, income, lifestyle and education level. Television is also well known among companies selling mass-consumption products. The reasons for this may be television’s ability to reach large numbers of people in a cost-efficient manner (Belch & Belch, 2010:363; Cuellar-Healey, 2013:5).

Captivity and attention

While watching a favourite television show, commercials make television more intrusive for some people. Viewers who are still “old-fashioned”, with no DVDs, remote controls and other automatic devices are still likely to devote their attention to some commercials (Belch & Belch, 2010:364). Clow and Baack (2010:243) refer to this aspect as “intrusion value” where television can intrude upon a viewer without his or her voluntary attention.

Selectivity and flexibility

Television is selective in terms of variations in the composition of audiences because of, for example, geographic coverage, programme content and broadcasting time (Belch & Belch, 2010:364; Algood, 2013).

Brand South Africa published an article saying that television in South Africa is broadcast in all 11 official languages and, in addition, German, Hindi, Portuguese and sign language.

(2013b). The South African Broadcasting Corporation (SABC) broadcasts on three domestic channels with a combination of entertainment as well as a public service mandate.

3.3.4 Radio

In the late 1940s and early 1950s, radio was most likely to be the most common technique to gain information other than newspaper or movies (Thurman, 2013:18). Radio has been around for many years and, according to Thurman (2013:18), is one of the oldest methods of marketing. The number of radios people owned began to increase as well as the costs of radio were decreasing. According to Thurman (2013:18), radio has passed its "heyday" but can still be a very important medium for advertising. One of the most important reasons that radio should still be considered in any marketing plan is due to large number of people who can be reached with constant and flexible coverage (Cuellar-Healey, 2013:5; Cave, 2015:8).

Radio provides the opportunity for advertisers to target specific groups because people listen to the radio while busy with other activities (Hanekom & Scriven, 2002:51). This leads to inattentive listeners. In other words, people perceive it as pleasant background instead of listening to it and, in the end, this leads to a decrease in the impact of the advertising messages. Radio listeners differ in terms of various times of the day and selective timing can deliver the messages to several target groups. Grobler (2014:35) also indicates that radio advertisements are cost effective and have no seasonal change in the audience.

Radio advertisements are usually short and are produced by companies to notify listeners of specials or events that are either taking place or will take place (Cave, 2016:8). The reasons for the short clips are with most commercials people can become irritated and words are not as effective as visual pictures which is why businesses only keep it simple and only give out basic information. Radio also provides the opportunity to get feedback from customers as well as the products. For example, radio listeners can call in, creating a dialogue, where the companies can hear people's ideas and thoughts (Thurman, 2013:18).

One problem that influences radio is its physical limitation. The foremost of these problems is the distance that traditional radio signals can be broadcast (48 to 64 kilometres) (Thurman, 2013:18). Another problem with radio advertisements are the short exposure time (Cuellar-Healey, 2013:5) and distractions can occur from background commercial clutter (Grobler, 2014:35).

Clow and Baack (2010:247) and Cuellar-Healey (2013:5) suggest that using radio as an advertising medium entails a few advantages such as targeting smaller markets, added

music which can match the station's programming, high segmentation potential and flexibility in making new ads. Some disadvantages are also common when using radio as an advertising medium such as the little exposure time and low attention, there are only few chances to reach national audiences and an information overload can occur (Clow & Baack, 2010:246; Algood, 2013).

In the early 1990's South Africa only had two radio stations. However, with the reduction in the state regulations of broadcasting in the late 1990s, the number of stations operating outside of state control, increased (Brand South Africa, 2017). Six profitable SABC stations were established in 1996: Gauteng's 94.7 and Radio Jacaranda, KwaZulu-Natal's East Coast Radio, the Western Cape's KFM 94.5, the Eastern Cape's Radio Algoa and the Free State's OFM. A few years later, eight new commercial radio licenses were granted for South Africa's three major cities – Johannesburg, Cape Town and Durban.

3.3.5 Billboards

If not the oldest medium of marketing, billboards and signs are some of the oldest marketing tools (Thurman, 2013:20). A reason for this is that it is one of the simplest and most adaptable forms of advertising. Whilst billboards are used, the information being conveyed can differ from promoting a brand, to a destination or to simply providing information (Thurman, 2013:20). Some advantages of billboards are catching people's attention, it's a cost-effective way of marketing and it is a way of delivering simple messages (Cuellar-Healey, 2013:5; Dimmock, 2015).

Outdoor advertising is a very effective marketing strategy as it reminds customers about the products and services (Cuellar-Healey, 2013:5). Nowadays, billboards are equipped with lights so that people will be able to see them at night as well as having moving parts to catch their attention (Thurman, 2013:20) and have been shown to increase customers purchases (Cuellar-Healey, 2013:5; Dimmock, 2015).

Billboards are multifaceted, and it is proposed that any business or association can advertise on them due to their adaptability (Thurman, 2013:21). Billboards are well established and can be placed in any location (from the edge of a town to hanging on the side of a building). However, they can only reach the people who drive or walk by and see them.

South Africa's billboards are evaluated according to current advertiser, size, condition of the structure, visibility, competitive environment, road type and traffic volume (Nevill, 2015).

KFC, banking and eating out have some of the most active billboards in South Africa (Nevill, 2015).

3.3.6 Corporate fairs (expos)

Many businesses use corporate expos (fairs) to launch and show off their products and services as well as offering the opportunity to hand out freebies with corporate logos on them (Yuksel & Voola, 2010:193; Thurman, 2013:21; Han, 2014:239). The main purpose of these expos is the opportunity to interact with people and allow them to experience the business's products first-hand while listening to an explanation regarding the products (Thurman, 2013:21). These expos provide the opportunity for companies to reach a larger number of people who might have no knowledge or experience with the products before visiting the expo (Thurman, 2013:22).

Business expos are diverse and have become very complex. At present, there are several different expos for different sectors of business worldwide every week, there is also the possibility of worldwide expos held every year (Thurman, 2013:22). Not only do businesses have these expos but expos at schools or in city centres help students to find practical training places or jobs. The costs of such fairs and expos will be higher with more publicity and how well known the expo is. There is a chance that the exhibitor will be provided with a booth and renting costs as well as the cost of modifying the booth must be kept in mind (Thurman, 2013:22). There is a system which can help the exhibitor in terms of the organizers paying for the workers at the show, travelling costs to and from and the storage at the exhibition.

One main benefit of these expos is their effectiveness. Expos and fairs provide businesses with the opportunity to interact personally with people (Han, 2014:240). Corporate fairs and expos are beneficial for companies and there are many different expos around the world, "giving companies the flexibility to choose in greater detail the targeted customer area" (Yuksel & Voola, 2010:293; Thurman, 2013:23). For example, INDABA in South Africa, is one of the largest tourism marketing events on the African calendar (SAT, 2017). INDABA is owned by South African Tourism and boasts the widest variety of Southern Africa's best tourism products and attracts International buyers and media worldwide. INDABA has won the award for being Africa's best travel and tourism show. Another example is ITB in Berlin, Germany. From over 180 countries, it presents their products and services all in one location. ITB Germany creates the opportunity for trade visitors and exhibitors to network, meet people, get information about important topics and latest trends and establish business contacts.

3.3.7 Company's website

Thurman (2013:24) describes that websites are one grey area when it comes to deciding whether they are part of modern media or traditional media. This can cause difficulty to those who are born after the Internet uprising. Websites are fairly new in comparison with other types of adverts. "Websites cannot be considered social media" (Thurman, 2013:24), a reason for this is that people are unable to share their own thoughts and opinions easily. Businesses can share information, however they do not allow people and viewers to interact easily with one another as well as the business (Pradhan, 2012:9). Thurman (2013:24) also stated that with the increase in usage of the Internet, many businesses recognized that this would be an effective way to sell and promote the products. Nowadays there are many websites for businesses, maybe even with the same design but with a different language to reach a different market. Apart from the business's own website, there is also the opportunity to advertise products through ads on other people's websites (Thurman, 2013:24). Companies also get the opportunity to create a company page to sell the company's products on another's webpage, new and smaller companies make use of this. To give an example of the two most famous sites are Amazon and eBay (Thurman, 2013:25).

Using a webpage includes a few benefits, such as costs. Websites are normally inexpensive to develop and maintain, however they can become expensive if one section needs to be updated regularly or if upgrading of the infrastructure is necessary (Thurman, 2013:25). Another benefit is that determining the return on investment is easy due to the free access to programs such as Google Analytics. This program makes it easy to track the number of visitors to their website. Websites are effective because anyone can reach or search for the specific website if there is no internet censorship in the country (Thurman, 2013:25).

Businesses should be encouraged to use websites due to the benefits, but there are some disadvantages as well such as security. "All forms of advertising face security problems from various sources and the Internet is no exception" (Thurman, 2013:25). This can be reduced, dependent on the security systems as well as the information but it is important not to forget. Another given disadvantage can be that, if the webpage is not updated regularly, this may lead to a bad image of the business. One more problem can be the visibility. It can be difficult when a person, without any knowledge of the business, searches for the specific webpage using search engines such as Google or Yahoo (Thurman, 2013:25). For the purposes of this study websites without interaction possibilities were considered as traditional media and websites with interaction possibility were considered as modern media.

With all the benefits and disadvantages mentioned above, websites play a key role in a company's marketing plan.

3.4 MODERN MEDIA

"New" media or modern media, according to, Powell *et al.* (2011:13) are activities, practices and behaviour where people get together online and share their information, experiences, knowledge and opinions. Majority of the time it is web-based applications that make it possible for people to transmit and create information in forms such as videos, audios, words and pictures (Powell *et al.*, 2011:13). Middleton, Fyall and Morgan (2009:70) stated that even though the full effect of continuous media coverage on demand is not well understood, there is no doubt about its importance. Another definition can be "Social networking is a type of social media; social networking sites allow Internet users to connect with people and create information" (Yazdaniford, 2014:2).

Yazdaniford (2014:2) states that modern media sites have become a universal phenomenon due to the increase in popularity. Many countries gained Internet access in the 20th century, and consequently the increase in the use of Internet began to influence the economy and social life. This huge evolution of the population of Internet users on social networking sites has had an enormous impact on the hospitality and tourism industry where travellers are changing "the rule of marketing" (Yazdaniford, 2014:1).

Modern media change the way people use and contribute to the establishment of information. These days, technology allows people to share their thoughts, opinions and creations effortlessly on the Internet (Hays *et al.*, 2013:212). This has led to a fundamental change in the way information is created and distributed. Before Web 2.0, the Internet functioned in just one direction (a 'read-only' format) (Hays *et al.*, 2013:212). The available information had no interaction with other Internet users and/or publishers. In contrast, Web 2.0 is driven by user-generated content through modern media and social network sites. Marketers, organisations and the tourism industry no longer have ultimate control over the image of their destination or product (Hays *et al.*, 2013:212). Modern media are current and continuously evolving phenomena. "On each day, more than 3 million photos are uploaded to Flickr, 5 million tweets, and a million recent blog entries are posted to Twitter and other blog sites. "These statistics distinctly demonstrate the prevalence of modern media in our lives" (Leung, Law, Van Hoof & Buhalis, 2013:4).

A great change exists in the way tourists gather information, plan and their trip and the way they share their experiences while travelling (Hays *et al.*, 2013:211). One major development of the Internet is the growing popularity of modern media platforms that enable people to work together, communicate and issue unique or innovative content such as blogs, videos, wikis, reviews or photos. Modern media websites help assist consumer-generated content (CGC) and are generally used by online travellers' CGC as well as review sites such as TripAdvisor. Social media websites are well-known and may even be under the authority of traditional destination marketing organisations (DMOs) or conventional commercials (Hays *et al.*, 2013:211).

Modern media together with search engines are two of the "mega trends" that have had a significant impact on tourism systems (Leung *et al.*, 2013:4). Travellers use modern media to explore, arrange, share and clarify their stories and travel experiences by using blogs and microblogs (Blogger and Twitter), online communities (Facebook and TripAdvisor), media sharing sites (Flickr and YouTube), social bookmarking sites (Delicious), social knowledge sharing sites (Wikitravel) and other social networking sites (Leung *et al.*, 2013:4). Not only can tourists gather information from friends and family who are within their social network but can also obtain more in-depth information from the Internet users worldwide through searching the content on social media. Researchers also found that the use of social media in tourism and hospitality businesses helps to engage potential guests, increase their online manifestation which will then lead to a greater online income (Leung *et al.*, 2013:4).

According to Leung *et al.*, (2013:4), Wang and Fesenmaier (2004) social media are beneficial for the management of customer relationships with their exceptional ability to attract people through focused, and member-generated content, winning customers by social interactions, and retaining them through relationship building with other customers. Furthermore, Dellarocas (2003) proposed that social media provides tourism businesses with unique opportunities to understand and reply to customer preferences (Leung *et al.*, 2013:4). By evaluating the comments of people on online communities such as TripAdvisor, travel-related businesses and hotels can get a better understanding of what their guests like and dislike about them as well as their competitors. As a result, in this growing trend and the benefits offered by social media, several hotels and tourism companies have been using social media platforms on their websites to improve people's travel information searching experience (Leung *et al.*, 2013:4). Since social media plays a significant role in both travellers' decision making as well as in tourism businesses and management, an excess of research on the use of social media in tourism and hospitality has been compiled in refereed journals.

Social media is a crucial aspect in the travel planning process due to the popularity of websites that contain content that is generated by travellers (Leung *et al.*, 2013:6). A prominent issue in the tourism industry has long been recognized as the lack of direct experience with the tourism products, which means that the quality and the perceived advantages of the tourism products cannot be evaluated beforehand. Early in the travel decision-making process, travellers usually gather and review various forms of travel information since tourism products are high-priced, high involvement, and well-differentiated in nature to reduce the risk of making wrong decisions. Word-of-mouth has been recognized as being one of the most vital information sources for travel planning due to the high perceived credibility. Travellers consider word-of-mouth to be reliable and tend to be more influenced by this type of information than by commercial sources (Leung *et al.*, 2013:8).

Therefore, the following section will discuss social media; definitions, advantages, disadvantages and types.

3.4.1 Understanding modern media

Boyd and Ellison (2008:211) define modern media sites as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”. Another and more recent definition by Hays *et al.* (2013:212) define social media as “activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media”.

3.4.2 Advantages and disadvantages of modern media

3.4.2.1 Advantages

- **Influences on consumer behaviour**

People all over the world are connecting with friends and family through social media and, to be more specific, social networking sites where “photo and video sharing have become a norm in the 21st century” (Yazdaniford, 2014:2). With an easy swipe or click a person can see what is happening around the world. Social networking sites provide the tourism industry with excellent opportunities that can be used to attract tourists through photos and videos of beautiful scenery (Yazdaniford, 2014:2).

Visitors or followers of a tourism website can evaluate reviews of their customers once they upload photos, for example of the hotel, restaurants and destinations on their own personal website such as Facebook which is directly linked to the tourism website (Yazdaniford, 2014:2; Drahasova & Balco, 2017:1006). Moreover, online reviews (also known as word-of-mouth) are also a main feature to attract tourists. People tend to trust word-of-mouth more than traditional marketing.

Indeed, travellers frequently base their expectations on other travellers' experiences to get as much beneficial information as they can; the reason for this is to reduce risk and to enhance the travellers' confidence while deciding on their travel plans (Yazdaniford, 2014:2). TripAdvisor is currently one of the biggest travel review websites, with about 74 million users who visit the website for information on planning their holiday. Social networking sites can also be downloaded on smartphones and the effectiveness of these mobile apps has an influence on post-purchasing behaviours by travellers (Yazdaniford, 2014:2).

- **Connecting with consumers**

Social networking sites provide another instrument and are known as the communication tool (Acra, 2012:14; Yazdaniford, 2014:2; Drahasova & Balco, 2017:1006). The development of information communication technology (ICT) has enhanced customer communication. These days, smartphones allow easier access to social networking sites through the use of mobile applications. This easy access to the social networking sites have brought many benefits to the industry such as building relationships, creating brand awareness and maintaining loyalty with customers (Yazdaniford, 2014:2). Communication with customers is crucial. The reasons for this are to help improve a positive impression of the business as well as to build and maintain the relationship with new and loyal consumers. It is not sufficient to have a conversation with customers by using advertising words. Instead, the conversations should be trustworthy so that the customers will be convinced and be fascinated with the product or service (Acra, 2012:14; Yazdaniford, 2014:2).

The Internet makes it possible for travellers to search for information intended for decision making regarding tourism and hospitality through communication. People interact with one another by sharing their experiences which can lead to attracting new tourists, retaining the loyal tourists and vice versa. Moreover, businesses can use the comments written by people to help improve their company. Regardless of this, people get the opportunity to have direct access to the company without travelling for a face-to-face meeting. Social media sites make it easier to get people to become involved due to the easy access, straightforwardness and attractiveness (Yazdaniford, 2014:2).

- **Cost and time effective**

Yazdaniford (2014:2) states that many hotels and other tourism orientated businesses are aware of the importance of social networking for them to increase their popularity and to create brand awareness. It is important for tourism and hospitality businesses to stay active online when using social networking sites, not to miss out any posts. Thus, hotels are currently busy on capitalizing more in social media regarding employees and time (Yazdaniford, 2014:2; Dravohosa & Balco, 2017:1006). These investments on social networking sites may be low cost but they provide an effective and efficient tool for marketing. Additionally, these social media sites are convenient in terms of the easy access to get feedback from the customers. Apart of this, using better and improved communication technologies will lead to more competencies, teamwork and flexibility for the suppliers of the business. Due to faster access, the usage of social media sites through mobile applications can improve the social networking strategy compared to mobile websites, and it can also be retrieved offline. On the other hand, search engines have become another necessary feature due to the overload of information available on the Internet (Yazdaniford, 2014:2). Gaining access to the Internet is fast and searching for information is efficient, therefore a lot of people rely on the Internet as their key source of information.

- **Create brand awareness and build image**

Many hotels and tourism businesses have participated in social networking sites which have assisted them in building their image and, together with the increase in popularity, helping them to promote these hotels and tourism businesses (Ahmad, 2010; Acra, 2012:14; Yazdaniford, 2014:3). As soon as a business incorporates social media, all the information is out there and it is therefore crucial to take every action responsibly. Fast replies to customers are fundamental to maintain the brand image regardless of whether the reviews are interpreted in a positive or negative way (Ahmad, 2010).

- **Promotion**

Social networking sites, according to Acra (2012:14) and Yazdaniford (2014:3), are becoming an essential technique of communication to promote products and services, especially in the tourism industry. Using social media can help in announcing latest promotions. By doing this, costs can be reduced without printing brochures and it is more time efficient. By promoting exclusive offers and their products on Facebook to customers who are fans of their Facebook page, will help to increase the awareness of their brand and, in the end, retain loyal customers (Yazdaniford, 2014:3).

- **Targeting the consumer**

Using social media sites will help companies get to know more information regarding the needs of their customers as well as their behaviour (Yazdaniford, 2014:3). These companies will also be able to increase and improve their Customer Relationship Management (CRM) through social media sites. If the company knows the target market, it will also make it more likely to develop corresponding products and deliver services which will suit the target market. Apart from these benefits, social media, according to Fotis, Buhalis and Rossides (2012:15), enables storytelling, a usual post-trip activity, on a '24/7' basis to large audiences, and provides a sense of belonging in virtual travel communities.

3.4.2.2 Disadvantages

Consumers online generate content for social networking sites that depend greatly on word-of-mouth or nowadays known as electronic word-of-mouth. Currently, social networking sites are increasing rapidly in user accounts thus "the marketing trends have now changed and instead of firms communicating to their consumers now consumers can also communicate with other consumers using social media" (Yazdaniford, 2014:3). People may give wrong statements which can affect the business negatively in the way in which a person shares an experience or downloading content based on his/her personal impression toward the business or company.

3.4.3 Types of modern media

Modern media include a wide variety of online, word-of-mouth medium and includes the following (Mangold & Faulds, 2009:358, Fotis, Buhalis & Rossides, 2012:14):

- Facebook - Facebook is a social networking site and allows registered users to interact easily with people worldwide who share the same interests through uploading photos, sharing photos, chatting, commenting on posts and getting replies, to give an example. These features make it possible for companies to get quick feedback from travellers and they receive responses instantly.
- MySpace - MySpace is particularly appealing as a platform for special interest groups, reflecting the group personalization/customization aspect.
- YouTube – YouTube is a user-generated platform, sharing sites, media and videos and creating profiles (Wirtz, Schilke & Ullrich, 2010:278).
- Photo sharing sites (Flickr)

- LinkedIn – Is a platform for business working and enables users to network professionally, post and find jobs, answer questions, and build thought leadership. One can easily discover the people employed by a certain business.
- Twitter – Is a microblog where users can tweet about anything. Twitter users follow each other or are followed.
- TripAdvisor – TripAdvisor is a consumer review and rating platform, where users can make use of the content and branding to showcase property ratings, reviews and awards from the world's largest travel sites.
- Instagram – Is a social networking site where one can upload photos on multiple social media networks instantly (Facebook, Twitter etc.), follow special interested groups, follow other members whether it is friends or even celebrities and a user can highlight and share important events in life.
- Google+ - Is a unique way of connecting with many contacts, allowing the users to send group messages to specific social circles such as friends or family.
- Websites – Websites contain several subjects or company-related webpages and can be reached through the virtual location on WWW through a browser. Users can get web access through an internet connection.
- Pinterest – Is a social network platform that allows users to visually share, curate and discover new interests, by posting, also known as pinning, images or videos to their own or others' pinboards.

Share this video

Embed

Email



3.5 MEDIA SELECTION CRITERIA

Selecting media can be difficult because there are so many options. Media credibility, according to Jordaan, Ehlers and Grové (2011:7) is a multifaceted concept including believability, truthfulness of information provided, trust, expertise and the motives of the advertiser. The credibility of traditional media versus social media advertisements and platforms differ in terms of trustworthiness and information (Jordaan *et al.*, 2011:7). Most marketing communication messages require an instrument, or medium for broadcast (Shimp, 2010:24). Shimp (2010:319) suggests that it would be beneficial to study the way that the industry makes buying decisions related to media and vehicles. To explain media; it

is the overall communication methods which carry advertising messages (television, magazines and newspapers). Vehicles, on the other hand, are the exact broadcast programmes or print choices in which advertisements are placed (Shimp, 2010:318). One of the most difficult marketing communications decisions would be the choice of media and vehicles due to the variety of decisions that must be made (Shimp, 2010:319). Moreover, to determine which media categories to use, it is also very important for media planners to pick the specific vehicle within each medium and to decide on how to allocate the available budget among the numerous sorts of media and vehicle alternatives. This is even more difficult in the case of tourism and tourism destinations because tourism products are intangible and this makes it challenging to choose the correct media.

3.6 CONCLUSION

It was the purpose of this chapter to analyse the media phenomenon (traditional and modern media) and its relevance to the tourism industry. This was realised by firstly discussing the role that media play in the marketing mix, secondly discussing the meaning of traditional media and the different types of traditional media and, thirdly, discussing the meaning of modern media and the different types of modern media. It can be concluded that media are a well-known phenomenon and can be found all over. Media can be defined as a means of spreading information by using several systems that make up mass communication. It is indicated that media can fulfil two basic needs - either providing information such as news, updates in the financial market - or media can entertain with television programmes, music on the radio or magazines to find out more about hobbies. It can also be concluded that media have undergone a vast change due to the shift away from traditional media to the use of more modern media sources. Media can be used to distribute information on tourism products and services and, in the end, assist people in deciding to purchase. Media also allow people to participate in something that can entertain them.

Media can be divided into two main groups – traditional media and modern media. Traditional media consists of newspapers, magazines, television, radio, websites, expos, brochures, books and billboards. Modern media platforms are Facebook, Twitter, Instagram, YouTube, Google+, TripAdvisor, Pinterest, Myspace and Flickr.

CHAPTER 4

EMPIRICAL RESULTS



4.1 INTRODUCTION

Research is essential to support the growth of literature, build knowledge and learn new ways of understanding certain phenomena. By doing research, not only does one's knowledge expand but a better understanding of a certain field can be achieved which directs future planning and development. Rajasekar, Philominathan and Chinnathami (2013:1) stated that research is a logical and systematic search for information. More specifically it is a search for knowledge and useful information which can lead to new contributions. "Research is a philosophy and way of human life which is an indivisible component of human knowledge" (Khan, 2011:19).

One of the main reasons that research is important is that it adds new knowledge to present facts. Another reason is that it keeps the society ahead of the past through ongoing research (Khan, 2011:19). Research - marketing research in the case of this study - helps to identify market opportunities and problems, to identify the corresponding market action and to monitor marketing performance (Burns & Bush, 2014:35). To solve the research problem of the current study, questionnaires were distributed among international tourists at OR Tambo International Airport which is visited by 19-million passengers a year (Gauteng Tourism Authority, 2017). The survey resulted in 558 completed questionnaires which were captured in Microsoft Excel and analysed by means of the Statistical Package for Social Sciences (SPSS, Version 23). More specifically descriptive (frequency tables and figures), exploratory (factor analysis) and inferential analyses (ANOVAs, *t*-tests and cluster analysis) were carried out to reach the objectives of the chapter and contribute to literature and practice.

The main purpose of this chapter is to present the research results of this study by means of empirical discussions. Firstly, the descriptive analyses are discussed.

4.2 DESCRIPTIVE RESULTS

Descriptive results can be obtained from questions such as who, what, where, when and how. These results are also useful to analyse findings to a larger population and, if the results are representative, the findings may be used to predict some variable of interest (Burns & Bush, 2014:103). The main aim of the descriptive results is to discuss the findings regarding concerning the demographic profile of the respondents, the respondents' travel

behaviour while visiting South Africa and, lastly, respondents' view on South Africa as a tourism destination including the image of South Africa.

4.2.1 Demographic profile of respondents

The demographic information formed part of Section A of the questionnaire (questions 1-5) and the following results are evident (see Table 4.1).

Table 4.1: Demographic profile of respondents

Demographic Aspects	Percentage	Demographic Aspects	Percentage
Marital Status:		Gender:	
Single	30%	Male	63%
In a Relationship	11%	Female	37%
Engaged	4%	Age	
Married	50%	<19 years	3%
Living together	2%	20-24 years	11%
Divorced / Widow/er	3%	25-34 years	30%
Highest level of occupation		35-49 years	33%
Professional (e.g. Lawyer, Dr)	38%	50- 64 years	17%
Self-employed	14%	65 + years	6%
Technical	9%	Average age	
Sales	4%	Country of Residence	
Working at a mine	1%	Africa	40%
Civil service	6%	Australia & Oceania	6%
Housewife	3%	North-America	10%
Pensioner	2%	South- America	5%
Student	12%	Europe	25%
Unemployed	2%	Asia	14%
Other	9%		

As indicated in Table 4.1, 63% of respondents were male and 37% were female. Statistics for SA Tourism (2013) have shown that 56.1% of tourists that visited South Africa in 2015 were male and 43.9% were female. This corresponds with the gender distribution of the current study adding to its representativeness of the international market with respect to gender.

Most of the respondents were within the age range 35-49 (33%) and 25-34 (30%) with an average age of 38. Half of the respondents were married (50%), those residing in Africa represented 40% and those following a professional career represented 38%. Again, these

results correspond with the studies done by SA Tourism (South African Tourism Index, Strategic Research Unit 2016).

The following results were evident from section B of the questionnaire which focused on travel behaviour of respondents, consisting of five questions.

4.2.2 Travel Behaviour of Respondents to and in South Africa

Travel behaviour is discussed in two parts, general travel behaviour and personal travel behaviour. General travel behaviour comprises previous visits to South Africa, number of previous visits, number of nights spent during the current visit, frequency travelling to other continents and number of people travelling in the group. Personal travel behaviour consists of main purpose of the visit and spending behaviour.

4.2.2.1 General travel behaviour

Table 4.2: General travel behaviour

Travel behaviour variables	Percentage	Travel Behaviour variables	Percentage
Previous visits to South Africa		Main purpose of visit	
Yes	68%	Business	28%
No	32%	Leisure	42%
Number of previous visits		Other	23%
First time	5%	Business and Leisure combined	7%
2-3 Times	20%	Spending behaviour	
4-5 Times	10%	Airfare	R 6 709.85
6-7 Times	5%	Accommodation	R 3 602.24
8-9 Times	3%	Food and Drinks	R 1 601.42
10 Times and more	57%	Activities	R 1 601.30
Average number of previous visits	12.71	Other transport & travel costs	R 912.03
Number of nights spent during the current visit		Retail shopping (e.g. Food & drinks)	R 2 015.39
Less than a week	49%	Souvenirs	R 447.81
1-2 Weeks	17%	Other	R 318.71
3-4 Weeks	15%	Average spending per group	R 17 205.75
Month/s +	17%	Number of people in travel group	
Transit	2%	1 Person	34%
Average number of nights spent	11	2 People	27%
Frequency of travelling to other continents		3 People	8%
Every month	8%	4 People	6%
Every 6 months	28%	5 People	3%
Every year	24%	6 People	2%
Once every 1-2 years	22%	7 People	1%
Once every 3-4 years	18%	8 People	1%

Average frequency of travelling to other continents	3.15	9 People	1%
		10 +	17%
		Average number of people in travel group	3.84

As seen in Table 4.2, 68% of respondents have visited South Africa previously with 32% of respondents not having visited this country before. Those that visited before are frequent visitors with 57% of them having visited South Africa ten times and more. The average number of previous visits is 12.71. It is also clear that respondents spent an average of 11 nights in the country. The average amount respondents spend on their visit to South Africa is R17 205.75 as seen in Table 4.2 and is clear that the biggest part of their spending is allocated to airfare/s (R6 709.85) as well as accommodation (R3 602.24). Most respondents visited South Africa for leisure purposes (42%). The number of people who formed part of their travel group is also indicated in the table above with an average of 3.84 people in a group. Thirty-four percent (34%) of respondents travelled alone, whereas 27% travelled with a partner. Only eight percent (8%) of respondents travel to other continents every month followed by 28% who travel at least every six months with an average of 3.15 people travelling to other continents. These respondents are thus used to travelling with most of them being familiar with South Africa as a tourism destination.

4.2.2.2 Sources of information about South Africa

Table 4.3: Heard about South Africa

Heard about South Africa	Percentage
Have visited SA before	43%
Traditional media (Television, Newspapers, Radio or Magazines)	11%
Other printed media (Books Guides, Brochures and Pamphlets)	4%
Electronic media (Internet, Social media; Facebook, Twitter, Websites)	8%
Friends and family	18%
Travel agency	4%
Fairs and/or exhibitions	1%
It was part of the travel package	2%
Other	9%

It is evident in Table 4.3 that 43% of the respondents have visited South Africa previously which then provides them with first-hand knowledge on South Africa as a tourism destination. Eighteen percent of respondents heard about South Africa through friends and family. Electronic media (Social Media, Internet, Facebook, Twitter, Websites etc.) also seems to be popular as marketing medium (8%). Eleven percent of the respondents heard about South Africa using traditional media (television, newspapers, radio or magazines)

followed by 4% that received information through other printed media (books, guides, brochures and pamphlets). Traditional media remains popular with friends and family serving as one of the most important sources of information.

4.2.2.3 Main reasons for visiting South Africa

Table 4.4 represents the main reasons that respondents visited South Africa. These reasons were rated by the respondents on a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree and 5 = Strongly Agree.

Respondents either agreed or strongly agreed with the following reasons for visiting South Africa:

- I always wanted to visit South Africa - 74%
- To experience something new - 62%
- To have fun - 60%
- To experience SA's unique wildlife - 57%
- To experience SA's unique outdoor lifestyle - 55%
- To rest and relax – 55%
- It is on my 'bucket' list - 52%

It is evident that South Africa is/was on respondents' wish list since they always wanted to visit this country. They considered their visit to South Africa as something new that would provide them with a fun, unique and relaxing experience. It is also a destination on their 'bucket list' and they want to visit South Africa for specific scenic attractions. Respondents see a visit to this country as an escape from their everyday routine and would like to participate in specific activities or adventure activities. Some of the respondents visited South Africa for business reasons and others visited South Africa to experience the rich heritage and culture the country has to offer.

Respondents either disagreed or strongly disagreed with the following reasons for visiting South Africa:

- For medical reasons - 62%
- For health reasons - 62%
- I want to discover my roots - 55%
- Due the opportunity to travel in a group - 49%
- To visit family - 48%
- To visit a loved one - 48%

Table 4.4: Main reasons for visiting South Africa

MAIN REASONS FOR VISITING SA	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE/ DISAGREE	AGREE	STRONGLY AGREE	MEAN VALUE	STANDARD DEVIATION
1. I always wanted to visit South Africa	3%	5%	18%	44%	30	3.94	.95
2. It is on my 'bucket' list	9%	14%	25%	34%	18%	3.43	1.18
3. I am on a self-discovery trip	17%	21%	25%	26%	11%	2.92	1.25
4. I want to discover my roots	30%	25%	21%	16%	8%	2.46	1.28
5. To participate in specific activities	13%	15%	21%	35%	16%	3.26	1.26
6. To visit specific scenic attractions	10%	14%	22%	36%	18%	3.36	1.22
7. To participate in adventure activities	13%	16%	27%	30%	14%	3.16	1.23
8. I want to boast about my trip to SA	12%	14%	31%	28%	15%	3.19	1.21
9. To experience SA's unique outdoor lifestyle	7%	12%	26%	35%	20%	3.50	1.15
10. To experience SA's unique wildlife	8%	11%	24%	31%	26%	3.57	1.20
11. To visit friends	20%	18%	18%	25%	19%	3.03	1.41
12. To visit family	26%	22%	15%	19%	18%	2.82	1.45
13. To visit a loved one	27%	21%	21%	20%	11%	2.67	1.35
14. To interact with the locals	13%	17%	28%	34%	8%	3.07	1.16
15. To travel with loved ones	18%	19%	21%	26%	16%	3.03	1.34
16. For health reasons	40%	22%	20%	11%	7%	2.23	1.72
17. For medical reasons	40%	22%	19%	13%	6%	2.21	1.26
18. Due to the availability of package tours	28%	23%	25%	17%	7%	2.51	1.25
19. Due the opportunity to travel in a group	28%	21%	21%	23%	7%	2.59	1.30
20. To learn about the SA culture	12%	12%	28%	35%	12%	3.21	1.17
21. For educational reasons	21%	15%	22%	26%	16%	3.02	1.36
22. For business reasons	22%	14%	15%	23%	26%	3.15	1.50
23. To experience something new	9%	8%	21%	39%	23%	3.60	1.17
24. To experience South Africa's heritage	10%	11%	29%	36%	14%	3.33	1.15
25. I heard about SA in the media	12%	14%	31%	31%	12%	3.14	1.17
26. To rest and relax	8%	14%	23%	37%	18%	3.41	1.18
27. To have fun	7%	12%	21%	35%	25%	3.59	1.17
28. To escape from routine	9%	16%	23%	33%	19%	3.36	1.21
29. To find relief from tension	10%	16%	29%	28%	17%	3.23	1.21

As seen in the above results, respondents did not visit South Africa for medical or health reasons. Visiting this country was not about a discovery of their roots or the availability of package tours and the opportunity to travel in a group.

Based on the mean values in Table 4.4 the following reasons for visiting South Africa can be considered as the main motivations: I always wanted to visit South Africa (\bar{x} =3.94), to experience something new (\bar{x} =3.60), to have fun (\bar{x} =3.59) and to experience SA's unique wildlife with a mean value of (\bar{x} =3.57).

Travel motivation has long been recognised to be one of the most crucial factors as it is recognized as an essential part to understanding a tourist's dynamic behaviour (Huang, Shen & Choi 2015:2). According to Slabbert and Van Vuuren (2011:296) to predict the travel behaviour and knowledge of travel motivation plays a crucial role in tourism marketing and to have the necessary knowledge and understanding of tourist behaviour, policies as well as tactics can be developed to ensure an increase in the demand for tourism.

The least important motivations, based on the mean values, include: Visiting for medical reasons (\bar{x} =2.21), visiting for health reasons (\bar{x} =2.23), to discover my roots (\bar{x} =2.46) and due to the availability of tour packages (\bar{x} =2.51). These reasons have been rated as less important for visiting South Africa.

4.2.3 *Image of South Africa as tourism destination*

The following results (see Table 4.5) were formulated from Section C in the questionnaire which focused mainly on respondents' rating of South Africa's image as a tourism destination. This section consisted of a Likert-scale question where 1 = Strongly Disagree, 2 = Disagree, 3 = Neither disagree nor Agree, 4 = Agree and 5 = Strongly Agree.

Table 4.5: Image of South Africa as a tourism destination

IMAGE OF SOUTH AFRICA	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE/ DISAGREE	AGREE	STRONGLY AGREE	MEAN VALUE	STANDARD DEVIATION
1. The accommodation facilities are excellent	3%	3%	16%	49%	29%	3.98	.89
2. SA has a variety of cultural attractions (e.g.: Museums)	3%	4%	25%	44%	24%	3.82	.93
3. The natural attractions are unique	3%	3%	20%	40%	34%	4.01	.92
4. SA provides a wide variety of entertainment (e.g.: Nightlife)	2%	7%	31%	38%	22%	3.60	.97
5. Transport in SA is accessible and reliable	4%	11%	29%	37%	19%	3.53	1.05
6. SA provides unique dining experiences	2%	5%	28%	46%	19%	3.73	.89
7. Visitor information is readily accessible	2%	7%	31%	44%	16%	3.64	.90
8. SA provides a wide variety of recreation activities (e.g.: Hiking)	3%	5%	29%	42%	21%	3.72	.94
9. The members of staff at tourism products are friendly	2%	6%	29%	40%	23%	3.74	.94
10. The members of staff always put the guests' interests first	2%	7%	31%	43%	17%	3.66	.91
11. The members of staff are all well-trained and well-educated	3%	7%	32%	41%	17%	3.62	.93
12. The members of staff are professional	2%	6%	30%	43%	19%	3.68	.93
13. The overall service delivered was good	8%	4%	25%	43%	20%	3.80	.88
14. The members of staff understand visitors' needs	2%	5%	32%	43%	18%	3.70	.88
15. The members of staff are reliable	2%	6%	31%	43%	18%	3.69	.88
16. South Africa offers satisfying leisure experiences	1%	3%	27%	44%	25%	3.86	.87
17. South Africa offers unique experiences	2%	3%	26%	43%	26%	3.87	.90
18. Visiting SA is a once-in-a-lifetime experience	3%	9%	32%	35%	21%	3.59	1.02
19. Visiting SA is a challenging experience	6%	13%	33%	32%	16%	3.39	1.08
20. Visiting SA is an experience itself	2%	4%	28%	45%	21%	3.80	.87
21. South Africa's infrastructure is good	3%	6%	24%	43%	24%	3.80	.95
22. South Africa is a fun destination to visit	3%	3%	21%	45%	28%	3.92	.91
23. I enjoyed visiting South Africa	2%	2%	18%	40%	38%	4.10	.88
24. South Africa offers fulfilling experiences	2%	3%	25%	44%	26%	3.91	.87
25. I felt welcome during my visit to South Africa	2%	4%	21%	47%	26%	3.89	.90
26. South Africans are friendly	4%	4%	26%	40%	26%	3.81	.99
27. South Africa is an exciting place to visit	2%	3%	21%	47%	27%	3.97	.89
28. Visiting South Africa was a tiresome experience	13%	16%	30%	27%	14%	3.12	1.22

29. South Africa offers opportunities for various experiences	1%	3%	26%	49%	21%	3.86	.81
30. I will return to South Africa	3%	2%	19%	39%	37%	4.06	.94
31. I will invest in South Africa	11%	11%	31%	29%	18%	3.32	1.21
32. I enjoy talking about South Africa as a tourism destination	2%	3%	30%	41%	24%	3.82	.88
33. I am always interested in reading news about South Africa	3%	7%	32%	39%	19%	3.65	.96
34. I consider myself loyal to South Africa as a tourism destination	3%	7%	30%	38%	22%	3.69	.99
35. I will recommend South Africa to friends and relatives	3%	3%	19%	41%	34%	4.00	.95

Respondents either agreed or strongly agreed with the following image aspects of South Africa as a tourism destination:

- The accommodation facilities are excellent - 78%
- I enjoyed visiting South Africa – 78%
- I will return to South Africa - 76%
- I will recommend South Africa to friends and relatives - 75%
- The natural attractions are unique - 74%
- South Africa is an exciting place to visit - 74%
- South Africa is a fun destination to visit - 73%
- I felt welcome during my visit to South Africa - 73%
- South Africa offers fulfilling experiences - 70%
- South Africa offers opportunities for various experiences - 70%

Thus, accommodation facilities were highly regarded, and respondents enjoyed their visit to South Africa. It was also evident that respondents will return for a follow-up visit and recommend this destination to others. The image in tourists' minds relates to unique natural attractions, excitement, fun and a welcoming experience. Overall, the visit for respondents to SA seems to have left them with a positive image.

Respondents either disagreed or strongly disagreed with the following image aspects of South Africa as a tourism destination:

- Visiting South Africa was a tiresome experience - 29%
- I will invest in South Africa - 22%
- Visiting SA is a challenging experience - 19%
- Transport in SA is accessible and reliable - 15%
- Visiting SA is a once-in-a-lifetime experience - 12%

On a positive note, respondents, did not consider their visit a tiresome or challenging experience. However, on a negative note 22% of the respondents will not invest in South Africa, 15% found the transport not to be accessible and reliable and 12% disagreed that visiting this country is a once-in-a-lifetime experience.

Based on the mean values seen in Table 4.5, respondents rated the following image aspects as important: I enjoyed visiting South Africa ($\bar{x}=4.10$), I will return to South Africa ($\bar{x}=4.06$), the natural attractions are unique ($\bar{x}=4.01$), I will recommend South Africa to friends and relatives ($\bar{x}=4.00$) and South Africa is an exciting place to visit ($\bar{x}=3.97$).

Table 4.5 also indicates the less important image aspects according to the lowest mean values as the following: Visiting South Africa was a tiresome experience ($\bar{x}=3.12$), I will invest in South Africa ($\bar{x}=3.32$), Transport in SA is accessible and reliable ($\bar{x}=3.53$) and Visiting SA is a once-in-a-lifetime experience ($\bar{x}=3.59$).

4.2.4 Media usage of respondents

Common statements such as “watching television” or “reading a book”, “going to the movies” or “going online” provides general information about a relationship to a specific medium. These forms of media provide time off from more specific and even more notable events. Media enables people to take part in something that engages them and provides pleasure. Media platforms have undergone an enormous change over the past decade and mainly

consists of two main categories, social media and traditional media. These will be discussed below.

4.2.4.1 Traditional Media usage

Television, radio, billboards, corporate gifts, corporate fairs or expos and the business's webpage are among traditional media platforms. These media are and have been very popular and the most commonly used by businesses and tourism destinations. In addition, they have a large amount of information available. According to Thurman (2013:3) and Dworak (2013:4) these media sources offer tourists opportunities to get information about opinions, ideas, facts, events and information regarding destinations, meaning that using traditional media sources can be influential in the tourist decision-making process.

The following results seen in Tables 4.6 to 4.8 were evident from Section D in the questionnaire which focused mainly on traditional media usage among respondents. This section included two questions both using Likert-scale questions as indicated below.

Table 4.6: Traditional media information sources

USAGE	ALWAYS	VERY OFTEN	SOMETIMES	RARELY	NEVER	MEAN VALUE	STANDARD DEVIATION
1. Newspapers	25%	15%	21%	21%	18%	2.92	1.43
2. Magazines	16%	18%	33%	19%	14%	2.96	1.25
3. Radio	18%	14%	22%	23%	23%	3.18	1.41
4. Television	33%	20%	22%	12%	13%	2.50	1.39
5. Destination website	31%	24%	19%	15%	11%	2.50	1.36
6. Travel fairs and expos	10%	14%	23%	25%	28%	3.48	1.28
7. Brochures	10%	17%	32%	21%	20%	3.22	1.23
8. Books and guides	13%	21%	28%	23%	15%	3.04	1.25
9. Billboards	9%	11%	23%	28%	29%	3.57	1.25

Respondents use the following traditional media either very often or always when gathering tourism information:

- Destination website - 55%
- Television - 53%
- Newspapers - 40%
- Magazines - 34%

It is evident that respondents still make use of traditional media sources. As seen in the results above, respondents still make use of websites (55%) to gather information and do research on South Africa as a tourism destination. This highlights the importance of an updated website with relevant and interesting information. Respondents also make use of television (53%) as well as newspapers (40%) and magazines (34%) respectively to gather tourism information.

Respondents either rarely or never use the following traditional media for the purposes of tourism information:

- Billboards - 57%
- Travel fairs and expos - 53%
- Radio - 46%
- Brochures - 41%
- Books and guides - 38%

Billboards (57%), travel fairs and expos (56%) and radio (46%) are less popular as traditional media. From the mean values as indicated in Table 4.6, respondents rated the following traditional media sources as least important: Billboards with a mean value of 3.57 followed by Travel fairs and expos with a mean value of 3.48. It can also be seen in Table 4.6 that respondents rated the following traditional media sources as most important: Television with a mean value of 2.50 and Destination websites with a mean value of (2.50).

Respondents either agreed or strongly agreed with the following aspects regarding reasons for using traditional media information sources:

- It gives me ideas about a possible next trip, special travel offers etc. - 44%
- It updates me on news about destinations - 42%
- It is nice to have the actual product like magazines in your hand - 43%
- I can use/read the media over and over - 42%
- High quality visual media (pictures and photos) - 43%
- It is a platform for education - 41%
- It is affordable - 40%

Table 4.7: Reasons for using traditional media

MAIN REASONS FOR USING TRADITIONAL MEDIA	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE/ DISAGREE	AGREE	STRONGLY AGREE	MEAN VALUE	STANDARD DEVIATION
1. It updates me on news about destinations	13%	22%	23%	30%	12%	3.09	1.23
2. The high levels of creativity offered in traditional media is good	9%	19%	36%	28%	8%	3.08	1.07
3. I can use/read the media over and over	10%	19%	29%	31%	11%	3.14	1.14
4. There is a sense of prestige involved in using traditional media	8%	21%	39%	25%	7%	3.00	1.03
5. I feel involved while using the media	7%	21%	40%	24%	8%	3.03	1.03
6. I can buy these media anywhere	7%	19%	37%	27%	9%	3.11	1.06
7. I am familiar with traditional media	6%	22%	35%	27%	10%	3.11	1.05
8. Traditional media have a high level of market penetration	8%	19%	37%	25%	11%	3.03	1.08
9. Information in traditional media is trustworthy	7%	19%	40%	25%	9%	3.11	1.03
10. To learn certain skills (Cooking, gardening)	10%	17%	39%	25%	9%	3.00	1.08
11. High quality visual media (pictures and photos)	9%	18%	30%	29%	14%	3.17	1.15
12. It is a platform for education	8%	21%	30%	30%	11%	3.11	1.35
13. It is affordable	8%	19%	33%	32%	8%	3.12	1.07
14. It gives me ideas about a possible next trip, special travel offers etc.	10%	18%	28%	33%	11%	3.19	1.14
15. It is a method of relaxation	9%	16%	36%	30%	9%	3.13	1.07
16. It is nice to have the actual product like magazines in your hand	9%	17%	31%	30%	13%	3.20	1.14

Respondents either disagreed or strongly disagreed with the following aspects regarding the reasons they make use of Traditional Media Information sources:

- It updates me on news about destinations - 35%
- There is a sense of prestige involved in using traditional media - 29%
- It is a platform for education - 29%
- I can use/read the media over and over - 29%
- I am familiar with traditional media - 28%
- I feel involved while using the media - 28%
- The high levels of creativity offered in traditional media is good - 28%
- It gives me ideas about a possible next trip, special travel offers etc. - 28%

The mean values of Table 4.7 show that respondents rated the following reasons as most important: It is nice to have the actual product like magazines in your hand (\bar{x} =3.20), It gives me ideas about a possible next trip, special travel offers etc. (\bar{x} =3.19), High quality visual media (pictures and photos) (\bar{x} =3.17) and I can use/read the media repeatedly (\bar{x} =3.14).

The following reasons have been rated as less important by respondents: to learn certain skills (cooking, gardening) (\bar{x} =3.00), there is a sense of prestige involved in using traditional media (\bar{x} =3.00), I feel involved while using the media (\bar{x} =3.03) and traditional media have an elevated level of market penetration (\bar{x} =3.03) (Table 4.7).

4.2.4.2 Modern Media

Media has become a universal phenomenon due to the increase in popularity of modern media. At the beginning of the 20th century, after many countries gained Internet access, the rise in the use of the Internet began to influence economies and social life as well as tourists' decisions. "Social networking is a type of social media; social networking sites allow Internet users to connect with people and create information" (Yazdanifard & Yee, 2014:507). Social media changed the way people use and contribute to the establishment of information. These days, technology allows people to share their thoughts, opinions and creations, effortlessly on the Internet.

Below are results which were formulated from Section E of the questionnaire which focused on modern media usage among respondents. Section E consisted of two questions both using Likert-scales as indicated below.

4.2.4.2.1 Modern media information sources

Table 4.8: Usage of modern media information sources

MODERN MEDIA INFORMATION SOURCES	ALWAYS	VERY OFTEN	SOMETIMES	RARELY	NEVER	MEAN VALUE	STANDARD DEVIATION
1. Facebook	34%	17%	18%	12%	19%	2.64	1.51
2. Twitter	16%	14%	12%	15%	43%	3.54	1.53
3. Instagram	17%	13%	15%	14%	41%	3.50	1.53
4. YouTube	17%	21%	21%	15%	26%	3.09	1.43
5. Google+	34%	18%	13%	13%	22%	2.68	1.57
6. LinkedIn	9%	10%	17%	19%	45%	3.83	1.32
7. TripAdvisor	17%	17%	22%	17%	27%	3.18	1.44
8. Pinterest	5%	8%	17%	17%	53%	4.05	1.19
9. Myspace	7%	9%	13%	15%	56%	4.07	1.30
10. Websites	45%	22%	12%	8%	13%	2.22	1.41
11. Flickr	6%	5%	12%	17%	60%	4.39	4.90

Respondents use the following modern media platforms either very often or always for tourism purposes:

- Websites - 67%
- Google+ - 52%
- Facebook - 51%

Respondents use the following modern media platforms either rarely or never for tourism purposes:

- Flickr - 77%
- Myspace - 71%
- Pinterest - 70%
- LinkedIn - 64%
- Twitter - 58%

The popularity of websites, Google+ and Facebook for finding tourism information is evident from this. Destinations should take note of these media and the way respondents use them. The mean values in Table 4.8 indicates the usage of modern media platforms. Respondents preferred the following modern media platforms according to their mean value: Websites (\bar{x} =2.22), Facebook (\bar{x} =2.64) and Google+ (\bar{x} =2.68). Respondents did not prefer the

following modern media platforms for tourism purposes: Flickr (\bar{x} =4.39), Myspace (\bar{x} =4.07), Pinterest (\bar{x} =4.05) and LinkedIn (\bar{x} =3.83).

4.2.4.2.2 Reasons for making use of modern media

Table 4.9: Reasons for making use of modern media

MAIN REASONS FOR USING SOCIAL MEDIA	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE/ DISAGREE	AGREE	STRONGLY AGREE	MEAN VALUE	STANDARD DEVIATION
1. Social media networking sites are accessible	23%	18%	16%	24%	19%	2.97	1.45
2. Social media assists with brand and image awareness	15%	19%	26%	26%	14%	3.07	1.26
3. Social media is an excellent tool for promotional activities	18%	17%	22%	26%	17%	3.05	1.34
4. Using social media is cheap	18%	18%	26%	21%	17%	3.01	1.34
5. Social media is time and cost effective	19%	17%	23%	25%	16%	3.01	1.34
6. It is available 24 hours per day	21%	16%	20%	25%	18%	3.03	1.40
7. Social media can target more specific markets	14%	19%	27%	25%	15%	3.07	1.27
8. Social media allows for instant feedback	15%	19%	25%	25%	16%	3.08	1.29
9. Social media is trustworthy	10%	18%	35%	23%	14%	3.12	1.17
10. Content can be reached quickly and easily	16%	18%	23%	26%	17%	3.12	1.13
11. Meaningful relationships can be created	12%	16%	35%	24%	13%	3.07	1.18
12. Social media is a great way of staying in touch with people	17%	20%	20%	26%	17%	3.06	1.35
13. Social media gives the opportunity to make new friends	14%	19%	28%	24%	15%	3.05	1.27
14. Social media is a great way to pass time	14%	20%	26%	26%	14%	3.05	1.26
15. One can meet interesting people	13%	18%	29%	27%	14%	3.11	1.22
16. Social media is entertaining	13%	19%	26%	26%	16%	3.09	1.27
17. Social media is a part of my lifestyle	14%	18%	28%	23%	17%	3.10	1.27

Respondents either agreed or strongly agreed with the following reasons for using modern media platforms:

- Social media networking sites are accessible - 43%
- It is available 24 hours per day - 43%
- Content can be reached quickly and easily - 43%
- Social media is a great way of staying in touch with people - 43%
- Social media is an excellent tool for promotional activities - 43%
- Social media is time and cost effective - 41%

- Social media allows for instant feedback - 41%
- One can meet interesting people - 41%
- Social media is entertaining - 41%

The mean values in Table 4.9 indicate that respondents rated following reasons as important when using modern media: Modern media is trustworthy (\bar{x} =3.12), Content can be reached quickly and easily (\bar{x} =3.12), one can meet interesting people (\bar{x} =3.11), Social media is a part of my lifestyle (\bar{x} =3.10) and Social media is entertaining (\bar{x} =3.09).

In conclusion, the above results showed that most of the respondents have visited South Africa before. One of the reasons for this could be that South Africa was on their bucket list and they always wanted to visit this country. It is also evident that respondents consider their visit to South Africa as something new, fun, unique and a relaxing experience. They also consider the accommodation facilities to be of high standard. These results also show that respondents will return for a follow-up visit and will recommend South Africa to friends and relatives.

It was evident that respondents still make use of traditional media sources such as destination’s websites, television, newspapers and magazines because it is convenient for respondents to have the actual product in their hand, it gives them ideas about a possible next trip and it offers high quality visual media. In terms of modern media sources, platforms such as Goolge+, Websites and Facebook are being used by respondents to gather information on South Africa as a tourism destination. Respondents see modern media as trustworthy, the content can be reached quickly and easily and one can meet interesting and new people.

The next section will discuss the exploratory results which includes sections such as reasons for visiting South Africa as well as exploratory results of traditional media usage and social media usage

4.3 EXPLORATORY RESULTS

Exploratory results can be defined as “unstructured, informal research that is undertaken to gain background information about the general nature of a research problem” (Burns & Bush, 2014:101). Exploratory results indicate the exploration of the research question or problem and is not intended to offer final and conclusive solutions to existing problems. Exploratory results are important since they help to anticipate the problems and variables that might arise in a study (Smith & Albaum, 2012:12). Exploratory research is also known to

be a primary data collection technique (Neelankavil, 2007:104) and one of the main purposes of conducting this type of research is to give more insight to a problem.

The following section highlights the results in further depth, which includes reasons for visiting South Africa as well as exploratory results of traditional media usage and social media usage.

4.3.1 Exploratory results for reasons for visiting South Africa

The main reasons for visiting South Africa were subjected to a Principal Component (PCA) using SPSS version 23 to gain deeper insight of the data, analyse trends, forecast and plan to validate assumptions and drive accurate conclusions. Prior to performing the PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. The Kaiser-Meyer-Olkin value was 0.885, exceeding the recommended value of 0.6 (Kaiser, 1974) and Bartlett's Test of Sphericity ($p < 0.000$) reached statistical significance, supporting the factorability of the correlation matrix.

The principal components analysis revealed the presence of seven factors with eigenvalues, exceeding 1, explaining 68.80% of the variance. An inspection of the screeplot revealed a clear break after the seventh component which supported the validity of the seven factors. To aid in the interpretation of the seven factors, Oblimin rotation was performed. According to Sarmiento and Costa (2017:169) Oblimin rotation can be defined as the method for gaining oblique rotations used to transform vectors related with principal factor analysis or factor analysis to a simple structure. Oblimin rotation produces factors that can be correlated and compared with each other (Grieve, 2016:159; Meyers, Gamst & Guarino, 2013:673).

These factors were labelled as: 'Destination attractiveness', 'Destination safety', 'Belonging', 'Destination activities', 'Self-Actualization', 'Knowledge' and 'Escape' (See Table 4.10).

Table 4.10: Factor analysis for reasons for visiting South Africa

Items	Motivational factors to travel to South Africa						
	Destination attractiveness	Destination offerings	Belonging	Destination activities	Self-actualization	Knowledge	Escape
2.9 To experience SA's unique outdoor lifestyle	.593						
2.10 To experience SA's unique wildlife	.578						
2.24 To experience SA's heritage	.417						
2.20 To learn about the SA culture	.322						
2.18 Due to the availability of package tours		.857					
2.17 For medical reasons		.822					
2.19 Due to the opportunity to travel in a group		.811					
2.16 For health reasons		.789					
2.12 To visit family			-.910				
2.13 To visit a loved one			-.810				
2.11 To visit friends			-.804				
2.15 To travel with loved ones			-.336				
2.5 To participate in specific activities				-.844			
2.6 To visit specific scenic attractions				-.760			
2.7 To participate in adventure activities				-.647			
2.14 To interact with locals				-.420			
2.2 It's on my "bucket-list"					.792		
2.1 I always wanted to visit SA					.658		
2.3 I am on a self-discovery trip					.653		
2.8 I want to boast about my trip to SA					.629		
2.4 I want to discover my roots					.385		
2.22 For business reasons						.752	
2.21 For educational reasons						.675	
2.25 I heard about it in the media						.483	
2.27 To have fun							.840
2.28 To escape from routine							.828
2.26 To rest and relax							.823
2.29 To find relief from tension							.796
2.23 To experience something new							.460
Cronbach Alpha Coefficient	0.847	0.876	0.804	0.798	0.748	0.555	0.865
Inter-item correlations	0.581	0.639	0.502	0.496	0.371	0.289	0.560
Mean value and Standard Deviation	3.41 (±.97)	2.39 (±1.08)	2.92 (±1.13)	3.23 (±.98)	3.23 (±.85)	3.15 (±1.02)	3.46 (±.97)

Table 4.11: Component Correlation Matrix

Component	Destination attractiveness	Destination offerings	Belonging	Destination activities	Self-actualization	Knowledge	Escape
Destination attractiveness	1.000	.073	.032	-.215	.218	.015	.352
Destination Safety	.073	1.000	-.354	-.312	.246	.314	.277
Belonging	.032	-.354	1.000	.185	-.101	-.111	-.159
Destination activities	-.215	-.312	.185	1.000	-.223	-.104	-.308
Self-actualization	.218	.246	-.101	-.223	1.000	.084	.381
Knowledge	.015	.314	-.111	-.104	.084	1.000	.051
Escape	.352	.277	-.159	-.308	.381	.051	1.000

Reliability (Cronbach's α) was obtained to measure the internal consistency of each of the factors and all factors with a Cronbach Alpha above 0.55 were deemed acceptable for this exploratory study (See Table 4.10). Inter-item correlations indicate the degree to which items within factors correlate with each other (Zumbo & Chan, 2014:55). The component correlation matrix revealed small correlations between the factors thus supporting the individual factors as independent (See Table. 4.11). According to Burns and Bush (2014:321) the mean value, also known as the average, is a third measurement of central tendency. The mean value can be calculated by summing the values of the data points and the dividing that sum by the number of the data points in that set (Seafert, 2014:48). Complimentary to the mean value is the standard deviation. The standard deviation is a helpful descriptive because it communicates the same general concept as variance, average dispersion value or "spread", Seafert (2014:50). Therefore, standard deviation provides understanding as to how much the data is spread around the mean value (Baesens, van Vlasselaer & Verbeke, 2015:51; Seafert, 2014:50).

Each factor is discussed in more detail below.

Factor 1: Destination Attractiveness

As per respondents' opinions, is it evident that destination attractiveness plays a crucial role in the reasons that respondents visit South Africa. Respondents see destination attractiveness as the experience of SA's unique outdoor lifestyle, unique wildlife, heritage and culture. Based on the mean value ($\bar{x}=3.41$; $SD=\pm.97$) Destination Attractiveness is considered the second most important reason for visiting South Africa and relates to the unique selling points of this country. South Africa is also marketed according to these attractions which clearly works well. Destination Attractiveness also yielded a Cronbach Alpha value of 0.847 which is highly acceptable for this study. Destination Attractiveness was also considered an important motivator in the studies of Hu and Ritchie (1993:25), Lee *et al.* (2014:276) and Reitsamer *et al.* (2016:3).

Factor 2: Destination Offerings

Destination Offerings consists mainly of 4 aspects, the availability of package tours, for medical reasons, the opportunity to travel in a group and for health reasons. This factor was considered the least important reason for visiting South Africa ($\bar{x}=2.39$; $SD=\pm1.08$). A Cronbach Alpha value of 0.876 were obtained to measure the internal consistency between items as this value is higher than 0.70 it is acceptable for this study. Destination Offerings were also seen as important by Abkar *et al.* (2010:540) and Tan (2017:236).

Factor 3: Belonging

Belonging refers to a close or intimate relationship such as visiting family, visiting a loved one, visiting friends and travelling with loved ones. Even though it was identified as a valid factor it was not considered as one of the main reasons for visiting South Africa ($\bar{x}=2.92$; $SD=\pm1.13$). Belonging resulted in a Cronbach Alpha value of 0.804 which indicates that the value is acceptable for exploratory study. Belonging as a travel motivation factor was also considered important by Chen & Chen (2015:420) and Hsu *et al.* (2017:121).

Factor 4: Destination Activities

Destination Activities refers to participation in specific activities, to visit specific scenic attractions, to participate in adventure activities and to interact with the locals. This factor achieved a mean value of over 3 ($\bar{x}=3.23$; $SD=\pm.98$) indicating the importance of these activities to respondents. Destination Activities yielded a Cronbach Alpha value of 0.798 and is therefore highly acceptable for this study. In a study done by Coenders *et al.* (2015:502)

and Lee *et al.* (2015:3) Destination Activities were also considered as an important motivator to travel.

Factor 5: Self-actualization

Self-actualization also achieved a mean value of over 3 ($\bar{x}=3.23$; $SD=\pm.85$) supporting the importance of this factor to respondents. Self-actualization includes aspects such as: it's on my bucket-list, respondents always wanted to visit South Africa, they are on a self-discovery trip, they want to boast about their trip to SA and respondents want to discover their roots. The benefits that respondents gain from travelling to South Africa seem to be important and worth considering in the marketing of this country. The Cronbach Alpha Value for Self-actualization is 0.748. Previous studies done by Prayag, Cohen and Yan (2014:727) and Chung, Baik and Lee (2016:482) also indicated that Self-actualisation is an important travel motivation component.

Factor 6: Knowledge

Respondents also visited South Africa not only for social or leisure reasons but also for educational or “knowledge” reasons also identified by Assiouras *et al.* (2014:1390) and Hsu *et al.* (2017:121). Travelling to South Africa for business and educational reasons and because of what respondents heard in the media are considered important reasons for visiting ($\bar{x}=3.15$; $SD=\pm 1.02$). Knowledge resulted in a Cronbach Alpha value of 0.555. As the Cronbach Alpha value is below the recommended value but still acceptable for exploratory purposes.

Factor 7: Escape

To escape and relax have always been important reasons for travelling and it is not different for this research. Factor 7, labelled Escape, was rated as the most important reason for visiting South Africa ($\bar{x}=3.46$; $SD=\pm.97$). Respondents have several reasons why they visit South Africa with Escape being the most important to respondents. Escape includes features such as: to have fun, to escape from routine, to rest and relax, to find relief from tension and to experience something new. Escape resulted in a Cronbach Alpha value of 0.865 which was obtained to measure the internal consistency of the items and the value were deemed to be acceptable for exploratory study (Andrew, Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114).

In conclusion it is clear that respondents visit South Africa to escape and because of its attractiveness, thus a pull and a push factor. Destination offerings such as medical services and availability of packages are less important. Whether it is to experience South Africa's

unique wildlife, to visit friends or family or it was on their “bucket-list”, South Africa has a lot to offer.

The following section will discuss the exploratory results for traditional as well as modern media sources.

4.3.2 Exploratory factor analyses for media

4.3.2.1 Exploratory factor analyses for preferred types of traditional media

To explore the fundamental factors of Traditional Media Sources, a Principal Component Analysis (PCA) was conducted using SPSS (Version 23) to gain in-depth understanding of the data. The suitability of the data was assessed before the PCA to prevent any violation of the data. By examining the correlation matrix many coefficients of 0.3 and higher were obtained. This means that the correlation matrix coefficients are all positively correlated and indicates that there is a relationship between the variables. The Kaiser-Meyer-Olkin value exceeded the recommended value of 0.6 (Kaiser 1974) with a value of 0.832. These results therefore indicate that the sample is adequate. The Bartlett’s Test of Sphericity reached statistical significance ($p < 0.000$) which indicates the significance of the data and thereby shows the validity and suitability of the data collected to the problem being addressed through the study.

Two factors were revealed by the Principal Components Analysis with eigenvalues greater than 1, explaining 59,53% of the variance. To support the interpretation of the two factors, Oblimin rotation was performed. According to Sarmiento and Costa (2017:169) Oblimin rotation can be defined as the method for gaining oblique rotations used to transform vectors related with principal factor analysis or factor analysis to a simple structure. Oblimin Rotation produces factors that can be correlated and compared with each other (Grieve, 2016:159; Meyers, Gamst & Guarino, 2013:673). The two factors were labelled as: “Below-the-line-media” and “Above-the-line-media”. Reliability (Cronbach’s α) is the measurement of the internal consistency of different features with each other. Cronbach Alpha values range at 0.7 or higher. Both factors revealed Cronbach Alpha values of higher than 0.762 which indicate elevated levels of internal consistency (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114; Camillo, 2015:451; Shegg & Stangl, 2017:247).

Table 4.12: Exploratory factor analysis for types of traditional media

Items	Traditional media preferences	
	Below-the-line-media	Above-the-line media
1.8 Books and guides	.845	
1.7 Brochures	.793	
1.6 Travel fairs and expos	.666	
1.5 Destinations website	.650	
1.9 Billboards	.536	
1.1 Newspapers		-.872
1.3 Radio		-.862
1.4 Television		-.781
1.2 Magazines		-.663
Cronbach Alpha Coefficient	0.762	0.828
Inter-item correlations	0.395	0.547
Mean value and Standard Deviation	3.12(±.96)	2.85(±1.13)

Table 4.13: Component Correlation Matrix

Component	Below-the-line-media	Above-the-line-media
Below-the-line-media	1.000	-.352
Above-the-line-media	-.352	1.000

A small correlation is evident between Below-the-line-media and Above-the-line-media which indicates the independence of each of these factors.

Factor 1: Below-the-line-media

Below-the-line-media consists of books and guides, brochures, travel fairs and expos, destination websites and billboards. As seen in Table 4.12, respondents rated Below-the-line-media sources as most important with a mean value of (\bar{x} =3.12; SD=±.96). Respondents thus consider these media as important when searching for tourism information. This factor showed a Cronbach Alpha value of 0.762 which is deemed as acceptable for this study. In a study by O'Brien (2011:1692) the importance of below-the-line-media is discussed.

Factor 2: Above-the-line-media

Above-the-line-media includes media such as newspapers, radio, television and magazines. Above-the-line-media is considered as less important when respondents search for tourism related information (\bar{x} =2.85; SD=±1.13). Above-the-line-media showcased a Cronbach Alpha Value of 0.828. These results support the work of Gautam (2014:34) that found that these forms of media are less important when people are searching for tourism related information.

4.3.2.2 Exploratory factor analysis for reasons for using traditional media

The reasons that respondents make use of Traditional Media Sources were subjected to Principal Component Analysis (PCA) using SPSS (Version 23) to gain in-depth understanding of the data for further analysis. Before the PCA was conducted, the data was evaluated to reveal the suitability to prevent any violation of the data. By examining the correlation matrix many coefficients of 0.3 and more were obtained and this therefore indicates the relationship between the variables. The Kaiser-Meyer-Olkin (KMO) value was 0.958, exceeding the recommended value of 0.6 which shows that the sample is suitable for factor analysis and the Bartlett's test of Sphericity was statistically significant ($p < 0.000$). Two factors were obtained by the Principal Components Analysis with eigenvalues greater than 1, explaining 68.46% of the variance. These features were labelled as: "Qualities and Functions" and "Accessibility and Involvement". To support the interpretation of the two factors, Oblimin rotation was performed. Oblimin Rotation is a method for gaining oblique rotations used to transform vectors related with principal factor analysis or factor analysis (Sarmiento & Costa, 2017:169). Both factors with a Cronbach Alpha above 0.93 were obtained and this is highly acceptable for this exploratory study.

Table 4.14: Exploratory factor analysis for reasons for using traditional media

Items	REASONS FOR USING TRADITIONAL MEDIA	
	Qualities and Functions	Accessibility and Involvement
3.11 High quality visual media (pictures and photos)	.889	
3.14 It gives me ideas about possible next trips, special travel offers etc.	.887	
3.12 It is a platform for education	.867	
3.13 It is affordable	.852	
3.16 It is nice to have the actual product like magazines in your hand	.750	
3.10 To learn new skills (Cooking, gardening)	.722	
3.15 It is a method of relaxation	.672	
3.1 It updates me on news about destinations	.601	
3.4 There is a sense of prestige involved in using traditional media		.909
3.5 I feel involved while using the media		.900
3.6 I can buy these media anywhere		.801
3.9 Information in traditional media is trustworthy		.569
3.3 I can use/read the media over and over		.560
3.8 Traditional media have a high market penetration		.531
3.2 The high levels of creativity offered in traditional media is good		.512
3.7 I am familiar with traditional media		.469
Cronbach Alpha Coefficient	0.933	0.931
Inter-item correlations	0.637	0.629
Mean value and Standard Deviation	3.14(±.94)	3.09(±.88)

Table 4.15: Component Correlation Matrix

Component	Qualities and Functions	Accessibility and Involvement
Qualities and Functions	1.000	.715
Accessibility and Involvement	.715	1.000

Two factors were evident, Qualities and Functions and Accessibility and Involvement. The following section will discuss each factor in more detail.

Factor 1: Qualities and Functions

The first factor was labelled as Qualities and Functions and consists of eight aspects such as high quality visual media (pictures and photos), it gives ideas about possible next trips, special travel offers etc., it is a platform for education, it is affordable, and so on. This factor showed the highest mean value ($\bar{x}=3.14$; $SD=\pm.94$) and can be considered the most important reason for using traditional media sources. Qualities and Functions revealed a Cronbach Alpha value of 0.933, which is suitable for this study (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114).

Factor 2: Accessibility and Involvement

The second factor, Accessibility and Involvement, achieved a mean value of $\bar{x}=3.09$ ($SD=\pm.88$). This factor consists of eight components including aspects such as a sense of prestige involved in using traditional media, feeling of involvement while using the media, easy to buy anywhere, and the information in traditional media is trustworthy. The mean value also highlights the importance of this factor. Accessibility and Involvement showcased a Cronbach Alpha value of 0.931 and is therefore seen as a highly recommended value for this study. These results support the work of Nekatibebe (2012:23) and Wolf *et al.* (2013:61) and found that Accessibility and Involvement factors are important when using traditional media as they create a sense of consistency and feeling of involvement.

In conclusion, respondents make use of traditional media for various reasons whether it is for the high quality visual media, affordability or to learn new skills. All the items showed reliable results which were deemed acceptable for this exploratory study. The following section will discuss modern media and, more specifically, types of social media and reasons as to why respondents make use of social media platforms.

4.3.2.3 Exploratory factor analysis for types of modern media

To explore the fundamental factors of Social Media Sources, a Principal Component Analysis (PCA) was conducted using SPSS (Version 23) to get a better understanding of the data and evaluate the data for further analysis. The data was assessed before the PCA was conducted to prevent any violation of the data. By examining the correlation matrix, many coefficients of 0.3 and more were obtained. This means that the correlation matrix coefficients are all positively correlated and indicates that there is a relationship between the variables. The KMO (Kaiser-Meyer-Olkin) value, surpassed the suggested value of 0.6, with a value of .860 and Bartlett's Test of Sphericity was significant ($p < 0.000$).

Three factors were obtained by the Principal Components Analysis with eigenvalues greater than 1, explaining 67.91% of the variance. To assist the further interpretation of the three factors Oblimin rotation was performed. Oblimin rotation is a method for obtaining oblique rotations used to alter vectors associated with principal analysis or factor analysis which produces factors which can be correlated and compared with each other (Sarmiento & Costa, 2017:169; Grieve, 2016:159; Meyers, Gamst & Guarino, 2013:673). The three factors were labelled as: "Personal e-media", "Business e-media: and "Public e-media". Reliability (Cronbach's α) was obtained to measure the internal consistency of aspects within each other. Cronbach Alpha Values at or above 0.7 are highly recommend values for explorative studies (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114; Camillo, 2015:451; Shegg & Stangl, 2017:247).

Table 4.16: Exploratory factor analysis for types of modern media

Items	TYPES OF MODERN MEDIA		
	Personal e-media	Business e-media	Public e-media
1.1 Facebook	.845		
1.4 YouTube	.754		
1.3 Instagram	.687		
1.2 Twitter	.638		
1.5 Google+	.562		
1.11 Flickr		-.870	
1.9 Myspace		-.855	
1.8 Pinterest		-.830	
1.6 LinkedIn		-.527	
1.7 TripAdvisor			.820
1.10 Websites			.688
Cronbach Alpha Coefficient	0.812	0.853	0.551
Inter-item correlations	0.467	0.595	0.380
Mean value and Standard Deviation	3.03(±1.17)	4.00(±1.08)	2.67(±1.20)

Table 4.17: Component Correlation Matrix

Component	Personal e-media	Business e-media	Public e-media
Personal e-media	1.000	-.362	.201
Business e-media	-.362	1.000	-.093
Public e-media	.201	-.093	1.000

Factor 1: Personal e-media

Personal e-media sources include Facebook, YouTube, Instagram, Twitter and Google+. The results are reliable with a Mean Value and Standard Deviation of 3.03 (± 1.17). Personal e-media also showed a Cronbach Alpha value of 0.812 which indicates high levels of internal consistency and is acceptable for this study (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114).

Factor 2: Business e-media

The second factor consists of Flickr, Myspace, Pinterest and LinkedIn. Business e-media sources are rated as most important by respondents with a Mean Value and Standard Deviation being the highest 4.00(± 1.08). The Cronbach Alpha value showcased a value of 0.853 which exceeds the recommended value of 0.7 (Camillo, 2015:451; Shegg & Stangl, 2017:247) and is therefore considered to be highly acceptable for this study.

Factor 3: Public e-media

Public e-media consists of TripAdvisor and Websites. These two factors also showed reliable results with a Mean Value and Standard Deviation of 2.67(± 1.20). A Cronbach Alpha α value of 0.551 was obtained for Public E-media. This value is below the recommended value of 0.7 (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114) and should therefore be further explored in future research.

4.3.2.4 Exploratory factor analysis for use of modern media

To explore the ultimate reasons as to why respondents make use of Social media sources, a Principal Component Analysis (PCA) was conducted by means of SPSS version 23. Before the PCA, the data was assessed to analyse the suitability of the data for factor analyses. By examining the correlation matrix many coefficients of 0.3 and more were found, which means that the correlation matrix coefficients are all positively correlated and that there is a relationship between the variables. The KMO (Kaiser-Meyer-Olkin) value exceeded the

recommended value of 0.6, with a value of 0.969 and Bartlett's Test of Sphericity reached statistical significance ($p < 0.000$).

Two factors were obtained by the Principal Components Analysis with eigenvalues greater than 1, explaining 79.47% of the variance. Oblimin rotation was performed to support further analyses of the data. According to Sarmiento and Costa (2017:169) Oblimin rotation can be defined as the method for gaining oblique rotations used to transform vectors related with principal factor analysis or factor analysis to a simple structure. Oblimin Rotation produces factors that can be correlated and compared with each other (Grieve, 2016:159; Meyers, Gamst & Guarino, 2013:673). These two aspects were labelled as: "Functions" and "Benefits". Reliability (Cronbach's α) was calculated to measure the internal consistency of aspects and since all the factors exceeded the recommended value of 0.7 (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114; Camillo, 2015:451; Shegg & Stangl, 2017:247) they were deemed highly acceptable for this study.

Table 4.18: Exploratory factor analysis for the use of modern media

Items	MODERN MEDIA USAGE	
	Functions	Benefits
3.6 It is available 24 hours per day	1.027	
3.1 Social media networking sites are accessible	.977	
3.4 Using social media is cheap	.976	
3.5 Social media is time and cost effective	.949	
3.10 Content can be reached quickly and easily	.849	
3.3 Social media is an excellent tool for promotional activities	.821	
3.8 Social media allows for instant feedback	.818	
3.2 Social media assists with brand and image awareness	.794	
3.7 Social media can target more specific markets	.753	
3.12 Social media is a great way of staying in touch with people	.698	
3.16 Social media is entertaining	.606	
3.14 Social media is a great way to pass time	.489	
3.9 Social media is trustworthy		.890
3.11 Meaningful relationships can be created		.786
3.15 One can meet interesting people		.691
3.17 Social media is part of my lifestyle		.598
3.13 Social media gives the opportunity to make new friends		.572
Cronbach Alpha Coefficient	0.978	0.911
Inter-item correlations	0.790	0.670
Mean value and Standard Deviation	3.04(\pm 1.20)	3.08(\pm 1.05)

Factor 1: Functions

The first factor consists of twelve items: it is available 24-hours per day, Social networking sites are accessible and using social media is cheap etc. (as seen in Table 4.18). All these components showed reliable results with the Mean Value and Standard Deviation being 3.04(\pm 1.20). These items showed a high Cronbach Alpha value of 0.978 which indicates that

the results are adequate for this study (Pedersen & McEvoy, 2011:202; Kozak & Kozak, 2013:114). In previous studies done by Reitz (2012:46) it is indicated that the functions of modern media are also seen as important.

Factor 2: Benefits

The second factor, Benefits, showed five items which are: Social media is trustworthy, meaningful relationships can be reached, one can meet interesting people, Social media is part of my lifestyle and Social media gives the opportunity to make new friends. The components also showed reliable results and are the most important reasons given by respondents for using Social media sources and the Mean Value and Standard Deviation is 3.08(±1.05). This factor revealed a Cronbach Alpha value of 0.911 which is deemed acceptable for this study (Camillo, 2015:451; Shegg & Stangl, 2017:247).

4.3.3 Exploratory factor analysis of image

The following section will explore the factor analyses of cognitive image, conative image and affective image. A Principal Component Analysis (PCA) was conducted by means of SPSS version 23. Before the PCA, the data was assessed to analyse the suitability of the data for factor analyses. In all three cases each image group resulted in one factor and therefore the initial labels were applied. The Cronbach Alpha values were high (above 0.855) indicating the validity of the questionnaire. Affective image was considered the most important of the three and therefore visitors have positive feelings towards South Africa as a tourism destination.

Table 4.19: Factor analysis of image

COGNITIVE IMAGE	AFFECTIVE IMAGE	CONATIVE IMAGE
3.1 The accommodation facilities are excellent	3.22 South Africa is a fun destination to visit	3.30 I will return to South Africa
3.2 SA has a variety of cultural attractions (e.g.: Museums)	3.23 I enjoyed visiting South Africa	3.31 I will invest in South Africa
3.3 The natural attractions are unique	3.24 South Africa offers fulfilling experiences	3.32 I enjoy talking about South Africa as a tourism destination
3.4 SA provides a wide variety of entertainment (e.g.: Nightlife)	3.25 I felt welcome during my visit to South Africa	3.33 I am always interested in reading news on South Africa
3.5 Transport in SA is accessible and reliable	3.26 South Africans are friendly people	3.34 I consider myself loyal to South Africa as a tourism destination
3.6 SA provides unique dining experiences	3.27 South Africa is an exciting place to visit	3.35 I will recommend South Africa to friends and relatives
3.7 Visitor information is readily accessible	3.29 South Africa offers opportunities for various experiences	

3.8 SA provides a wide variety of recreational activities (e.g.: Hiking)		
3.21 South Africa's infrastructure is good		
Cronbach Alpha: .876	Cronbach Alpha: .902	Cronbach Alpha: .856
Inter-item Mean: 0.442	Inter-item Mean: 0.568	Inter-item Mean: 0.509
Mean & Standard deviation: 3.77 (±0.71)	Mean & Standard deviation: 3.82 (±0.68)	Mean & Standard deviation: 3.77 (±0.77)

4.4 MULTIVARIATE AND INFERENCE STATISTICS

The following section will discuss the inferential statistics for traditional and modern media and Image. The methods used for assessing the multivariate and inferential statistics were a cluster analysis to determine the differences of media usage on the image formation of a first time, regular and repeat visitor to South Africa.

4.4.1 Cluster Analysis

One of the main reasons for making use of cluster analysis is to analyse multivariate data (Kettenring, 2006:4). Cluster analysis can be used in several areas to allocate features of an observation into clusters or groups so that those in the same group are more like each other than of those in other groups (Hsu, Finkelstein & Schoenfeld, 2015:1). The purpose of the cluster analysis is thus to identify different groups with common features. A cluster analysis was employed to classify the respondents into mutually exclusive groups based on the Ward method. This hierarchical clustering method is based on minimizing variances. The sum of squares of all variables in each cluster is calculated. Those with the smallest within-cluster sum of squares are combined (Ward, 1963). The multivariate statistics indicated that statistically significant differences existed among the three clusters at $p < 0.0001$. The clustering base for this study included the demographic variables age, gender, marital status, occupation, continent and previous visits to South Africa. The results of the cluster analysis for the influence of media on image indicate a three-cluster solution appeared in Table 4.19.

Table 4.20: Summary of dependent variables constituting the three-cluster solution

VARIABLES	CLUSTERS: BASED ON MEDIA MARKETING USED TO GATHER INFORMATION		
	1	2	3
N = 558	215	115	228
Have you visited SA before?			
Yes	98%	56.50%	44.60%
No	1.90%	43.50%	55.40%
Where did you hear about SA as tourism destination?			
Previous Visits			
No	0%	77.40%	78.10%
Yes	100%	22.60%	21.90%
Traditional Media			
No	100%	100%	54%
Yes	0%	0%	46.50%
Printed Media			
No	100%	100%	80.30%
Yes	0%	0%	19.70%
Electronic Media			
No	100%	100%	58%
Yes	0%	0%	41.70%
Friends and Family			
No	100%	0%	78.10%
Yes	0%	100%	21.90%
Travel Agency			
No	100%	100%	80.30%
Yes	0%	0%	19.70%
Fairs			
No	100%	100%	96.10%
Yes	0%	0%	3.90%
Travel Packages			
No	100%	100%	89.50%
Yes	0%	0%	10.50%
SOCIO-DEMOGRAPHIC CHARACTERISTICS			
Average Age	41 years	38 years	37 years
Gender			
Male	64.70%	57.40%	63.90%
Female	35.30%	42.60%	36.10%
Marital Status			
Single	25.10%	33.90%	32.70%
In a relationship	8.80%	7.10%	11.50%
Engaged	3.30%	4.50%	3.50%

Married	57.20%	46.40%	47.30%
Living together	14%	3.60%	1.80%
Divorced	42%	4.50%	3.10%
Occupation			
Professional	40.40%	40.20%	37.70%
Self-employed	17.80%	17.90%	8.50%
Technician	8.70%	7.10%	10.30%
Sales	2.90%	2.70%	5.40%
Working at a mine	0.50%	0.00%	1.80%
Civil Service	5.30%	4.50%	6.70%
Housewife	1.90%	4.50%	1.80%
Pensioner	3.80%	0.00%	1.80%
Student	8.70%	15.20%	13.00%
Unemployed	1.90%	2.70%	0.90%
Continent of residence			
Africa	58.50%	44.20%	43.00%
North-America	6.60%	14.20%	12.60%
South-America	2.40%	3.50%	9.40%
Asia	7.50%	11.50%	6.30%
Australia	5.70%	2.70%	4.90%
Europe	17.90%	22.10%	22.90%
Oceania	1.40%	1.80%	0.90%

Cluster 1 – Loyal African visitors

As seen in Table 4.20, among the three cluster groups, the first group appeared to be the second smallest, with an average age of 41 years. It is also evident that most respondents in this group are males who are either married or single. This group of respondents is either in professional occupations or self-employed. Most respondents reside in Africa and the majority have visited South Africa before. This cluster rated conative image and cognitive image as the two most important images of SA of which the latter one can control and plan for.

Cluster 2 – African/European regular visitors

Cluster 2 is the smallest group with an average age of 38 years. Most respondents are male and are either married or single. The respondents in this group are either in professional occupations or self-employed. These visitors mainly come from Africa or Europe. This cluster rated cognitive image and affective image as the two most important images.

Cluster 3 – African/European irregular visitors

This cluster is the largest group and contains middle-aged respondents with an average age of 37 years. Most respondents are male and are either married or single. This group of respondents is either in a professional occupation or are students deriving from Africa or Europe. It is also clear that most of these respondents have not visited South Africa before. This cluster rated affective image and conative image as the two most important images and it therefore seems that these visitors will return.

The ANOVAs below indicate the differences between the three clusters. Only one significant difference ($p=0.050$) exists between these clusters on the number of previous visits. Cluster 1 visited South Africa a significant number of times more than the other clusters. From this cluster analysis, three significant clusters were identified but the ANOVA results did not find significant differences between the three clusters concerning types of media, use of media or the image of the destination. If, however, the table is analysed, it is clear that images tend to be higher for the loyal visitor, followed by the first-time visitor and then the regular visitor.

Cluster 1 – Loyal African visitors

This loyal African cluster prefer to use media such as Flickr, My space, Pinterest and LinkedIn to gather tourism information mainly because of the benefits received from these media. They rated conative image and cognitive image as the two most important images of SA.

Cluster 2 – African/European regular visitors

Cluster 2 rated the relevance of modern media as well as motivations for using these media higher than the other two clusters with specific reference to business e-media. These are regular visitors to South Africa that use social media to gather information. They already have knowledge of the country and it is thus important to provide additional information to attract them to this country. This cluster rated cognitive image and affective image as the two most important images.

Cluster 3 – African/European irregular visitors

This cluster rated affective image and conative images as the two most important images and it therefore seems that these visitors will return. They also prefer the use of business e-media as opposed to other media.

Table 4.21: One Way ANOVA by Clusters

		CLUSTER 1 LOYAL AFRICAN VISITORS	CLUSTER 2 AFRICAN / EUROPEAN REGULAR VISITORS	CLUSTER 3 AFRICAN / EUROPEAN FIRST TIME VISITORS	F	p-value
	Number of times visited	28 times	7.90 times	6.67 times	3.027	0.050
Modern Media: Types	Personal e-media	3.04 (±1.19)	3.09 (±1.16)	2.99 (±1.17)	0.263	0.769
	Business e-media	3.99 (±1.14)	4.13 (±0.93)	3.93 (±1.10)	1.206	0.300
	Public e-media	2.69 (±1.21)	2.75 (±1.17)	2.62 (±)	0.455	0.635
Modern Media: Usage	Accessibility and Functions	2.95 (±1.22)	3.24 (±1.12)	3.01 (±1.22)	2.220	0.110
	Benefits	3.03 (±1.08)	3.26 (±0.98)	3.04 (±1.06)	1.964	0.141
Traditional Media: Types	Below-the-line-media	3.21 (±1.01)	3.14 (±0.95)	3.03 (±0.91)	1.917	0.148
	Above-the-line-media	2.85 (±1.17)	2.95 (±1.10)	2.82 (±1.12)	0.447	0.640
Traditional Media: Usage	Qualities and Functions	3.14 (±1.01)	3.24 (±0.73)	3.08 (±0.96)	1.028	0.358
	Image and Access	3.11 (±0.97)	3.20 (±0.73)	3.01 (±0.81)	1.638	0.195
Image	Cognitive image	3.84 (±0.65)	3.75 (±0.71)	3.71 (±0.76)	1.834	0.160
	Affective image	3.80 (±0.63)	3.77 (±0.69)	3.85 (±0.71)	0.566	0.568
	Conative image	3.85 (±0.73)	3.66 (±0.78)	3.74 (±0.78)	2.499	0.083

Overall, traditional media received lower ratings than the modern media highlighting the growth of this medium for the tourism industry. Business media was considered as important to all the clusters and more important than the other forms of modern media.

4.4.2 The correlations between Image and modern media

To describe the strength and direction of the linear relationship between the three factors identified, Spearman rank order correlation were used. A correlation value of 0 indicates either no relationship or a weak relationship. To identify a perfect positive correlation a value of 1.0 is indicated and a perfect negative correlation is indicated by a value of -1.0 (Weinberg & Abramowitz, 2002:139; Pradhan, 2017:205). Consequently, the direction and the strength of the relationship are indicated, whether it is positive or negative. In the case where a negative correlation is indicated, it shows that as one variable increases, the other decreases. In contrast, a positive correlation indicates that when a variable increase, the other also increases. The correlations were interpreted according to the guidelines of Cohen

(1988) cited by Ellis and Steyn (2003:52) who suggest that: small rho = 0.10-0.29, medium rho = 0.30-0.49 and large rho = 0.50-1.0.

Table 4.22: Spearman rank order correlations between modern media types, usage and image

MODERN MEDIA RESULTS			COGNITIVE IMAGE	AFFECTIVE IMAGE	CONATIVE IMAGE
TYPES	Personal modern media	Correlation Coefficient	-.090	-.041	-.110*
		Sig. (2-tailed)	.039	.352	.012
		N	529	521	525
	Business modern media	Correlation Coefficient	-.030	.021	-.054
		Sig. (2-tailed)	.498	.640	.229
		N	508	499	504
	Public modern media	Correlation Coefficient	-.069	-.135**	-.056
		Sig. (2-tailed)	.117	.002	.200
		N	525	517	521
USAGE	Functions	Correlation Coefficient	.189**	.216**	.198**
		Sig. (2-tailed)	.000	.000	.000
		N	527	519	522
	Benefits	Correlation Coefficient	.188**	.184**	.175**
		Sig. (2-tailed)	.000	.000	.000
		N	516	510	513

* small rho = .10 - .29; ** medium rho = .30 - .49; *** large rho = .50 - 1.0

As portrayed in Table 4.22, eight correlations ($p < 0.05$) occurred between modern media sources and image. No correlations were indicated between business e-media (Flickr, Myspace, LinkedIn and Pinterest) and image. A small significant correlation is evident between Personal e-media, cognitive image ($\rho = -0.90$; small correlation) and conative image ($\rho = -0.110$; small correlation). Therefore, if the usage of personal e-media sources such as Facebook, YouTube, Instagram, Twitter and Google+ increases, the cognitive and conative images decrease. Personal modern media platforms therefore do not influence images of destinations in a positive manner.

Table 4.22 shows that a small significant correlation appeared between public e-media and affective image ($\rho = -0.135$; small correlation). Consequently, if the usage of public e-media such as TripAdvisor and Websites increases, the affective image decrease. These types of media therefore does not create a feeling or an emotion towards the destination. The feature accessibility and functions indicates a small significant correlation between all three components of image: cognitive ($\rho = 0.189$; small correlation), affective ($\rho = 0.216$; small correlation) and conative ($\rho = 0.198$; small correlation). This means that if the qualities and functionality of modern media sources increase so will the three image components increase.

Table 4.22 indicates a small significant correlation between the social benefits of modern media and all three components of image: cognitive ($\rho = 0.188$; small correlation), affective ($\rho = 0.184$; small correlation) and conative ($\rho = 0.175$; small correlation). This means that if the social benefits (brand and image awareness, excellent tool for promotional activity, trustworthy, instant feedback etc.) of modern media sources increase so will the three image components increase.

4.4.3 The correlations between Image and traditional media

Table 4.23: Spearman rank order correlations between traditional media and image

TRADITIONAL MEDIA RESULTS			COGNITIVE IMAGE	AFFECTIVE IMAGE	CONATIVE IMAGE
TYPES	Below-the-line-media	Correlation Coefficient	.001	.004	-.003
		Sig. (2-tailed)	.990	.927	.952
		N	533	526	529
	Above-the-line-media	Correlation Coefficient	-.061	.083	-.059
		Sig. (2-tailed)	.158	.058	.174
		N	533	524	528
USAGE	Qualities & Functions	Correlation Coefficient	.185**	.201**	.162**
		Sig. (2-tailed)	.000	.000	.000
		N	528	518	522
	Accessibility and Image	Correlation Coefficient	.173**	.151**	.174**
		Sig. (2-tailed)	.000	.001	.000
		N	526	516	520

* small $\rho = 0.10 - .29$; ** medium $\rho = 0.30 - 0.49$; *** large $\rho = 0.50 - 1.0$

Table 4.23 indicates that six correlations ($p < 0.05$) occurred between traditional media sources and image. No correlations are indicated between below-the-line-media and above-the-line-media with regards to image, showing that traditional media does not influence image formation in the case of this study. A small significant correlation occurred between the qualities/functions of traditional media and image and therefore indicates that if the qualities and functions (high quality visual media, affordability, trustworthiness etc.) of traditional media improve, so will the image improve. Another small significant correlation occurred between the image/accessibility of traditional media and image and therefore indicates that if the images and accessibility of traditional media improve so will the image improve.

4.5 CONCLUSIONS

The purpose of this chapter was to assess tourist's usages of traditional and modern media platforms in destination image formation. This was achieved by firstly, exploring the descriptive results which were obtained from questions asked such as who, what, where, when and how. One of the main purposes of the descriptive results are to discuss findings regarding the demographic profile of the respondents, respondent's travel behaviour while in South Africa and get feedback on what respondents think about South Africa as a tourism destination. Traditional and Modern Media usage of the respondents were also explored. Secondly exploratory results were explored by conducting a principal component analysis (PCA) using SPSS version 23. The exploratory results provides results in more depth which includes reasons for visiting South Africa.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS



5.1 INTRODUCTION

The primary focus of this study was to compare traditional and modern media regarding their influence on the image of South Africa as a tourism destination. Therefore, Chapter 5 discusses the results of this study consistent with the primary objective and secondary objectives. To reach the main objective of this study, four objectives were established in Chapter 1 and were achieved throughout the subsequent chapters.

The first objective was focused on an in-depth analysis of destination image and relevant information by means of a literature review. This objective was achieved in Chapter 2. Insight was gained on the importance of marketing whether it is tourism or destination marketing, defining destination image and its components. It was therefore clear that image plays an important role in the tourist's decision-making process as well as image formation.

The second objective was to analyse the media phenomenon (traditional and modern media) and its relevance to the tourism industry by means of a literature review. This objective was achieved in Chapter 3. Insight was gained on the marketing mix, the different types of media (traditional and social media) with their advantages and disadvantages as well as the media selection process. It was evident that media platforms and, more specifically, social media transformed the way individuals work together with one another and other businesses.

The third objective was to assess tourists' usage of traditional and modern media platforms in destination image formation by means of an empirical survey. This was conducted at OR Tambo International airport where 558 tourists participated in the study. This objective was achieved in Chapter 4 which mainly focused on exploratory results.

It is the aim of this chapter to reach the fourth objective, to draw conclusions and make recommendations. Conclusions will be drawn from the results of these objectives and recommendations will be made for this study as well as for future studies. This chapter will also discuss possible limitations of this study.

5.2 CONCLUSIONS

The main purpose of this study was to compare traditional and modern media regarding their influence on the image of South Africa as a tourism destination. Specific objectives were set to achieve this. Focusing on these objectives, the following conclusions can be drawn from the dissertation, which are related to the literature review and the empirical survey that were conducted.

5.2.1 Conclusions concerning Objective 1: To do an in-depth analysis of destination image and relevant information by means of a literature review (c.f.1.5)

- The tourism industry is one of the fastest growing sectors that provide a major contribution to the economy (c.f. 2.1).
- Literature revealed that destinations mostly compete based on their perceived images and it is necessary to create a positive image of the tourist destination for target markets to achieve competitive advantage (c.f.2.1).
- Image directly influences decisions and perceptions thus destination image plays an important role in different models of travel decision making (c.f.2.1).
- Destination image also plays an important role in differentiating a destination in this highly competitive industry as well as in the destination decision process. Therefore, image is essential and the management of destination image should be strategically directed (c.f.2.1).
- Successful marketing of destinations entails a list of aspects such as marketing, transport, attractions, accommodation and hospitality as well as the host community (c.f.2.2).
- It is also clear that destination marketing has many definitions but to highlight some of the core elements is the following: “communication process”, “management process”, “core of tourism marketing”, “is a link that advances all the other industries in the tourism sector” (c.f.2.2).
- The tourism industry is mainly focused on service-based products. This makes it challenging since these are intangible and make marketing more difficult than the marketing of tangible products such as clothes or cars (c.f.2.2).
- Tourism destination image highlights several challenges; (1) the complexity and multidimensional nature of the tourism product’s characteristics; (2) the consumer physically moves to the behaviour scenario; (3) there is a great sense of prejudice in providing a tourism service. Images are mixed with impressions about residents, retailers, other tourists, and employees” (c.f.2.3).

- The intangible character of tourism services is the most important focus point as it can delay the image valuation process (c.f.2.3).
- All destinations have images, and these images can be based on a list of various of attributes (c.f. 2.3).
- Many authors attempted to define the term destination image, as seen in Table 2.1 and from all these definitions; terms such as “perceptions”, “impressions”, “beliefs”, “ideas”, "individuals" and "places" are used in general to define destination image in tourism research (c.f.2.3).
- The literature revealed that destination image is a multidimensional concept and consists mainly of three interrelated components, cognitive, affective and conative (c.f.2.4).
- A destination image framework has been developed by Echtner and Ritchie (1991, 1993), to offer a better understanding of the complexity of destination image (c.f. 2.1.4).
- This framework consists of three main aspects; (1) Attributes – holistic, (2) Functional – psychological and (3) Common-unique (c.f.24).
- Image formation doesn't just develop the awareness of a place but it also projects selected images to a specific target market to which the message would be more favourable (c.f.2.5).
- Tourism products cannot be tried/used before visiting. Therefore, the products need subjective or personal judgements (c.f.2.5).
- Information sources are among the key features for different image and experience expectations (c.f.2.5).
- First-hand experience decreases the stereotyping and changes the image, shifting the tourists' images from simple vague images to more precise and complex images of the destination (c.f.2.5).
- Image formation consists of two main categories, organic image sources and induced image sources. Most organic image sources are outside the control of the marketer and include personal experience, the media, the Internet, word-of-mouth communications and education. In contrast, induced image sources are formed on behalf of the destination and include advertising and promotion (c.f.2.5).
- There are several factors influencing the image formation process. Some of these factors are: personal factors, information sources and destination image (c.f.2.5.1).
- Poorly developed strategies as well as inconsistent images will have a negative influence on the tourist's decision of destination (c.f.2.6.1).

- Destination image is also seen as a key aspect of tourist decision making. Tourists are more likely to choose a destination when they have a positive image or perception of a destination (c.f.2.6.2).
- The important role of destination image in travel decision making has long been recognized in the tourism industry (c.f.2.7).

From this, it is clear that image is a multidimensional aspect and plays an important role in the tourists' decision-making process as well as image formation. One of the biggest challenges within the tourism industry is the understanding of the way that tourists form their images and perceptions of a destination as there are no standardised processed perceptions or images – tourists hold their own images which influence their behaviour. Tourism numbers to destinations can be improved if current and potential customers hold positive images of destinations.

5.2.2 Conclusions concerning Objective 2: To analyse the media phenomenon (traditional and modern media) and its relevance to the tourism industry by means of a literature review (c.f. 1.5). The following conclusions can be drawn from Chapter three.

- The Marketing mix is a recognized marketing term and is a combination of marketing tools that work together to satisfy the needs of customers and improve customer relationships (c.f. 3.1).
- The marketing mix can be used as a framework for marketing analysis as well as the improvement of customer relationships (c.f.3.1).
- The marketing mix consists of the well-known 4P's; product, price, place and promotion (c.f.3.1).
- It is important for a company to combine aspects of quality and performance to make the product attractive to the specific market (c.f.3.1). The product is a tangible (physical) object that the company may be selling or even buying (c.f.3.1).
- It is crucial for companies to make their products affordable for the target market to stay active in the highly competitive environment (c.f.3.1). Pricing is the process of determining what a company will receive in exchange for its products (c.f.3.1).
- Availability and accessibility is key for customers to reach the product. Place is a tool in which goods and/or services are moved from the service provider to the customer (c.f.3.1).
- A company should participate in promotion at the target market to provide information as well as to convince them in purchasing products (c.f.3.1).

- Media enable people to take part in something that engages them and provides pleasure (c.f.3.2).
- The media phenomenon has undergone an enormous change over the past decade (c.f.3.2).
- Social media sites such as micro blogs are progressively replacing traditional media and the “buzz” regarding these new marketing opportunities is endless (c.f.3.2).
- Social media can distribute information with a far greater capacity than traditional media such as television, radio and print media (c.f.3.2). Therefore, literature indicated that more people are turning away from traditional media and are increasingly starting to use social media in terms of searching for information (c.f.3.2).
- Media comprises two main categories; social media and traditional media (c.f.3.2).
- Due to the increase in Internet usage, an evident decrease in the usage of traditional media (newspapers, television and radio) has been seen in recent years (c.f.3.3).
- Businesses have long been using several forms of advertisements to promote their products and services (c.f.3.3). These forms include television, radio, billboards, corporate gifts, corporate fairs or expos and the business’s webpage (c.f.3.3).
- Printed media or traditional media information sources have been beneficial because these forms can deliver large amount of information, can be kept for future reference and read repeatedly (c.f.3.3).
- The increase in popularity of social networking sites has led them to become a universal phenomenon (c.f.3.4). At the beginning of the 20th century, after many countries gained Internet access, the rise in the use of Internet began to influence the economy and social life (c.f.3.4).
- It is evident that this increase in the usage of social media (e-media) sources has had a vast impact on the hospitality and tourism industry where travellers are changing “the rule of marketing” (c.f.3.4).
- Social media sources have changed the way people use information (c.f.3.4). Nowadays, technology has allowed people to share their thoughts, opinions and creations, effortlessly (c.f.3.4).
- This can cause a challenge for organisations and, more specifically, the tourism industry as marketers no longer have the ultimate control over the image of their product or destination (c.f.3.4). They do not have control over what people will say about their destination on social media platforms (c.f.3.4).
- The usage of media platforms in the tourism and hospitality industry helps to engage potential guests and increase their online manifestation, which then will lead to a greater online income (c.f.3.4).

- Therefore, social media platforms are a crucial aspect in the travel planning process due to the popularity of websites that contain content which is generated by travellers (c.f.3.4).

It is therefore clear that there is an evident shift away from traditional media sources and a huge increase in the usage of social or e-media sources. Social media transformed the way individuals work together with one another and other businesses. However, the question is whether tourists are using it this way.

5.2.3. Conclusions concerning Objective 3: To assess tourists' usage of traditional and modern media platforms in destination image formation by means of an empirical survey (c.f.1.5). The following conclusions can be drawn from Chapter 4.

- Not only is research essential to support the growth of literature but, it also adds new knowledge to present facts and keeps the society ahead of the past by doing ongoing research (c.f.4.1).
- It can be concluded that the respondents were male, married, following a professional career, residing in Africa and on average 38 years old (c.f.4.2.1). This correlates with the profile of visitors to South Africa (c.f.4.2.1).
- In terms of travel behaviour it can be concluded that the majority of the respondents have visited South Africa, mainly for leisure purposes. The respondents travel alone, they stay for less than a week and spend most of their money on airfares (c.f.4.2.2.1).
- Clearly the respondents are familiar with South Africa (c.f.4.2.2.1) as they had visited South Africa before which provides them with first-hand knowledge of South Africa as a tourism destination (c.f.4.2.2.2).
- There are several reasons that respondents visited South Africa, and the following can be concluded: The majority of respondents always wanted to visit South Africa, they want to experience something new and have fun, to experience SA's unique wildlife and to discover their roots (c.f.4.2.2.3). However the factor analysis revealed seven main motivations for travelling to South Africa. These were Destination Attractiveness, Destination Setting, Belonging, Destination Activities, Self-Actualisation, Knowledge and Escape. The latter was considered the most important and this has always been the main reason why people visited this country. With the changing needs of the traveller it becomes

important to create innovative ways to attract the visitor and fulfil his/her needs to escape.

- When rating South Africa it was evident that respondents had an enjoyable stay and will therefore return to South Africa or recommend South Africa as a tourism destination. Respondents also rated the natural attractions being unique and that South Africa is an exciting place to visit (c.f.4.2.3).
- Traditional media (television, radio, billboards, etc.) have been popular and most commonly used by businesses and tourism destinations as they have a large amount of information available (c.f.4.2.4.1). In the rating of traditional media information sources, it was clear that billboards, travel fairs and expos, television and destination websites were seen as important (c.f.4.2.4.1). The analyses by means of factor analysis revealed two factors, Below-the-line-media and Above-the-line-media with the first one being more important. One can become creative in the creation of billboards that create favourable images of South Africa in countries where there is a growing travelling market.
- Traditional media is mainly used because it is nice to have an actual product such as a magazine in your hand. It gives people ideas about their next trip and any special travel offers. Traditional media consists of high quality visual media (pictures and photos) and respondents can use/read the media repeatedly (c.f.4.2.4.1). Traditional media were popular due to their quality and functions (also rated higher than the usage of modern media) as well as accessibility and involvement. There is something about holding a magazine in your hand as opposed to reading it on a tablet. However, the speed at which marketing is performed in the online environment questions the existence of traditional media in their current form.
- The power and development of modern media with specific preference to social media sites was significant. It has become a universal phenomenon as many countries gained internet access at the beginning of the 20th century (c.f.4.2.4.2).
- The following social media information sources are rated as most important according to respondents: Flickr, Myspace, Pinterest, Google+, Facebook and Websites (c.f.4.2.4.2.1). In terms of modern media sources the following was important - personal e-media, business e-media and public e-media with business e-media being the most important.
- Social media sites are mainly used because they can be trusted, content can be easily reached and accessed, social media is part of people's lifestyles, it's possible to meet interesting people online, it's entertaining etc. to highlight a few

of the reasons (c.f.4.2.4.2.2). The functionality and the social benefits created by modern media were the big attractions for using these. The content driven, user input media create options for positive and negative images where one has no control.

- The cluster revealed three clusters namely, Cluster 1: Loyal African visitors; cluster 2: African/European regular visitors; Cluster 3: African/European irregular visitors. These were different in terms of where they heard of South Africa as tourism destination. Cluster one heard of South Africa through their previous visits but when using media they gather information by means of Flickr, My space, Pinterest and LinkedIn. Cluster two heard from family and friends about South Africa but when using media they prefer modern media types and more specifically Business e-media. Cluster three heard through traditional media and electronic media, more specifically business e-media. In terms of demographics these three clusters were basically the same.
- The spearman correlations revealed interesting results between media and image formation. In terms of modern media it was found that personal modern media influence cognitive and conative image; public modern media is only influenced by affective image. There are correlations between reasons for using modern media and image. The functions and the benefits that modern media provides, influence the cognitive, affective and conative images of the country. In terms of traditional media only the usage of the media had an influence on image. There is thus a direct correlation between quality and functions, accessibility and image and the images of the area.

Table 5.1: A comparison of traditional and modern media

TRADITIONAL MEDIA	MODERN MEDIA
Respondents heard about South Africa through Television, Newspapers, Radio and Magazines (Table 4.3)	Respondents also heard about South Africa through Facebook, Twitter and Websites (Table 4.3)
Respondents make more use of Destination websites, Television, Newspapers and Magazines to gather information (Table 4.6)	Respondents make use of Websites, Google+ and Facebook to gather information on South Africa as a tourism destination (Table 4.8)
Traditional media sources rarely being used by respondents are Billboards, Travel fairs and expos and Radio (Table 4.6)	Modern media sources rarely being used by respondents are Flickr, MySpace, Pinterest, LinkedIn and Twitter (Table 4.8)
Reason as to why respondents make use of	Some of the main reasons why respondents

traditional media is mainly because it gives them ideas about a possible next trip and gives updates on news about destinations (Table 4.7)	make use of modern media is because these sites are accessible, available for 24 hours a day and content can be reached quickly and easily (Table 4.9)
Below-the-line-media such as books and guides, brochures, travel fairs and expos and websites were rated as most important to respondents (Table 4.12).	Business e-media such as Flickr, MySpace, Pinterest and LinkedIn is seen were rated as most important according to respondents (Table 4.16).
Qualities and Functions are most important for respondents when making use of traditional media sources (Table 4.14)	Benefits are most important to respondents when making use of modern media sources (Table 4.18)

- Thus it can be concluded that both of these media still has a high presence in the market. There are still preferences for traditional media for information gathering.
- The popularity for modern media is however growing and destinations such as South Africa should plan in detail to deliver the right message through the different media and platforms available.
- Image formation is influenced by both traditional and modern media types.

5.3 LIMITATIONS

The findings of this study should be set within the context of limitations which included the following:

- Language barriers did occur since the questionnaire was distributed at an International Airport and was only available in English. This should be considered for future studies.

5.4 RECOMMENDATIONS

The following recommendations can be made as a result of this study as well options for future studies.

5.4.1 Recommendations from this study

- Given the importance of word-of-mouth as information source to tourists it is critical that tourism businesses realise the effect of services gone good or bad at a destination. Workshops should be held with tourism business owners per province to convey this message to them and emphasise the importance of a quality experience in their daily dealing with the tourists.
- South Africa should market itself in different media as a place that one is missing out on if they do not visit.

- Given the good image respondents have of the destination South African Tourism can build further on the enjoyment of visiting this country, visitors' intention to return, relaxation and the unique natural attractions. This could be captured in a South African video marketing the country which can be showcased locally and abroad.
- For tourism purposes destination websites remain an important source of information which visitors trust however an interactive website that is easy accessible, provides relevant information and is visually appealing can add the building the image of South Africa as tourism destination. Being updated on a regular basis was important and thus mechanisms should be implemented to change the website and share product changes and other relevant information.
- A more significant presence is needed on different modern media platforms and the most important recommendation here is that the message spread on these different platforms are the same – at least from South Africa's side. This will assist in building a positive image of the country.
- Modern media is preferred due to accessibility and availability but the quality information provided through these mediums should be carefully selected. The turn-around-time of requests or comments can change the mind the tourist and thus dedicated staff to manage these mediums are recommended.
- Below the line media was considered more important to visitors and thus South African Tourism can do more with brochures, travel expos and websites.
- Target market research remains important as this market dictates the future marketing strategies and mediums.
- The cognitive image of South Africa is most important to visitors and most of the time these features are neglected. Companies should make more residents and other businesses aware of the importance of the physical attributes such as buildings, roads, infrastructure and so on.
- Visitors are still worried about South Africa's safety and security. More awareness should be created for South Africa as a fairly safe place to visit and how to stay safe. Tourist police might be considered an option during tourism season and at popular attractions.
- Media influence all three components of image (cognitive, affective and conative). It is therefore crucial to choose the correct images to be advertised. It is also important to determine what is to be marketed and what not. Marketing materials should focus on South Africa's top destinations as well as major natural sites.
- With regards to the travel behaviour of respondents, they do not spend a long time during their visit to South Africa. Therefore, tourism companies should focus on

keeping tourists for a longer period of time, which will lead to a higher spending value and, in the end, will have an influence on the economy.

5.4.2 Recommendations for future studies

- With regard to the questionnaire, it should be tested again and validity should be assessed. Thus it is recommended that this instrument is also assessed in other developing countries.
- A comparison can be drawn between the image of developing countries and those of more advanced countries if this study is done globally. Furthermore, a model for improving the image of a destination base on traditional and modern media can be developed and implemented.
- Since e-media sources were found to have a substantial influence on the image formation on South Africa, future research should be conducted to determine specifically which e-media platforms should be focused on for the marketing of the country.
- Another aspect to consider is to conduct the survey at different times of the year to determine the relevance of influencing factors at different times.
- One can even conduct the same study amongst domestic visitors and determine their media preferences and its influence on image formation.

5.4.3 Value of the study

One of the first original highlights of this study refer to proving the link between image formation and traditional as well as modern media. The development of the questionnaire was unique since no such questionnaire has been developed before. This increases the methodological value. The practical value of this study lies in the hands of organisations such as South African Tourism responsible for marketing this country through different media. This study can guide the choice of media to ensure optimal results.

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Appendix 1

SECTION A: SOCIA-DEMOGRAPHIC PROFILE

1. Gender?

Male	1
Female	2

2. In which year were you born?

--

3. Marital status?

Single	1
In a relationship (not married)	2
Engaged	3
Married	4
Living together	5
Divorced	6
Widow/er	7

4. Highest level of education?

Professional (e.g.:Laywer, Dr)	1
Self-employed	2
Technical	3
Sales	4
Working at a mine	5
Civil service	6
Housewife	7
Pensioner	8
Student	9
Unemployed	10
Other (Specify):	11

5. Country of residence?

--

Section B: Travel behaviour

1a. Have you visited South Africa before?

Yes	1
No	2

1b. If yes, how many times have you visited South Africa in the past, including this trip?

--

1c. How many nights did you stay in SA for this trip?

--

2. Estimate how much you have spent on the following items during your visit to SA?

Airfare	R
Accommodation	R
Food and drinks	R
Activities	R
Other transport & travel costs	R
Retail shopping (e.g. food & drinks)	R
Souvenirs	R
Other, please specify:	R

3. What was the main purpose for you to travel to South Africa?

Business	1
Leisure	2
Other: Please specify	3

4. Including yourself, how many people are travelling in your group?

--

5. How often do you travel to other continents?

Every month	1
Every 6 months	2
Every year	3
Once every 1-2 years	4
Once every 3-4 years	5

Section C: Destination image

1. Where did you hear about South Africa as a tourism destination?

I have visited South Africa before	1
Traditional Media (Television, Newspapers, Radio or Magazines)	2
Other printed Media (Books, Guides, Brochures and Pamphlets)	3
Electronic Media (Internet, Social media; Facebook, Twitter, Websites)	4
Friends and Family	5
Travel agency	6
Fairs and/or exhibitions	7
It was part of the travel package	8
Other, please specify:	9

2. Please indicate the main reasons for your visit to South Africa:

	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE
MAIN REASONS FOR VISITING SA					
1. I always wanted to visit South Africa	1	2	3	4	5
2. It is on my 'bucket' list	1	2	3	4	5
3. I am on a self-discovery trip	1	2	3	4	5
4. I want to discover my roots	1	2	3	4	5
5. To participate in specific activities	1	2	3	4	5
6. To visit specific scenic attractions	1	2	3	4	5
7. To participate in adventure activities	1	2	3	4	5
8. I want to boast about my trip to SA	1	2	3	4	5
9. To experience SA's unique outdoor lifestyle	1	2	3	4	5
10. To experience SA's unique wildlife	1	2	3	4	5
11. To visit friends	1	2	3	4	5
12. To visit family	1	2	3	4	5
13. To visit a loved one	1	2	3	4	5
14. To interact with the locals	1	2	3	4	5
15. To travel with loved ones	1	2	3	4	5
16. For health reasons	1	2	3	4	5
17. For medical reasons	1	2	3	4	5
18. Due to the availability of package tours	1	2	3	4	5
19. Due to the opportunity of travelling in a group	1	2	3	4	5
20. To learn about the SA culture	1	2	3	4	5
21. For educational reasons	1	2	3	4	5
22. For business reasons	1	2	3	4	5
23. To experience something new	1	2	3	4	5

24. To experience South Africa's heritage	1	2	3	4	5
25. I heard about SA in the media	1	2	3	4	5
26. To rest and relax	1	2	3	4	5
27. To have fun	1	2	3	4	5
28. To escape from routine	1	2	3	4	5
29. To find relief from tension	1	2	3	4	5

Section C: Destination Image

3. Rate the image of South Africa (SA) as a tourism destination:

	Strongly agree				
	Agree				
	Neither disagree nor agree (Neutral)				
	Disagree				
	Strongly disagree				
1. The accommodation facilities are excellent	1	2	3	4	5
2. SA has a variety of cultural attractions (e.g.: Museums)	1	2	3	4	5
3. The natural attractions are unique	1	2	3	4	5
4. SA provides a wide variety of entertainment (e.g.: Nightlife)	1	2	3	4	5
5. Transport in SA is accessible and reliable	1	2	3	4	5
6. SA provides unique dining experiences	1	2	3	4	5
7. Visitor information is readily accessible	1	2	3	4	5
8. SA provides a wide variety of recreation activities (e.g.: Hiking)	1	2	3	4	5
9. The members of staff at tourism products are friendly	1	2	3	4	5
10. The members of staff always put the guests' interests first	1	2	3	4	5
11. The members of staff are all well-trained and well-educated	1	2	3	4	5
12. The members of staff are professional	1	2	3	4	5
13. The overall service delivered was good	1	2	3	4	5
14. The members of staff understand visitors' needs	1	2	3	4	5
15. The members of staff are reliable	1	2	3	4	5
16. South Africa offers satisfying leisure experiences	1	2	3	4	5
17. South Africa offers unique experiences	1	2	3	4	5
18. Visiting SA is a once-in-a-lifetime experience	1	2	3	4	5
19. Visiting SA is a challenging experience	1	2	3	4	5
20. Visiting SA is an experience in itself	1	2	3	4	5
21. South Africa's infrastructure is good	1	2	3	4	5
22. South Africa is a fun destination to visit	1	2	3	4	5
23. I enjoyed visiting South Africa	1	2	3	4	5
24. South Africa offers fulfilling experiences	1	2	3	4	5
25. I felt welcome during my visit to South Africa	1	2	3	4	5
26. South Africans are friendly people	1	2	3	4	5
27. South Africa is an exciting place to visit	1	2	3	4	5

28. Visiting South Africa was a tiresome experience	1	2	3	4	5
29. South Africa offers opportunities for various experiences	1	2	3	4	5
30. I will return to South Africa	1	2	3	4	5
31. I will invest in South Africa	1	2	3	4	5
32. I enjoy talking about South Africa as a tourism destination	1	2	3	4	5
33. I am always interested in reading news on South Africa	1	2	3	4	5
34. I consider myself loyal to South Africa as a tourism destination	1	2	3	4	5
35. I will recommend South Africa to friends and relatives	1	2	3	4	5

Section D: Traditional media usage

1. How often do you make use of the following traditional information sources for tourism purposes?

	Never				
	Rarely				
	Sometimes				
	Very often				
	Always				
1.1 Newspapers	1	2	3	4	5
1.2 Magazines	1	2	3	4	5
1.3 Radio	1	2	3	4	5
1.4 Television	1	2	3	4	5
1.5 Destinations website	1	2	3	4	5
1.6 Travel fairs and expo's	1	2	3	4	5
1.7 Brochures	1	2	3	4	5
1.8 Books and guides	1	2	3	4	5
1.9 Billboards	1	2	3	4	5

2. Rank your top three preferred traditional media (as indicated in 1) as information source:

Most preferred: _____

Preferred: _____

Least preferred: _____

3. Please indicate the reasons why you make use of traditional media as information source?

	Strongly agree				
	Agree				
	Neither disagree nor agree (Neutral)				
	Agree				
	Strongly agree				
1. It updates me on news about destinations	1	2	3	4	5
2. The high levels of creativity offered in traditional media is good	1	2	3	4	5
3. I can use/read the media over and over	1	2	3	4	5
4. There is a sense of prestige involved in using traditional media	1	2	3	4	5
5. I feel involved while using the media	1	2	3	4	5
6. I can buy these mediums anywhere	1	2	3	4	5
7. I am familiar with traditional media	1	2	3	4	5
8. Traditional media have a high level of market penetration	1	2	3	4	5
9. Information in traditional media is trustworthy	1	2	3	4	5
10. To learn certain skills (Cooking, gardening)	1	2	3	4	5
11. High quality visual media (pictures and photos)	1	2	3	4	5
12. It is a platform for education	1	2	3	4	5
13. It is affordable	1	2	3	4	5
14. It gives me ideas about a possible next trip, special travel offers etc.	1	2	3	4	5
15. It is a method of relaxation	1	2	3	4	5
16. It is nice to have the actual product like magazines in your hand	1	2	3	4	5

Section E: Social media usage

1. How often do you make use of social media as information source for tourism purposes?

	Never				
	Rarely				
	Occasionally				
	Very often				
	Always				
1.1 Facebook	1	2	3	4	5
1.2 Twitter	1	2	3	4	5
1.3 Instagram	1	2	3	4	5
1.4 YouTube	1	2	3	4	5
1.5 Google+	1	2	3	4	5
1.6 LinkedIn	1	2	3	4	5
1.7 TripAdvisor	1	2	3	4	5
1.8 Pinterest	1	2	3	4	5
1.9 Myspace	1	2	3	4	5
1.10 Websites	1	2	3	4	5
1.11 Flickr	1	2	3	4	5

2. Rank your top three preferred social media (as indicated in 1) as an information source:

Most preferred: _____

Preferred: _____

Least preferred: _____

3. Please indicate the reasons why you make use of social media as an information source?

	Strongly agree				
	Agree				
	Neither disagree nor agree (Neutral)				
	Agree				
	Strongly agree				
1. Social media networking sites are accessible	1	2	3	4	5
2. Social media assist with brand and image awareness	1	2	3	4	5
3. Social media is an excellent tool for promotional activities	1	2	3	4	5
4. Using social media is cheap	1	2	3	4	5
5. Social media is time- and cost effective	1	1	3	4	5
6. It is available 24-hours per day	1	2	3	4	5
7. Social media can target more specific markets	1	2	3	4	5
8. Social media allows for instant feedback	1	2	3	4	5
9. Social media is trustworthy	1	2	3	4	5
10. Content can be reached fast and easy	1	2	3	4	5
11. Meaningful relationships can be created	1	2	3	4	5
12. Social media is a great way of staying in touch with people	1	2	3	4	5
13. Social media gives the opportunity to make new friends	1	2	3	4	5
14. Social media is a great way to pass time	1	2	3	4	5
15. One can meet interesting people	1	2	3	4	5
16. Social media is entertaining	1	2	3	4	5
17. Social media is a part of my lifestyle	1	2	3	4	5

Appendix 2 : Language Editor Letter

Rod Taylor

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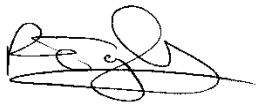
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27 November 2017

To whom it may concern

Language Editing – Masters dissertation – A. van Dyk

I have reviewed the dissertation entitled “The influence of media on the image of South Africa as a tourism destination” in terms of spelling, language, and grammar and have made recommendations to the author concerning the changes necessary.



R. Taylor

CEO

**Appendix 3: Statistical Consultation
Letter**



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6 April 2016

Re: Dissertation, Ms A van Dyk, student number: 22810900

We hereby confirm that the Statistical Consultation Services of the North-West University analysed the data involved in the study of the above-mentioned student and assisted with the interpretation of the results. However, any opinion, findings or recommendations contained in this document are those of the author, and the Statistical Consultation Services of the NWU (Potchefstroom Campus) do not accept responsibility for the statistical correctness of the data reported.

Kind regards

Prof SM Ellis (Pr. Sci. Nat)

Associate Professor: Statistical Consultation Services