

The influence of Blue Flag status on tourist decision-making in South Africa

L. Geldenhuys

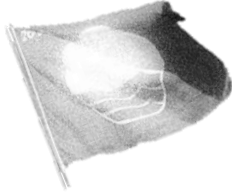
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Hons.B.Com Tourism Management

Dissertation submitted in fulfillment of the requirements for
the degree Magister Commercii in Tourism Management at
the Potchefstroom Campus of the North-West University

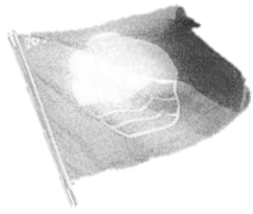
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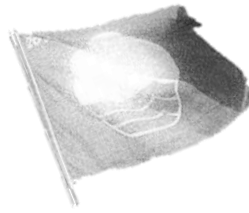
DECLARATION OF INDEPENDANT WORK

I, Linda-Louise Geldenhuys, identity number 9003200123086 and student number 21800995, hereby declare that this research submitted to the North West University, for the Master study: ***The influence of Blue Flag status on tourist decision-making in South Africa***, 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.



FINANCIAL ASSISTANCE

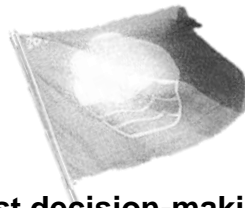
Financial assistance from the National Research Foundation (NRF) is gratefully acknowledged. Statements and suggestions made in this study are those of the author and should not be regarded as those of the NRF.



ACKNOWLEDGEMENTS

The author would like to thank the following people whom without this study could not have taken place.

- I have been blessed with many talents, a great family and wonderful friends. For this I thank God, whom has given me a strong mind, willpower and the opportunity to complete my master study.
- Prof Peet van der Merwe, my study leader, thank you for always having time to help, support and advise me. Your influence in my life and this study is invaluable.
- My parents, Wehan and Leoné Geldenhuys, thank you for raising me to believe that I am capable of doing anything I set my mind to. You support me and inspire me in more ways than one and for that I will always be grateful.
- My friends and colleagues at TREES, thank you for the positive attitude and for all the laughs and fun times in the office. You were always ready with words of wisdom and support when it was needed most.
- Dr Suria Ellis for analysing the data.
- Mr Rod Taylor for the language editing.
- Mrs Cecile van Zyl who translated the abstract to Afrikaans.
- The fieldworkers who helped with the survey: Annari van der Merwe, Katherine Graham, Terry-Ann Olifant, Marco Scholtz and Serena Lucrezi.



ABSTRACT

The influence of Blue Flag status on tourist decision-making in South Africa

Marine tourism has been growing over the years to a diverse and large industry providing for a variety of markets. Across the world tourists enjoy activities of different types including kayaking, scuba diving, snorkelling, surfing and travelling to beaches for leisure reasons. Travelling to coastal towns with the purpose of visiting a beach has always been a great attraction for people across the world. Not only resulting in beaches becoming one of the tourism industry's biggest markets but also a great contributor to local economies.

In 200,1 South Africa adopted the Blue Flag Programme, a beach award which focuses on clean bathing water and pollution free environments. The programme was first established on the French coastline in Europe by the Foundation for Environmental Education (FEE). Since then 244 beaches and 208 marinas across 10 countries now boast with a Blue Flag award. The award requires beaches to adhere to four sets of criteria. These are water quality, environmental management, environmental education and information and safety and security. The programme also has specific periods allocated to beaches in which the beach has to meet all the stipulated standards.

- Previous research has stated that the programme has great drawing power for tourists.
- In contrast, other studies revealed that it has no benefits for the tourism industry, whatsoever.
- Some studies have stated that it is a symbol of quality recognised by all across the world.

The literature review conducted for this study revealed that the programme holds great benefits for conservation of the environment. Seen from a tourism point of view, however, it is still unclear whether the programme benefits the tourism industry or has any impact on it whatsoever.

The primary goal of this dissertation is to determine the influence of Blue Flag status on the decision-making process of beach visitors when they select a beach, thereby

determining whether or not the Blue Flag programme adds any value to the tourism industry. A literature review was conducted on important aspects concerning this study, namely the Blue Flag Programme, the tourist decision-making process, travel behaviour of tourists and tourist behaviour, to gain insight into the type of research. Thereafter an empirical study was conducted on six beaches in KwaZulu-Natal which involved the distribution of a self-administered questionnaire. The sampling method used for the study was quantitative, probability sampling with systematic sampling which involved the fieldworkers to approach every second person/group of people on the beach. The survey took place from 28 March to 4 April 2013. A total of 572 usable questionnaires was collected from a sample of 600 beach visitors. The data was captured using Microsoft™ Excel™ 2010 and analysed using Statistical Package for Social Sciences (SPSS version 21). Exploratory factor analyses were performed as well as a linear mixed-effect model analysis to analyse the impact of the Blue Flag Programme on tourism. To achieve the goal set for this study, two articles were produced.

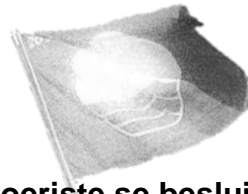
The aim of chapter 3 (article 1) was to determine the push and pull motives of beach visitors. The results revealed the profile of respondents to be female, married with an average age of 39 years and originating from Gauteng. They have a diploma or degree from a tertiary institute and like to visit the beach for an average of eight nights at a time. To identify the push and pull motives of beach visitors, the travel motives were first identified by means of a principal axis factoring analysis, with Oblimin and Kaiser Normalisation. The aspects yielded three factors, *familiarity*, *family relaxation and escape* and *beach characteristics*. The most important factor was determined to be *familiarity*. The analysis further revealed two push and two pull motives. The push factors are *escape and relaxation* (most important push motive) and *familiarity*. The pull motives are *beach attributes* (most important pull motive) and *cognizance*. This article showed that the familiarity of a beach plays an important role as to the motives of beach visitors as well as the fact that visitors to these beaches want to escape and relax away from everyday life.

The aim of the chapter 4 (article 2) was to identify the influence of Blue Flag status on visitors' decision-making when selecting a beach as well as to determine whether any statistically significant differences exist between the visitors to Blue Flag beaches and visitors to non-Blue Flag beaches. A principal axis factoring analysis was conducted to

determine the decision-making aspects of beach visitors. This analysis yielded five actors, *environmental education, safety and access, cleanliness, landscape and popularity*. The most important factor was identified as *cleanliness* with a mean value of 4.37. Furthermore, a linear mixed-effect model analysis was conducted which identified one statistically significant difference with the factor *popularity*, which has a *p*-value of 0.002. No other differences were identified. This study thus found that Blue Flag status does not influence visitors' decision in selecting a beach. What was interesting was the fact that the aspects which are of importance to beach visitors (such as cleanliness) form part of the criteria on which the programme is based (environmental education and information, environmental management, safety and security and water quality). Thus having Blue Flag status does impact positively on tourism.

Since this was the first study of its kind in South Africa, it can benefit all beach destinations in the country. From the findings it is clear that marketing needs to be conducted regarding the Blue Flag programme and the benefits that could be reaped for both the local community and beach visitors. Furthermore, beach management can make use of the motives identified in chapter 3 as well as the decision-making aspects identified in chapter 4 to increase visitor numbers to the beach and gain competitive advantage. Tailor-made marketing strategies can be implemented which will improve the efforts of beach managers and municipalities as well as managers of the Blue Flag Programme to market the programme and raise awareness. Recommendations are made regarding further study on the Blue Flag programme to identify ways in which awareness of the programme amongst the public can be raised. Similar research can also be conducted on other environmental and tourism award systems, such as the Seaside award. This research contributes to the literature on marine tourism, seeing as this was the first time such a study was conducted in a South African setting.

Keywords: Blue Flag; coastal tourism; marine tourism; decision-making; travel motives



OPSOMMING

Die invloed van Blou Vlag status op toeriste se besluitneming in Suid-Afrika

Oor die afgelope jare het marienetoerisme gegroei tot 'n groot en diverse industrie wat voorsiening maak vir 'n verskeidenheid markte. Regoor die wêreld geniet toeriste verskillende aktiwiteite, insluitend kajak, skubaduik, snorkel, en branderplankry, en reis hulle na strande vir ontspanningsdoeleindes. Om te reis na 'n kusdorpie met die doel om 'n strand te besoek, was nog altyd 'n groot aantreklikheid vir toeriste regoor die wêreld. Dit veroorsaak nie net dat strande die toerisme-industrie se grootste mark word nie, maar ook dat strande 'n groot bydrae tot plaaslike ekonomieë maak.

In 2001 het Suid-Afrika die Blou Vlag-program begin toepas. Die Blou Vlag-program is 'n toekenning aan strande wat fokus op skoon swemgeriewe en besoedelvrye omgewings. Die program is in Europa aan die Franse kuslyn deur die *Foundation for Environmental Education* (FEE) gestig. Van daar af het die program vlerke gekry tot waar daar vandag 244 strande en 208 marinas oor 10 lande met 'n Blou Vlag-toekenning spog. Die toekenning vereis van strande om aan vier oorhoofse kriteria te voldoen, naamlik: waterkwaliteit, omgewingsbestuur, omgewingsopvoeding en -inligting, asook veiligheid en sekuriteit. Spesifieke periodes word aan strande toegeskryf waarin die strand aan die voorgeskrewe standaard moet voldoen.

- Vorige studies gedoen op die program stipuleer dat Bou Vlag-status groot aantrekkingskragte vir toeriste inhou.
- In teenstelling het ander studies bewys dat die program geen voordele vir die toerisme-industrie inhou nie.
- Ander studies het gestel dat dit 'n simbool van kwaliteit is wat regoor die wêreld erken word.

Die literatuuroorsig van dié studie toon dat die Blou Vlag-program baie voordele vir bewaring van omgewings inhou. As daar vanuit 'n toerismeperspektief gekyk word, is daar steeds onduidelikheid oor die voordele wat dié program vir die toerisme bedryf inhou en of dit 'n impak het.

Die primêre doel van die verhandeling is dus om vas te stel wat die invloed van Blou Vlag-status op die besluitnemingsproses van besoekers aan strande is wanneer hulle besluit op 'n strand om te besoek. Sodoende word bepaal of die Blou Vlag-program enige waarde tot die toerisme-industrie voeg. 'n Oorsig word verkry oor die belangrikste literatuur in verband met die studie, naamlik die Blou Vlag-program, die toeristebesluitnemingsproses, reisgedrag van toeriste asook toeristegedrag om insig te kry tot die tipe navorsing wat gedoen is. Daarna is 'n empiriese studie gedoen op ses strande in KwaZulu-Natal. Dit het die verspreiding van 'n self-geadministreerde vraelys ingesluit. Die steekproefmetode gebruik om die data in te samel, is kwantitatief met sistematiese metodes waar elke tweede persoon of groep op die strand benader is. Die opname het plaasgevind vanaf 28 Maart tot 8 April 2013. Die strande sluit in Margate se hoofstrand, Lucien-strand, Ramsgate, St. Michael's on Sea, Marina en Uvongo. 'n Totaal van 572 bruikbare vraelyste is ingesamel vanuit 'n steekproefgrootte van 600 besoekers. Die data is vasgevang deur gebruik te maak van Microsoft™ Excel™ 2010 en geanaliseer deur gebruik te maak van Statistical Package for Social Sciences (SPSS, uitgawe 21). Verskeie faktoranalises is uitgevoer asook 'n liniêre gemengde-effek-model analise om sodoende die impak van die Blou Vlag-program op die toerisme bedryfte bepaal. Om die primêre doel van die studie te bereik, is twee artikels gelewer.

Die doel van Hoofstuk 3 (artikel 1) was om die stoot-en-trek-faktore van besoekers aan al ses strande te bepaal. Die resultate wys dat die profiel van die besoekers meestal vroulik en getroud is met 'n gemiddelde ouderdom van 39 jaar. Hulle is afkomstig van Gauteng en het 'n diploma of 'n graad van 'n tersiêre instelling. Hulle besoek die betrokke strand 'n gemiddeld van agt nagte per besoek. Om die stoot-en-trek-faktore van besoekers te bepaal, is die reismotiewe eerstens bepaal deur die uitvoering van 'n faktoranalise. Die aspekte het drie faktore gelewer, naamlik *familiarity*, *family relaxation and escape* en *beach characteristics*. Die belangrikste faktor was *familiarity*. Vanuit die reismotiewe is twee stoot- en twee trekfaktore bepaal. Die stoot faktore is *escape and relaxation* (belangrikste stootmotief) en *familiarity*. Van die trekmotiewe is *beach attributes* die belangrikste trekmotief sowel as *cognisance*. Die artikel het geïdentifiseer dat hoe bekend die besoeker met die strand is 'n groot rol speel in die redes van besoekers asook die feit dat besoekers na die strande gaan om weg te kom van die alledaagse lewe en wil ontspan.

Die doel van Hoofstuk 4 (artikel 2) was om die invloed van Blou Vlag-status op besoekers se besluitnemingsproses te bepaal wanneer hulle 'n strand besoek asook om te bepaal of daar enige statisties beduidende verskille is tussen besoekers na Blou Vlag-strande en besoekers na ander strande. 'n Faktoranalise is uitgevoer om die aspekte van belang vir besoekers se besluitneming te bepaal. Die analise het vyf faktore gelewer, naamlik *environmental education, safety and access, cleanliness, landscape* en *popularity*. Die belangrikste faktor is geïdentifiseer as *cleanliness*, wat 'n gemiddelde waarde van 4.37 het. Verder is 'n liniêre gemengde-effek-model-analise uitgevoer wat een statisties beduidende verskil tussen die twee groepe strandbesoekers bepaal het. Die verskil het voorgekom in die faktor, *popularity*, met 'n *p*-waarde van 0.002. Geen ander verskille is geïdentifiseer nie. Die studie het dus bevind dat Blou Vlag-status wel waarde tot die toerisme bedryf toevoeg, aangesien die aspekte wat van belang is vir besoekers se besluitneming (soos skoonheid van strande) ingesluit is in die kriteria gestel deur die Blou Vlag-program. Daarom speel die program 'n indirekte rol in die besluitnemingsproses van strandbesoekers.

Aangesien hierdie studie die eerste van sy soort in Suid-Afrika is, kan dit alle strandbestemmings in die land bevoordeel. Vanuit die bevindinge is dit duidelik dat bemarking gedoen moet word aangaande die Blou Vlag-program en die voordele daaraan verbonde vir beide die plaaslike gemeenskap en die besoekers aan die strand. Verder kan die strand se bestuursplan die reismotiewe geïdentifiseer in artikel 1 asook die besluitnemingsaspekte geïdentifiseer in artikel 2 gebruik om besoekersgetalle na strande op te stoot en sodoende 'n kompeterende voordeel te kry. Unieke bemarkingstrategieë kan geïmplementeer word wat die insette van strande en die Blou Vlag-program rakende bemarking gaan verbeter en wat gaan verseker dat bewusmaking sal plaasvind. Voorstelle word gemaak rakende verdere studies op die Blou Vlag-program om maniere te identifiseer waarop die publiek van die program bewus gemaak kan word. Die navorsing dra by tot die literatuur rakende marienetoerisme in die sin dat hierdie studie die eerste van sy soort was wat in die Suid-Afrikaanse omgewing uitgevoer is. Verder kan soortgelyke studies uitgevoer word op ander omgewings- en toerismetoekenningsprogramme, soos die Seaside Award.

Sleutelwoorde: Blou Vlag; strandtoerisme; marienetoerisme; besluitneming; reismotiewe

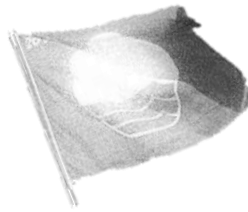


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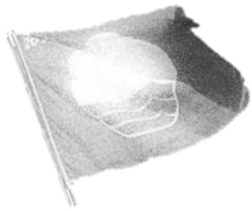
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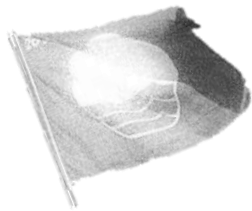
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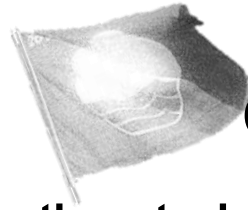
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CHAPTER 1

Introduction to the study

We are tied to the ocean. And when we go back to the sea, whether it is to sail or to watch – we are going back from where we came. ~John F. Kennedy

1.1 INTRODUCTION

Since the dawn of time, the coastline has been a great attractor for tourists all over the world (Hall, 2001:601) and today, coastal tourism is one the world's fastest growing forms of tourism (Jennings, 2004:899). It encapsulates a great variety of activities and businesses across the greater tourism industry (Hall, 2001:601). Hall (2001:602) suggests that coastal tourism embraces the industry as a whole with specific reference to leisure and recreational activities which take place in the coastal zone as well as the coastal waters. This includes all tourism businesses as well as the infrastructure in the vicinity. Within coastal tourism, various types of tourists exist, of which one type comprises beach users, thus creating a market segment for beach tourism.

Tudor and Williams (2006:153) state that beach tourism has become an important economic source for both local residents and visitors. According to Lew and Larson (2005:73) the value of recreation and the characteristics of beaches preferred by beach users are revealed by their decision with regards to which beach to use. Furthermore, they state that this decision is dependent on the cost implications when visiting a beach as well as the features that will contribute to the experience. Some of the major influencing factors for tourists include the facilities and the quality of the beach they seek to visit (Lew & Larson, 2005:73).

In an attempt to boost the quality of coastal and beach tourism, the European Union has developed an award scheme called European Blue Flag in 1987 (Nelson,

Morgan, Williams & Wood, 2000:88). The programme is based on four categories of requirements with which each beach must comply. These are environmental management, safety and security, environmental education and information, and water quality (Blue Flag, 2013a). This programme constitutes an instrument used not only to control the impact of tourism on the environment but also offers the means by which tourists can experience a more satisfying visit to a beach. McKenna, Williams, Andrew and Cooper (2011:576) further suggest that the Blue Flag programme should raise the profile of the public as well as enhance the popularity of the beach. In the process, this programme has become a solution to the problem of sustainable beach management.

There are, however, negative aspects of such an award scheme. One is the fact that the public is either completely unaware of, or confused about, the award scheme in place (Nelson *et al.*, 2000:88). The positive implications surrounding the Blue Flag programme are that it benefits local economies as well as the promotion of beaches and the conservation thereof by informing the public about “good” beaches (WTB, 1997). However, the costs implicated through the upkeep of a beach, according to the standards of the Blue Flag programme, are high (Klein, Osleeb & Viola, 2004:1080). Klein *et al.* (2004:1080) argue that the quality of beaches is not only important to local tourism economies, but also to tourists when choosing a beach destination. They therefore suggest that municipal spending for the maintenance of such a beach should be viewed as an investment. The fact that needs to be considered here is whether or not these costs are being wasted or whether they assist with the promotion of beaches to Blue Flag status.

Hence, two questions are raised. Why do visitors travel to a beach destination? Does the Blue Flag status of a beach provide sufficient information to assist visitors to select a beach as a destination (House & Herring, 1995; Owen, Botteril, Emanuel, Foster, Gale, Nelson & Selby, 1997; Nelson & Williams, 1997)? The aim of this study is to determine the influence of an award such as the Blue Flag programme on the decision-making process of tourists when selecting a beach.

The purpose of this chapter is to discuss the research process that has been followed in this study to attain the set goals and objectives. This will be achieved by analysing a problem statement, followed by stating the goals and objectives,

discussing the method of research, defining the key concepts and, lastly, a proposed classification of the chapters.

1.2 BACKGROUND TO THE STUDY

Marine tourism is defined by Orams (1999:9) as “those recreational activities that involve travelling away from one’s place of residence and have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected)”. A large segment of marine tourism takes place at the coastal area, compared to in the water itself or in the business community. According to Van der Merwe (2012:90), the coastal area is divided into separate zones. The first zone is known as the coastal waters and extends from the low water mark into the sea and ends where land and activities no longer have an influence over the water. The next zone is the coastline or seashore, which consists of the area between the low and high water mark. The coastland refers to the area above the high water mark and is not influenced by, nor does it influence, the coastal waters. It is important to define and understand the coastal boundaries in order to manage the coastland correctly as well as to implement programmes such as the Blue Flag and regulatory programmes. The focus area of this study will be the coastline or seashore, in other words, the beach.

Beaches constitute some of the most popular marine tourism attractions across the world, especially those close to urban areas (Roca & Villares, 2008:314). According to Van der Merwe (2012:100), beaches are increasingly viewed as constituting an important recreational outlet for a large market segment. This is evident in the number of visitors to the beaches. For example, Miami Beach, Florida, receives over one million visitors per year (Roca & Villares, 2008:314). As a result of this growth and expansion in the market, the industry of marine and beach tourism has become increasingly competitive and is becoming more saturated (Hui, Wan & Ho, 2007).

When focusing on beach tourism, the tangible and intangible aspects of a beach are worth considering. Tangible aspects refer to those aspects that can be seen and touched by the tourist and which deliver functional value to the destination, such as transport to and from the beach, entertainment and activities at the beach, the waves as well as recreational opportunities (e.g., shopping malls) located nearby. Intangible

aspects, on the other hand, are those aspects that cannot be touched or seen by the tourist, such as the cleanliness of the beach and cleanliness of the water, hospitality, the atmosphere at the beach, the reputation of the beach as well as opportunities to learn something new (Saayman, 2006:15; Suh & Gartner, 2004:40).

Echtner and Ritchie (1991) assert that tangible (physical) and intangible (psychological) attributes of any destination will exert an impact on the market of that destination. Suh and Gartner (2004:40) suggest that tourists will form a mental picture based on both the tangible and intangible characteristics. Previous literature found on the subject of beach tourism confirms that aspects such as the cleanliness and quality of a beach constitute some of the most important features that tourists will take into account before deciding which beach destination to visit (Nelson *et al.*, 2000; McKenna *et al.*, 2011). The process of deciding on a beach is one that all tourists work through before choosing their destination. This process is known as the decision-making process and a topic which has been researched in many fields of tourism (Bailey & Richardson, 2010; Walls, Okumus & Wang, 2011; Duman & Tanrisevdi, 2011).

A discussion on the decision-making process with reference to applicable theories will follow along with that of the travel behaviour of tourists.

1.2.1 Decision-making process

The decision-making process is initiated when a certain need or want occurs that the tourist cannot satisfy in his/her personal environment (Pike, 2008:27). A tourist will try to satisfy a want or need when they become aware of it. This factor is viewed as an important variable considered in travel decisions and the satisfaction of needs (Saayman, 2006:23). Researchers across the world agree that when a tourist purchases a product or service, it is considered to be important to the tourist's ego or needs. When high levels of financial, social or psychological risks are involved in that purchase, the decision-making process will be initiated (Assael, 1998; Bazerman, 2001; Mair & Thompson, 2009:401; Yoo & Zhao, 2010:180).

The decision-making process can be viewed as a funnel, where multiple alternatives are being narrowed down to a single choice (Yoo & Zhao, 2010:180). The funnel consists of five stages which every tourist experiences while making decisions (Yoo & Zhao, 2010:180; Mair & Thompson, 2009:400). These stages are (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behaviour.

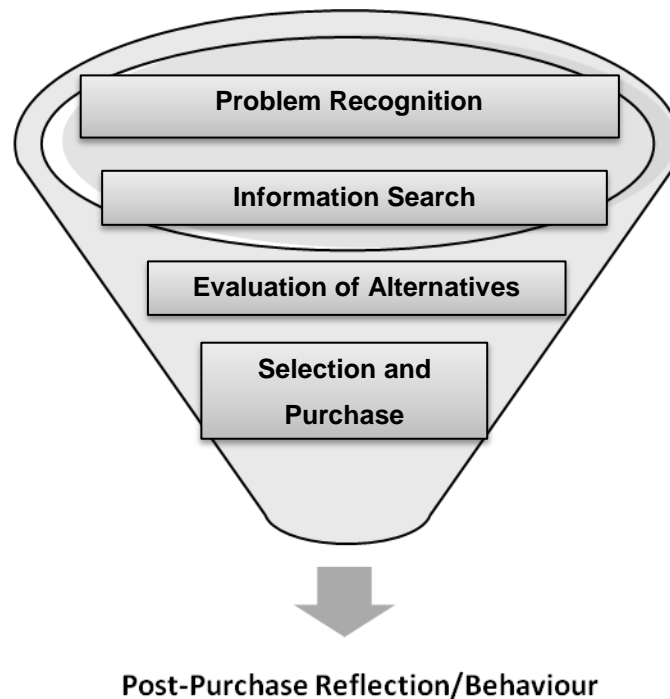


Figure 1.1: The decision-making process

(Source: Yoo & Zhao, 2010; Mair & Thompson, 2009)

In the first stage of the process, problem recognition, the tourist realises that he or she has a need for something specific, such as a holiday. The tourist will then proceed to the second stage of the process where as much information as possible regarding a holiday trip will be gathered. The tourist will gather information on all potential destinations that he feels will serve his particular need. After the alternatives have been identified, the tourist will evaluate each of them in turn based on the specific need that he feels must be fulfilled and which one will serve it best. Alternatives that do not suit his needs will be discarded. When all the alternatives have been evaluated and the best possible choice for a holiday remains, the tourist will proceed to make the purchase or, in this case, book the trip. The next stage in

the process is the post-purchase behaviour, which refers to the level of satisfaction which the tourist feels after the holiday. It also refers to whether the tourist will return to the particular destination and whether his recommendations will be positive (Mair & Thompson, 2009:401; Martin & Woodside, 2012:856).

The assumption underlying the decision-making process is that tourists seek and use information as part of their rational problem solving processes (Yoo & Zhao, 2010:180). Tourists make use of the advantages and disadvantages of various alternatives to select the one most appropriate and suited to the needs (Smallman & Moore, 2012:401). This process has been adopted by many researchers who have determined tourists to be rational decision makers who search for ways in which to satisfy their needs through travelling (Woodside & King, 2001). This approach to the decision-making process embodies general decision-making models, such as the choice set theory (Crompton, 1992), and assumes that the choice of destination was due to high levels of involvement and a significant amount of search behaviour (Moore *et al.*, 2012:636).

The decision-making process takes into account different roles adopted by friends and family (Bennet, Jooste & Strydom, 2005:89; McCabe, 2009:93) while tourists work through the process along with considering the different choices affecting it (Saayman, 2006:50). The roles adopted include the initiator, the influencer, the decider, the buyer, and the user. The choices that tourists have to make include the destination, the type of travel, the time and duration, the mode of transport, the type of accommodation and the travel arrangements. Before the tourists enter the decision-making process a need will arise which forms the driving force, or stimulus, for undertaking this process, also called the motive to travel (Mair & Thompson, 2009:401). Mair and Thomson (2009:401) suggest that these motives can arise from a wide range of stimuli including marketing messages, and past experience and recommendations from others and will be influenced by the behavioural characteristics of the tourist.

1.2.2 Travel behaviour

Travel behaviour plays an important role in the choices made by tourists. It results from the attempts tourists make to fulfil or satisfy newly discovered needs such as

the need for relaxation and time to spend with family and friends (Kotze, 2005:46). Carr (2002:117) states that behaviour can be influenced by a combination of socio-cultural norms and values as well as personal motivations present in both home and holiday environments. Oppermann (1995) maintains that travel behaviour, travel motives and choice of destination will differ according to elements in the life cycle of the tourist such as age, personal barriers and previous experiences.

Travel behaviour is further defined as tourists being subjected to certain behavioural patterns before and after travelling, with this behaviour being the direct result of a continuous interaction between personal and environmental variables. Travel behaviour fulfils an important role in tourism regarding concept, industry and the economy as well as in terms of tourist demands and their investigation of ways in which to fulfil their needs (George, 2004; March & Woodside, 2005). Therefore, George (2004) and March and Woodside (2005) propose that an understanding of the travel behaviour of tourists holds many benefits:

- It assists in product development
- Improves marketing strategies
- Enhances service delivery approaches
- Creates a competitive advantage over other destinations.

The travel behaviour of tourists comprises several variables, such as distance travelled, number of previous visits, activity participation, value for money, mode of transport, purpose of visit, family life cycle, length of stay and trip information selection (Warren, 2011:16). Each of these variables form part of the characteristics found to be of importance to tourists, with the main concern being which of these play a role in the choices that tourists make. Various researchers have identified factors which influence the travel behaviour of tourists (Laws, 1995; Venkatesh, 2006:95). These factors include variables motivating tourists to travel, the attitude of the tourist, a variety of situational factors, environmental factors, perceptions of the individual, previous experiences, information searches and intentions (Hueng, Qu & Chu, 2001:259). Understanding the travel behaviour of tourists will assist tourism marketing in more ways than one. Acquiring knowledge regarding the travel behaviour of tourists or a certain market within tourism will create new demands

among tourists and will also assist in the decision-making process (March & Woodside, 2005)

1.2.3 Tourist behaviour: travel motives

Tourists are constantly seeking particular benefits and ways to satisfy certain needs by travelling (Jang, Morrison & O’Leary, 2004:20; Bloom, 2005:94). Travel motives are thus considered to constitute an important psychological influence on the behaviour of tourists (George, 2004). Travel motives are defined by Swanson and Horridge (2006:672) as a set of needs that could cause a tourist to take part in certain activities and make certain decisions. According to Kruger, Saayman and Ellis (2011:60), motives can induce the tourist to make certain decisions and display certain behavioural characteristics. It can therefore be concluded that motives accord direction to behaviour as well as strengthening and intensifying that behaviour. Kruger *et al.* (2011:61) further assert that needs are the primary driving force behind decision making for all humans. Therefore, understanding motives means uncovering the needs of tourists and how to fulfil them.

Several theories exist regarding the travel motives of tourists (push and pull theory, Maslow’s theory of hierarchy, Crompton’s reasons for travelling, Iso-Ahola). Maslow’s theory of hierarchy is perhaps the most frequently used theory for explaining the motives of tourists (Tikkanen, 2007:722). According to Tikkanen (2007:722), five sets of needs are used to describe the basic needs of all humans: psychological needs, safety needs, social needs, self-esteem and self-actualisation. This theory argues that tourists might want to escape their day-to-day activities to relax or gain relief from psychological tension. Once one set of needs are gratified, a new set of needs will arise which will in turn give way to another set of needs (Stephens, 2000). Stephens (2000) further suggests that even though these needs are viewed as the basic needs faced by all humans it is not exclusive or single determiners of a behavioural type as there are other determiners of behaviour other than motives. Another theory which is of importance is that of Crompton (1979) who identifies the motives for pleasure vacations and therefore identified seven reasons why people travel to far-off destinations: escaping from their everyday environment, discovery and self-evaluation, relaxation, prestige, regression, strengthening family ties and for social interaction. These motives have a great influence on the selection

of a destination seeing as the above-mentioned reasons are classified as socio-psychological motives (Venkatesh, 2006:97).

It is important to possess sufficient knowledge of tourist behaviour and travel motives as this influences most of the decisions made by tourists (George, 2004). The reasons why tourists travel will, in turn, initiate a particular travel behaviour in tourists, which subsequently initiates the decision-making process (Pike, 2008:27). As mentioned previously, different choices and roles exist within the context of decision making and travel behaviour. Van Vuuren and Slabbert (2011:697) state that different types of tourists will travel to different destinations for different reasons. They are influenced by different aspects and thus their travel choices will be different. This is an important aspect which this study seeks to address.

1.3 PROBLEM STATEMENT

The Blue Flag award can only be awarded to a beach if the municipality in charge of that beach's maintenance applies for it according to set criteria (Nelson *et al.*, 2000:88). The criteria set for the award uses four main categories. These are environmental education and information, water quality, environmental management, and safety and security. Each of these categories comprise subsets of criteria which rate specific aspects with regard to the category in which they fall (Blue Flag, 2013a).

Environmental education and information measures aspects such as information about the Blue Flag award: it must be displayed on the beach, environmentally educative activities must be offered on the beach, a map of the beach must be displayed and information about water quality must also be displayed (Blue Flag, 2013a). The category water quality includes aspects such as the beach having to comply with the standards and requirements for water quality analysis, no industrial or commercial waste or sewage must be present in the water, and the beach must comply with the Blue Flag requirements for physical and chemical parameters. Furthermore, the beach must comply with environmental factors such as being clean, algae vegetation and natural debris must be left on the beach, waste disposal bins must be provided, restroom facilities must be provided and be clean as well as the monitoring of coral reefs in the vicinity. Safety and security involves aspects such as an adequate number of lifeguards being present, first aid equipment must be on

hand, emergency evacuation plans must be in place and wheelchair access for disabled people must be provided (Blue Flag, 2013a). In total, 32 criteria must be met across the four categories (see Appendix A) (Blue Flag South Africa, 2013a).

The process of applying for the award is costly and takes time (Nahman & Rigby, 2008:729). Each municipality is accorded a Blue Flag season; a period in which the municipality must meet the standards set by the Blue Flag programme. The period for the Blue Flag season differs for municipalities and provinces. For example, KwaZulu-Natal has a season of 365 days whereas the Western Cape's season lasts only four months. Once the season is over, the beach is under no obligation to meet the standards of the programme (Blue Flag South Africa, 2013a). However, to obtain the award a municipality must apply for the award each year. A jury will decide whether the beach is awarded the status again based on how well the municipality met the standards in previous years. Each municipality or beach is also subject to visits from members of the WESSA (Wildlife and Environmental Society South Africa) Blue Flag management team or the international Blue Flag team from Denmark, who will inspect the beach unannounced during its Blue Flag season (Blue Flag South Africa, 2013a).

If a beach fails to meet the required standards during its Blue Flag season, the flag flying at that particular beach will be lowered and the municipality will be afforded 10 days in which to restore or clean the beach (Blue Flag South Africa, 2013a).

According to SouthAfrica.info (2013), the Blue Flag award has been reported to increase the number of visitors to the beaches and has also improved tourist behaviour on the selected beaches. In contrast, Nelson *et al.* (2000:88) suggest that the public is unaware of the award or confused about what it entails. This is confirmed by McKenna *et al.* (2011:577) who argue that the Blue Flag programme does not mean all that much and that tourists are unaware of the award.

The cost implications of becoming a Blue Flag beach as well as the maintenance thereof are high (Nahman & Rigby, 2008:723). To meet the required standards set by the Blue Flag programme, the municipalities incur great expense. This raises the question as to whether achieving Blue Flag status is worth all the trouble when viewed from a tourism perspective. Does a beach's Blue Flag status attract more

visitors than beaches without this particular status? In turn, more visitors will result in higher spending and an increase in the local economy. The purpose of this study is thus to determine whether the Blue Flag status of a beach exerts an influence on the decision making of tourists when they select a beach.

1.4 GOAL OF THE STUDY

The following goals and objectives have been set for this study:

1.4.1 Goal

The goal of this study is to determine the influence of Blue Flag status on the decision making of beach visitors when selecting a beach.

1.4.2 Objectives

The following objectives were set for this study, which will aid in reaching the goal set above.

- To conduct an in-depth literature analysis regarding the Blue Flag programme
- To conduct an in-depth literature analysis regarding tourists' decision-making process, tourist behaviour and travel behaviour
- To determine the push and pull motives of visitors to selected beaches in KwaZulu-Natal
- To determine whether any differences exist between the aspects considered by visitors when visiting a Blue Flag beach versus aspects considered by visitors when visiting a non-Blue Flag beach
- To draw conclusions and to make recommendations regarding this research

1.5 METHOD OF RESEARCH

The following methodology was used and implemented to achieve the goals and objectives set by this study.

1.5.1 Literature study

The literature study was conducted on specific keywords: Blue Flag, beach tourism, marine tourism, decision making, tourist behaviour and travel behaviour. The theoretical framework of the decision-making process was investigated with specific reference to theories developed by researchers on the subject. The theory and background of the Blue Flag programme was also investigated and compared with tourism to beaches without a Blue Flag status.

The literature review was performed by means of an Internet search of academic articles published in various journals. Scientific databases such as Google Scholar, EbscoHost, Academic Search Premier and ScienceDirect played an important role in the search for the most relevant and important sources. Various books, dissertations and other tourism related material was also consulted. The theory and background of the Blue Flag programme will be found on websites on this subject such as blueflag.org and southafrica.info. Through these sources a clear analysis of the key aspects related to the decision-making process of beach tourists as well as their behaviour was conducted.

Since an intensive literature study and an empirical study will be conducted, this research incorporates both primary and secondary sources. The empirical study will be conducted by means of facilitating questionnaires to beach visitors, thereby forming the primary sources of information.

1.5.2 Empirical study

The following section will discuss the methods that were used to conduct the empirical analysis for this study.

1.5.2.1 Research design and method of collecting data

This is a quantitative study and a self-administered questionnaire was facilitated to beach visitors. This data is problem-specific to this study.

There are many advantages of quantitative research methods. According to Slabbert (2004:36) and Maree (2007:155), the following can be viewed as benefits of quantitative research methods:

- Samples are large enough to ensure data accuracy
- Demographic information such as gender, age and income can be collected by means of a questionnaire
- Conducting research according to this method is inexpensive
- Tabulating and analysing the data using statistical software programmes is relatively easy.

The research approach is descriptive in nature. Descriptive statistics is defined by Maree (2007:183) as a shared name for a number of statistical methods that summarise and organise data in a specific and significant manner.

1.5.2.2 Development of the questionnaire

The questionnaire was developed using previous literature on the subject. Aspects in the questionnaires were based on research conducted by Nelson *et al.* (2000); McKenna *et al.* (2011), and Tiedt (2011) as well as the criteria for Blue Flag status found on the website for the Blue Flag programme (Blue Flag, 2013a). The work of these researchers was selected to provide a background and basis for the development of the questionnaire because they had already conducted similar research on the subject in other parts of the world (Ireland and Wales).

This questionnaire measured the impact of the Blue Flag programme's criteria on visitor decisions, visitor awareness of the Blue Flag programme, travel motives as well as other aspects, such as quality of amenities that are important to visitors when they decide on a beach destination.

The questionnaire comprised four sections. Section A gathered socio-demographic details, Section B consisted of socio-economic aspects, Section C requested respondents to rate the importance of the criteria for a Blue Flag beach according to a scale of importance to them. A question regarding the travel motives of visitors was also included in this section. Section D included questions regarding the knowledge of beach awards. The scale used was a six-point Likert scale, where 1 = not at all important, 2 = not important, 3 = important, 4 = very important, 5 = extremely important and 6 = not applicable. For the purposes of this research only data from sections A and C was used.

- Demographic details consisted of questions such as gender, age, home language, and occupation, province of origin, level of education and level of income.
- The question on aspects of the Blue Flag beach included the criteria of the Blue Flag programme (water quality, environmental education and information, safety and security and environmental management) as well as the following aspects: the importance of waves, the beach should be busy with lots of people, the beach should be child friendly, I visit this beach for nostalgic reasons and my holiday home is close to this beach. The same six-point Likert scale was applied.
- A question regarding the travel motives of tourists visiting the beaches was also included. This question considered reasons such as to visit friends and family, for relaxation and escape, to explore new destinations, and for self-discovery (Tiedt, 2011:69).

1.5.2.3 Survey and sampling

The survey followed the method of probability sampling employing a systematic sampling approach. According to Berndt and Petzer (2011:173), probability sampling is based on the concept of randomly selecting respondents. The members of the population therefore all had a known chance of being included in the survey; for example, the researcher will ask only every second person (Berndt & Petzer, 2011:175) to participate. This method of systematic sampling implies that the section of the population which will be targeted is readily accessible or available to the researcher (Berndt & Petzer, 2011:175). The researcher moves through the population and selects every k th element from a random starting point (Maree, 2007:174). In the case of this study, the population constituted all the visitors at the selected beaches at the time of the survey, but only those who were on the beach at a particular time had a chance of being included in this research. One person out of every second group of people on the beach was asked to complete the questionnaire.

Questionnaires were distributed by four fieldworkers who were trained in the aspects on which the questionnaire was based as well as on how to approach respondents

and the method of sampling used. They were also informed with regards to what the research is about and the field in which it was analysed.

The sampling frame for this research consists of three beaches with, and three without, Blue Flag status. Their selection was based on the criterion of them being situated in the same geographical area, namely KwaZulu-Natal's southern coastline.

The three beaches with Blue Flag status which have been selected are:

- Lucien Beach (KwaZulu-Natal)
- Ramsgate Beach (KwaZulu-Natal)
- Marina Beach (KwaZulu-Natal).

The three beaches selected for this study without Blue Flag status are those in the surrounding area of the three Blue Flag beaches. They were selected due to their proximity to the three beaches with Blue Flag status and thus share the same geographic characteristics and are more or less the same size.

- St. Michaels on sea (KwaZulu-Natal)
- Margate Main Beach (KwaZulu-Natal)
- Uvongo Beach (KwaZulu-Natal).

For this study, 600 questionnaires were facilitated across the six beaches. This means that 100 questionnaires were facilitated at each beach to reach the goals set for this study. Two out of the six beaches were covered per day by the four fieldworkers. Each fieldworker received 50 questionnaires to hand out at the specific beach per day. Two fieldworkers distributed questionnaires at a Blue Flag beach and two distributed questionnaires at the adjacent non-Blue Flag beach. Both local visitors and tourists were included in this research and both parties were asked to complete the questionnaire. A total number of 572 usable questionnaires were collected from all six beaches. According to Single (2002) only 384 questionnaires are needed out of a population of 1,000,000. This amount will have a sampling error of 5%.

The survey period fell over the Easter holiday season from 28 March to 4 April 2013. Margate is a popular east coast holiday destination in the KwaZulu-Natal Province of

South Africa and therefore the number of visitors to the selected beaches over this period was high (Nahman & Rigby, 2008:721). This resulted in different tourists from across South Africa visiting this area over this specific period, consequently, a variety of market segments were included in the survey (Nahman & Rigby, 2008:721).

Table 1.1: Summation of beaches included in this research

BEACH	NUMBER OF QUESTIONNAIRES
1. Lucien Beach	99
2. Ramsgate Beach	95
3. Marina Beach	96
4. Uvongo Beach	92
5. St. Michaels On Sea	95
6. Margate Main Beach	95

1.5.2.4 Data analysis

The data collected for this research was captured with Microsoft™ Excel™ and a basic analysis was performed. The Statistical Package for Social Sciences version 21 (SPSS) was used for processing the information (SPSS Inc., 2013). The statistical services of the North-West University, Potchefstroom Campus, assisted with processing the data. An initial data analysis focused on compiling a profile of the visitors to the beaches. Various SPSS tests were conducted to achieve the goals of this study. Firstly, an exploratory factor analysis was performed to establish the tourist behaviour and motives of tourists. An exploratory factor analysis was also used to determine the reasons why tourists visit both Blue Flag and non-Blue Flag beaches (decision-making aspects). Secondly, a linear mixed-effects model analysis was carried out to determine any significant differences between Blue Flag beaches and non-Blue Flag beaches.

Factor Analysis

An exploratory factor analysis was conducted to determine the motives of the visitors to the beaches as well as the decision-making factors. Child (2006:1) defines a factor analysis as “an orderly simplification” of interrelated measures using mathematical procedures. Kim and Mueller (1978:11) state that a factor analysis can be used for exploratory or confirmatory research. Factor analysis groups data together in categories that are specific to certain factors. This is a means to simplify the research process so that there would be less data to work with (Child, 2006:1).

The linear mixed-effects model analysis

The linear mixed-effects model analysis enables one to fit linear mixed-effects models to data samples from normal distributions. This model handles correlated data and unequal variances. Correlated data is common in situations where repeated measurements of survey respondents or experimental subjects have been taken. With this model, responses from a subject are thought as the sum (linear) of the so-called fixed and random effects. If, for example, Blue Flag beach status affects the population mean, it is fixed. If an effect is associated with a sampling procedure though, it is random. In a mixed-effects model, random effects contribute only to the covariance structure of the data. The presence of random effects can introduce correlations between different cases. The fixed effects are, in most studies, the primary interest, but it necessary to adjust for the covariance structure of the data (SPSS, 2005:1).

The mixed-effects model requires measurements to be collapsed into one variable, so that each subject has a singular number of cases. For the purposes of this study, the six beaches will be collapsed into two cases, namely Blue Flag and non-Blue Flag beaches (SPSS, 2005:1). This test was used to determine the differences in decision making between visitors to Blue Flag beaches and visitors to non-Blue Flag beaches. The p-values (level of opportunity) and effect sizes (difference in means of the two groups) were used to determine how great the differences are (Ellis & Steyn, 2003:51).

1.4 DEFINING THE CONCEPTS

There are several concepts which were used regularly throughout this study. Each of these is discussed in the following section.

1.6.1 Blue Flag programme

The Blue Flag programme is a voluntary eco-label which has been awarded to 3850 beaches in 46 countries around the world, including Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean. The Blue Flag programme represents and works towards sustainable development of beaches and marinas by means of strict criteria surrounding the water quality of the beaches, the natural environment, safety and security, and educational activities. The Blue Flag programme is owned and run by the Foundation for Environmental Education (FEE). The FEE is a non-government and non-profit organisation (Blue Flag, 2013b).

The concept of the Blue Flag programme was started in France in 1985 when several French coastal municipalities were awarded the Blue Flag status. In 1987, the Foundation for Environmental Education in Europe (FEEE) presented the Blue Flag concept to the European Commission who launched the Blue Flag programme as one of the community's activities of that year. In 2001, the Blue Flag programme became an international concept and many countries across the globe have made an effort to comply with the standards and criteria set by the Blue Flag programme.

1.6.2 Coastal tourism

Coastal tourism is a concept used to describe a variety of tourism, leisure and recreational activities. These activities take place within the coastal zone and coastal waters and include boating, cruises, swimming, recreational fishing, snorkelling and scuba diving (Hall, 2001:602). Included in coastal tourism is development (accommodation, restaurants and vacation homes) as well as the infrastructure supporting the development on the coast (retail businesses, marinas and activity suppliers) (Hall, 2001:602).

1.6.3 Marine tourism

One definition of marine tourism that has been used in articles across the world is that of Orams (1999:9) who states that marine tourism is the “temporary short-term movement of people to destinations outside their normal environment and activities within a marine setting”. Another definition by Orams (1999) defines marine tourism as “those recreational activities that involve travelling away from one’s place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected)”. Marine tourism includes aspects such as hotels and restaurants, coastal water sports, cruise ships fishing boat operators and beach sports (Van der Merwe, Slabbert & Saayman, 2011:457).

1.6.4 Decision-making process

The decision-making process is defined by Assael (1998) and Bazerman (2001) as a process that will be evoked when the purchase of a product or service is considered to be important to the tourist’s ego or needs, or when there is a high level of psychological, social and financial risk involved. According to researchers, the decision-making process is considered to be a process made up of five stages. These are motivation, information search, evaluation of alternatives, decision and post-decision behaviour (Mair & Thompson, 2009:401). This model is most commonly employed as an attempt to explain why tourists decide to engage in a leisure trip to a particular destination (Mair & Thompson, 2009:400).

1.6.5 Travel motives

Travel motives are defined by Swanson and Horridge (2006:672) as a set of needs that cause a person to travel and to participate in tourism activities. Crompton (1979) states that the market’s needs are used to subdivide tourists into market segments, which are used for the purposes of enhancing tourism marketing efforts. Crompton (1979) identified nine reasons why people travel. These were escaping, exploration and discovery, relaxation, prestige, regression, strengthening of family ties, social interaction education and novelty seeking. Loker and Perdue (1992) built on these reasons when they identified six tourism styles, which resulted from the travel

motives of excitement and escape, adrenaline, seeking excitement, friends and family, enjoying nature, escaping, as well as a group of tourists who valued all of these. Other theories regarding travel motives include the push and pull theory (factors which drive tourists to visit a destination) and Maslow's theory of hierarchy (psychological needs, safety and security, love and belonging, self-esteem and self-actualisation), Iso-Ahola (1989) (the seeking and escaping dimensions of needs) and Sunlust and Wanderlust (Saayman, 2006:24).

1.6.6 Travel behaviour

Tourists display certain behavioural characteristics before, during, and after travelling (Van Vuuren & Slabbert, 2011:695). It can be argued that the behaviours exhibited could be the direct result of continuous interaction between the tourists and certain people and/or environments. George (2004) and March and Woodside (2005) therefore define travel behaviour as the manner in which tourists behave, in accordance with their attitudes towards a specific product and the response they display when making use of that product. Kotze (2005) suggests that travel behaviour is the result of an attempt to satisfy unfulfilled needs, for example, relaxation and escape from their everyday environment.

Insight into travel behaviour contributes to the tourism literature by playing an important role in terms of concept, industry, economy, demands and investigation of tourists in all market segments (Van Vuuren & Slabbert, 2011:695).

1.6.7 Tourist behaviour

Behavioural intentions are embraced by specific decisions based on the need to behave in a certain way and according to the type of situation in which the tourist finds himself (March and Woodside, 2005). Kotze (2005:49) defines tourist behaviour as the result of an attempt to satisfy a newly discovered need, such as relaxing and spending time with family and friends.

1.5 PRELIMINARY CHAPTER CLASSIFICATION

The following section provides a brief overview of each of the chapters in this study.

Chapter 1: Introduction and problem statement

Chapter one forms the outline of the study. The motivation behind the research question is stated in this chapter. The introduction, the background of this study, the problem statement, the goals and the objectives, the method of research and the definition of the key concepts in this study are included. The aim of this chapter is to furnish the reader with an overview of the Blue Flag programme and the industry of marine tourism as well as the problem faced with regards to meeting the criteria in order to achieve Blue Flag status.

Chapter 2: Analysis of fundamental literature

This chapter forms the literature review for this study. A large body of literature regarding the key concepts of this study is analysed in this chapter. Literature discussed includes tourist behaviour, travel behaviour, the decision-making process of tourists and marketing concepts, such as the travel motives of tourists, relevant to this study. A discussion on the attractions offered by beaches and coastal tourism are included. Previous studies carried out on these subjects are discussed while the relevance of each of these studies to this one is argued.

Chapter 3 (Article 1): Determining the push and pull motives of beach visitors

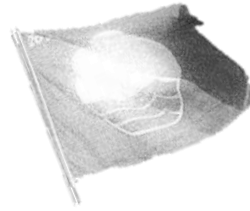
This article forms the third chapter of this study. The aim of this chapter is to determine the reasons (travel motives) why tourists visit different beaches and reports on subjects such as the important aspects which tourists take into account when they decide on which beach to visit. Along with this the push and pull motives of beach visitors are determined. The research focuses on the aspects that influence tourist choices and perceptions of beaches. Literature relevant to this article is discussed along with the results of this study.

Chapter 4 (Article 2): The impact of Blue Flag status on tourist decision making when selecting a beach

This article forms the fourth chapter of the dissertation. The chapter reports on aspects related to the decision making of visitors to Blue Flag beaches and those who visit non-Blue Flag beaches. The main decision-making aspects of beach visitors are determined as well as the differences that exist between visitors to Blue Flag beaches and visitors to non-Blue Flag beaches when selecting a beach. Results are furnished based on how the two groups differ in relation to these aspects.

Chapter 5: Conclusion and recommendations

The final chapter of this study includes the conclusions drawn and recommendations made from the results. The aim of this chapter is to offer conclusions and recommendations as to why tourists visit certain beaches. It also explains the situation regarding the Blue Flag programme in South Africa and whether it has any influence on visitor decision making. Recommendations are offered with regard to the awareness of the Blue Flag programme and to encourage tourists to comply with the rules and recommendations of such beaches, if need be. Furthermore, recommendations are also made based on the findings and implications drawn from both articles.



CHAPTER 2

Analysis of fundamental literature

*To myself, I am only a child playing on the beach while vast oceans of truth lie
undiscovered before me. ~Isaac Newton*

2.1 INTRODUCTION

Travelling for the purpose of recreation is not a new phenomenon and is something which has been in existence for centuries (Adler, 1989). However, the tourism industry has been growing and expanding over the years and its claim is that it is the single largest industry in the world (Miller, 1990, Jenner & Smith, 1992). As a result, many researchers have been focusing on specialist markets within travel and tourism.

Marine tourism is defined by Orams (1999) as:

“Those recreational activities that involve traveling away from one’s place of residence and have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected)”.

The marine tourism industry is both large and diverse and includes a variety of activities and market segments. These activities include fishing, kayaking, scuba diving, snorkelling, surfing, paragliding and visiting beaches (Orams, 1999:2).

Travelling to coastal towns has always been an attraction for humans (Orams, 1999:3). Beaches are some of the tourism industry’s biggest attractors (Tudor & Williams, 2006:153). Tourists enjoy it for various reasons, such as sunbathing, holiday making and family recreation. According to West (1990:263) beaches are by far the most popular form of tourism. West (1990:263) states:

“The demand for beach and bathing facilities has largely paralleled the demographic developments... Urban beaches are increasingly seen as the most important recreational outlet for a large segment of the urban population.”

This demand for beach tourism is reflected in the numbers of tourists visiting beaches on a yearly basis. For example, Miami Beach, Florida, receives an annual number of more than one million visitors (Orams, 1999:37). Furthermore, the pull of beach tourism is also reflected in the use of the ocean and marine activities in movies, music, advertisements, cultural activities, writing and art (Orams, 1999:37).

While an international demand for marine tourism (including beach tourism) exists, Orams (1999:40) states that it is important to note that the growth associated with this industry is not universal. Marine tourism opportunities appear to be widespread. It is therefore important to research the role played by beaches and beach tourism within the tourism industry and it is worth our attention and focus (McKenna *et al.*, 2011:576).

In 2001 South Africa became the first country outside of Europe to implement a programme for which the main focus is to improve beaches across the world, this is called the Blue Flag programme for Beaches (SouthAfrica.info., 2013). It is perceived that beach awards, such as the Blue Flag award, are a symbol of quality recognised by both tourists and tour operators (Blue Flag, 2013d). Beach awards are also perceived to raise the public profile of a community and enhance the popularity of that particular beach (McKenna *et al.*, 2011:576).

The goal of this chapter is to conduct an in-depth literature analysis relevant to this study, as displayed by Table 2.1. These include the Blue Flag programme, the decision-making process, travel behaviour and tourist behaviour. The following sections will address each of these constructs in turn.

Table 2.1: Outline of the analysis of fundamental literature

ANALYSIS OF FUNDAMENTAL LITERATURE			
BLUE FLAG PROGRAMME	DECISION MAKING	TOURIST BEHAVIOUR	TRAVEL BEHAVIOUR
1. History	1. Description	1. Description	1. Description

2. Criteria	2. Stages of the process	Model of tourist behaviour	2. Influencing factors
3. Previous research	3. Variables and influencers	3. Influencing factors	
4. Blue Flag and the tourism industry			

2.2 BLUE FLAG PROGRAMME

The Blue Flag programme was started in Europe in 1987. The award was first implemented on the French coastline based on criteria covering sewage treatment and water quality of beaches (About Blue Flag, 2007:3). The purpose of this award was to encourage beaches to comply with the Bathing Water Directive 76/160/EEC, from which the programme grew and expanded (About Blue Flag, 2007:4). The directive states that water intended for bathing has to comply with a minimum of two criteria. Firstly all pollution indicating substances should be kept to a minimum, as in the case of the use of pesticides. Secondly, there are specified methods for the testing of water as well as a general number of tests which should be conducted, for example water should be tested once every two weeks (Europa summaries of legislation, 2013). The concept of the programme was first put forth by the Foundation for Environmental Education (FEE). From there the programme started out with 244 beaches and 208 marinas from 10 countries (About Blue Flag, 2007:4).

In 2001, South Africa became the first country outside of Europe to receive a Blue Flag and the Blue Flag programme started to grow into an international campaign (SouthAfrica.info, 2013). Today, 27 South African beaches sport the Blue Flag. These beaches are from all over South Africa including Eastern Cape, KwaZulu-Natal, Northern Cape and Western Cape (SouthAfrica.info, 2013). Table 2.1 is a summation of the beaches with Blue Flag status in South Africa.

Table 2.2: Blue Flag beaches of South Africa (Source: Blue Flag South Africa, 2013a)

NORTHERN CAPE	Santos Beach
McDougalls Bay	De Bakke
	Hartenbos Beach
Strandfontein	Robberg 5 Beach
Silwerstroom	Natures Valley
Clifton Beach	Lappiesbaai
Camps Bay	
Llandudno	Dolphin Beach
Muizenberg	Humewood Beach
Wilderness	Kariega Beach
Buffalo Beach	Kelly's Beach
Brenton-on-Sea	
Keurboomstrand	Trafalgar Beach
Strandfontein	Marina Beach
Mnandi Beach	Ramsgate Beach
Bikini Beach	Lucien
Kleinmond Beach	Southport
Hawston Beach	Umzumbe
Grotto Beach	Hibberdene
Witsand	Alkanstrand

1.5.1 (Source: Blue Flag South Africa, 2013a)

2.2.1 The criteria

As more countries became involved with the programme, each country developed its own version of the given criteria. In 1992, all versions of the beach criteria was merged and one European version was developed with which all countries must comply (About Blue Flag, 2007:5). The criteria were reviewed again after South Africa became part of the programme, due to conditions specific to this region. Since then it has been reviewed twice for the Caribbean and Canada. A final revision of the criteria took place and, today, these criteria must be met by all participating countries

across the world. The following is the set criteria on which the award is based (Blue Flag, 2013a):

- Environmental education and information
- Water quality
- Environmental management
- Safety and services.

Under each of these criteria are certain aspects with which each beach must comply before the award is considered (for the complete version, refer to appendix A) (Blue Flag, 2013a).

Environmental education and information

The first set of criteria, environmental education and information, includes aspects such as information regarding the Blue Flag programme, should be on display at the beach, along with the programme's flag. It is also important to display information regarding the environment, the vegetation and wildlife which can be found in the area.

Water quality

The second set includes all aspects surrounding the quality of the water, such as frequency of sampling and specific methods of sampling which beach management must use.

Environmental management

Thirdly, for the beach to be managed up to perfect standards, a committee should be appointed that oversees the general management of the quality of the beach and the environment. This includes aspects such as waste disposal, cleanliness and the coral reefs found in the area.

Safety and security

The last set of criteria includes the number of lifeguards that must be present on the beach, first aid equipment, emergency pollution plans as well as wheelchair access (Blue Flag, 2013a).

2.2.2 Process of reaching Blue Flag status

These international criteria set the minimum requirements (standards) for being awarded the Flag. At national level, the standards can be raised, making the criteria more demanding. By following this approach, continual sustainable growth is ensured since the national level will later be upgraded to international level (About Blue Flag, 2007:5).

Before the Blue Flag is awarded to the particular beach, there is a period called the Blue Flag season. This is a specific time given to the municipality in which all the criteria must be met. This time differs from province to province. For example, KwaZulu-Natal's Blue Flag season is 365 days, whereas other provinces give a limited amount of six months or four weeks (Blue Flag South Africa, 2013a). The time when the Blue Flag season starts is based on seasonality. The Blue Flag season starts when the beach is visited most and when the main swimming or holiday season starts and when this season ends, the Blue Flag system will be stopped. Once this season is stopped, the Beach isn't compelled to meet the standards of the programme anymore and the flag no longer flies on the beach (Blue Flag South Africa, 2013a).

Each Blue Flag beach is subject to control visits by members of either the WESSA (Wildlife and Environmental Society of South Africa) Blue Flag management team or the international Blue Flag team from Denmark. These visits are often unannounced and the beach manager is not aware of it. The reason for these visits is to ensure that the standards are kept and the criteria does not waver (Blue Flag South Africa, 2013a). Beaches receive one of four ratings from these control visits, namely:

- Full compliance with the Blue Flag criteria
- Minor non-compliance with the Blue Flag criteria
- Multiple non-compliance with the criteria

- Major non-compliance with the criteria.

If the beach does not comply with the criteria, management is given 10 days in which problems should be fixed or the Flag gets taken away. During this period the Flag is lowered. After the 10-day period has expired and the beach has managed to meet the standards of the programme once again, the Flag will be raised (Blue Flag South Africa, 2013a).

2.2.3 Blue Flag and the tourism industry

Beach awards, especially the Blue Flag award, have great tourism drawing powers (McKenna *et al.*, 2011:576) and a two-way role to play in the tourism sector. The award demands high standards on the grounds of water quality, safety and security, environmental education and environmental management. Through these standards the environmental quality of beaches are maintained. It also influences the people working and staying in the area seeing as behaviour towards the environment is improved (Blue Flag South Africa, 2013a). A second role, according to Blue Flag South Africa (2013a), is that when the Blue Flag is flying at the beach visitors and local residents are aware of the programme and the good environmental practices displayed by the beach. There are a number of positive impacts which the Blue Flag holds for communities. These are (SouthAfrica.info, 2013):

- Increase in visitor numbers
- Improved behaviour of beach visitors
- Property prices of homes near the Blue Flag beach is raised
- Beaches are of high quality and well-cared for.

According to McKenna *et al.* (2011:576) the Blue Flag programme is “a symbol of quality recognised by tourists and tour operators”. Thomsen (2001) states that an increasing number of tourists are asking about Blue Flag beaches before a final decision is made on which holiday destination to visit. In Western Ireland the Blue Flag programme is believed to be one of the greatest tourist attractions. In 1999, the *Donegal Democrat* stated that a record of 15 Blue Flags was to be anticipated and

that the Blue Flag holds great drawing powers recognised across Europe (McKenna *et al.*, 2011). Today Ireland boasts 84 Blue Flag beaches (Blue Flag, 2013c).

Being awarded a Blue Flag or losing that status draws extensive media coverage. In 2008, six Durban beaches lost their Blue Flags due to water pollution and the press coverage mirrored that of Europe when an award was lost. Reports stated that losing such an award is demoralising and holds great repercussions for the tourism industry (McKenna *et al.*, 2011:576). The Mercury reported on 7 May 2008 that the loss suffered by Durban from losing the awards could cost local municipalities up to R100 million per year due to visitors rather choosing Blue Flag beaches over beaches without the award (McKenna *et al.*, 2011:576).

While some studies indicated that the Blue Flag draws visitors to beaches and that tourists will rather choose Blue Flag beaches over other beaches (Blackman, Naranjo, Rbalino, Alpizar & Rivera, 2012; Roca & Vilares, 2008), some indicated that there is a lack of awareness among the general public (Nelson *et al.*, 2000; McKenna *et al.*, 2011). CREM (2000) reported that few tourists are aware of the existence of the Blue Flag programme because only 27% of tourists were aware of it. Similarly, Dolch and Schernewski (2002) found that 81% of visitors to a Baltic resort were not aware of the programme.

Even though there are clashing emotions involved with the Blue Flag programme and what it holds for the tourism industry as a whole, there are some who are convinced that Blue Flag does not really have such a great impact on either the community or the public. Some feel it is merely a “golden handshake to businesses” (McKenna *et al.*, 2011:577).

2.2.4 Previous research on the Blue Flag programme

Table 2.3 is a summary of the research conducted on the Blue Flag programme across the world, along with their findings.

Table 2.3: Previous literature on the Blue Flag programme

RESEARCHER(S)	CONCEPT OF STUDY	FINDINGS	AREA/LOCATION OF STUDY
Morgan (1999)	Development of a beach rating system	Priority aspects for beach users include showers, drinking water and lifeguards	Wales, UK
Nelson <i>et al.</i> (2000)	Awareness regarding beach award systems	The value of beach awards to the public is doubtful	UK resorts: Barry and Weston-Super-Mare
Blackman <i>et al.</i> (2012)	Analysis of the effects of the Blue Flag programme	The Blue Flag programme has significant private benefits for local hotels Increases the demand for accommodation in the area	Costa Rica
Roca & Villares (2008)	Exploring the perceptions and preferences of the public according to exploitation/conservation of beaches	Characteristics of the beach and the beach-user profile is influencers to the preferences and perceptions of beach users	North-eastern Spain: Costa Brava
Nelson, Botteril & Williams (1999)	Introduces the problem of beaches as leisure resource in terms of pollution	Sewage related debris was found to be most offensive to beach users	South Wales
McKenna <i>et al.</i> (2011)	The influence of beach awards on visitor motivation to visit beaches	Beach awards motivates managers to keep beaches up to standard Cleanliness and safety are the main concerns of beach users	Ireland, Wales, USA and Turkey
Nahman & Rigby (2008)	Estimating the costs associated with the	Costs associated with	South Africa

	removal of the Blue Flag status and reduced water quality	the loss of the Blue Flag was found to be between R17 and R25 million per year	
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(Source: Author's own compilation)

As summarised by Table 2.2 Blue Flag beaches have been researched across the world. Various topics have been explored regarding this beach rating system. With regards to beach users, it is clear that lifeguards, available showers, drinking water and the cleanliness of the beach is most important to their holiday experience (Morgan, 1999; McKenna *et al.*, 2011). Furthermore, beach users find sewage left on the beach to be most offensive (Nelson *et al.*, 1999). The study conducted by Nelson *et al.* (2000) revealed that the public's perception of the Blue Flag programme is doubtful, however, the Blue Flag programme was found to increase the demand for accommodation in the area as well as influence the perceptions and preferences of beach users in general (Blackman *et al.*, 2012; Roca & Villares, 2008).

Following is a discussion on the literature regarding the decision-making process of tourists.

2.3 DECISION-MAKING PROCESS

Tourists are faced with a variety of behaviours and, as a result, the wants, needs, roles and expectations of tourists vary constantly (Ozdipciner, Li & Uysal, 2012:34). When a tourist considers the purchase of a product or service as being important to fulfil a need or even when the purchase includes high levels of financial or social risks, it is likely that the tourist will go through different stages of decisions (Assael, 1998; Bazerman, 2001). This is called the decision-making process. Understanding this process is important for the development of successful and effective marketing strategies (Duman & Tanrisevdi, 2011:528).

Martin and Woodside (2012:855) describe the decision-making process as one that is often triggered by needs and drives tourists to collect and analyse information before and during the process of making a certain decisions. The decision-making process is complex and multi-stage where tourists can either set up criteria according to their needs or they can seek external sources of information

(Ozdipciner *et al.*, 2012:35). In some instances tourists will base the criteria on previous experiences from purchasing a certain product or service, for example habitual buying. While, in other instances, tourists will determine certain sets of criteria to be used as an evaluative instrument in the process (Ozdipciner *et al.*, 2013:35). The manner in which the process is approached is dependant on the tourist's personality, attitude towards the purchase as well as the characteristics and situation of the purchase (Ozdipciner *et al.*, 2012:35). Duman and Tanrisevdi (2001:528) identified certain issues raised in tourism literature in reference to the decision-making process. These issues include:

- How do tourists make their decisions?
- Why do tourists decide in a certain way?
- The type and level of internal and external effects on the decision-making process.

The process of decision making can be described by means of a funnel. Tourists will consciously collect information on pending alternatives and narrow these down to one final choice (Martin & Woodside, 2012:856). The funnel, which becomes the process, includes five stages through which tourists move through before making a final choice. These stages include 1) problem recognition, 2) information search, 3) evaluation of alternatives, 4) selection and purchase, and 5) post-purchase reflection/behaviour. Figure 2.1 is a graphic display of the stages through which tourists go when making a decision.

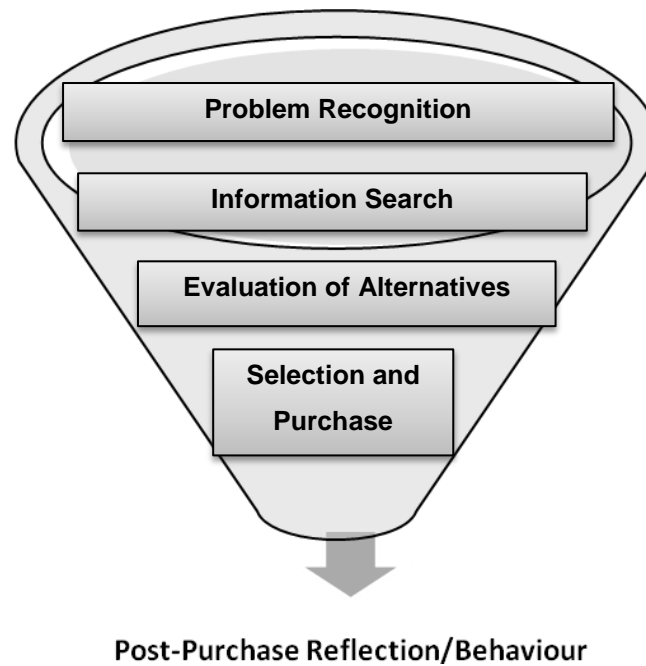


Figure 2 .1: The decision-making process

(Source: Martin & Woodside, 2012:855)

2.3.1 Problem recognition

The first stage, problem recognition, is where outside stimuli have an effect on the tourist. This is where the tourist becomes aware of a certain need to travel or escape. A wide range of stimuli exist for this stage including marketing messages from destinations and recommendations from others (Mair & Thompson, 2009:401). The need is awakened either knowingly or unknowingly by means of implicit (stimuli that aren't clear and indirect) or explicit (clear and concise, direct) stimuli. Once the tourist has identified and realised a need for a certain recreational activity the decision to further investigate can be influenced by personal characteristics, social determinants as well as previous experience, if applicable (Saayman, 2006:49).

2.3.2 Information search

The second stage is where the tourist will collect information regarding alternatives for a holiday destination. The information can be collected from external sources, such as marketing material. The information search process is, to a large extent, influenced by personal experience, recommendations from friends or relatives and advertising material such as brochures (Saayman, 2006:49). Martin and Woodside

(2012:857) state that information-search processes have been researched from an early stage in tourism literature. Six characteristics of this process have been identified (Gilbert, 1991). These are:

- Consumer behaviour is based on decisions being constantly made
- Emphasis is placed on the individual consumer
- Behaviour can be explained
- A tourist will actively search, evaluate and store information
- Information collected is evaluated and alternatives are narrowed down so as to choose one
- The final purchase decision will have an impact on future purchases.

The process of information search requires significant impacts from stimuli such as socio-environmental as well as symbolic stimuli. Information regarding each possible alternative will be acquired so as to evaluate each according to advantages and disadvantages and make the best possible decision (Martin & Woodside, 2012:857). This information is collected from internal as well as external sources and the quality and quantity of the information collected influences the final decision (Duman & Tanrisevdi, 2011:529). If, however, tourists apply internal knowledge first and this is found satisfactory, external sources may not be applied at all (Gursoy & McCleary, 2004).

2.3.3 Evaluation of alternatives

Next the tourist will, as mentioned above, evaluate each of the alternatives based on the information that was collected. The tourist will go through all alternatives to determine which of the many destinations will be selected as a suitable holiday destination (Mair & Thompson, 2009:401). Saayman (2006:49) suggests that the price and variety of the final choice will depend on the expected quality of service, the image or reputation of the destination as well as perceptions and previous experiences.

2.3.4 Selection and purchase

After all alternatives have been evaluated, a final choice will be made with regards to a destination. Choices can be based on either of two types of decisions, comprehensive habit formation and impulsive decision making. Comprehensive habit formation is where the tourist will go through all possible alternatives and make a well-informed choice. Whereas impulsive decision making refers to the state in which the tourist makes a spontaneous or emotional choice regarding a destination (Saayman, 2006:49).

2.3.5 Post-purchase/reflection stage

The final stage is the post-purchase/reflection stage where the tourist looks back on his holiday and either feels satisfied or dissatisfied with the choice. The level of satisfaction felt in the post-purchase stage will have an immense impact on future decisions about a holiday destination (Mair & Thompson, 2009:401).

2.3.6 How do tourists make their decisions?

In reference to the process, Martin and Woodside (2012:856) describe the decision-making model (see Figure 2.4) metaphorically as a funnel. They suggest tourists collect information on a concise basis and will, according to the information collected, narrow all alternatives down to one final choice or answer. It is further suggested that the planning of a holiday is not one decision to be made, but consists out of a series of sub-decisions (Woodside & Martin, 2008). It is a series of interrelated decisions which leads to a final choice being made. Due to this it has been suggested that the funnel is imprecise (Martin & Woodside, 2012:861). Several issues concerning the process have been identified (Martin & Woodside, 2012:861). The following concepts can be regarded as variables and Figure 2.2 is a graphic model showing how they are interrelated and relevant to travel decision making.

- Choices are influenced by tourists' demographics and lifestyles
- Unexpected and unplanned events occur which can impact choices
- External and internal personal influences affect choices
- Features and perceived benefits of the destination can affect choices
- Information collected can affect choices regarding the destination

- Opinions and references from friends and relatives affect choices
- Concrete plans and pre-trip activities influence key activities
- Key activity drivers affect the planning of the trip as well as what has already been done
- Visitors interpret events and activities while at the destination
- Activities already taken part in, as well as those still to be taken part in, affect the attitudes and intentions as a result from visiting the destination.

Furthermore, based on the said variables, many studies suggest that the tourism decision-making process is unstructured and full of contingencies (Martin & Woodside, 2012:861). Mintzberg, Raisinghani and Théorêt (1976) developed a process used primarily by organisations when infrequent or unstructured decisions are encountered. This version of the decision-making process simplifies decisions into an identification phase, a development phase and a selection phase. Each phase identifies interchangeable familiar central routines that guide the decider through the complete process (Mintzberg *et al.*, 1976). This model is more complex than the funnel version of the process because organisations involve more stakeholders. Decisions are also made between two or three tourists thus fewer subroutines are needed (Mintzberg *et al.*, 1976).

In recent literature, it has come to light that formal approaches to tourist decision making have relied upon conventional econometric modelling, market segmentation and analysis techniques (Jafari, 2003:145). These models focus on relevant features of tourists and their environment, whereas more in-depth approaches have focused on individual tourists' presumed decision-making strategies and processes (Moore, Smallman & Simmons, 2012:635).

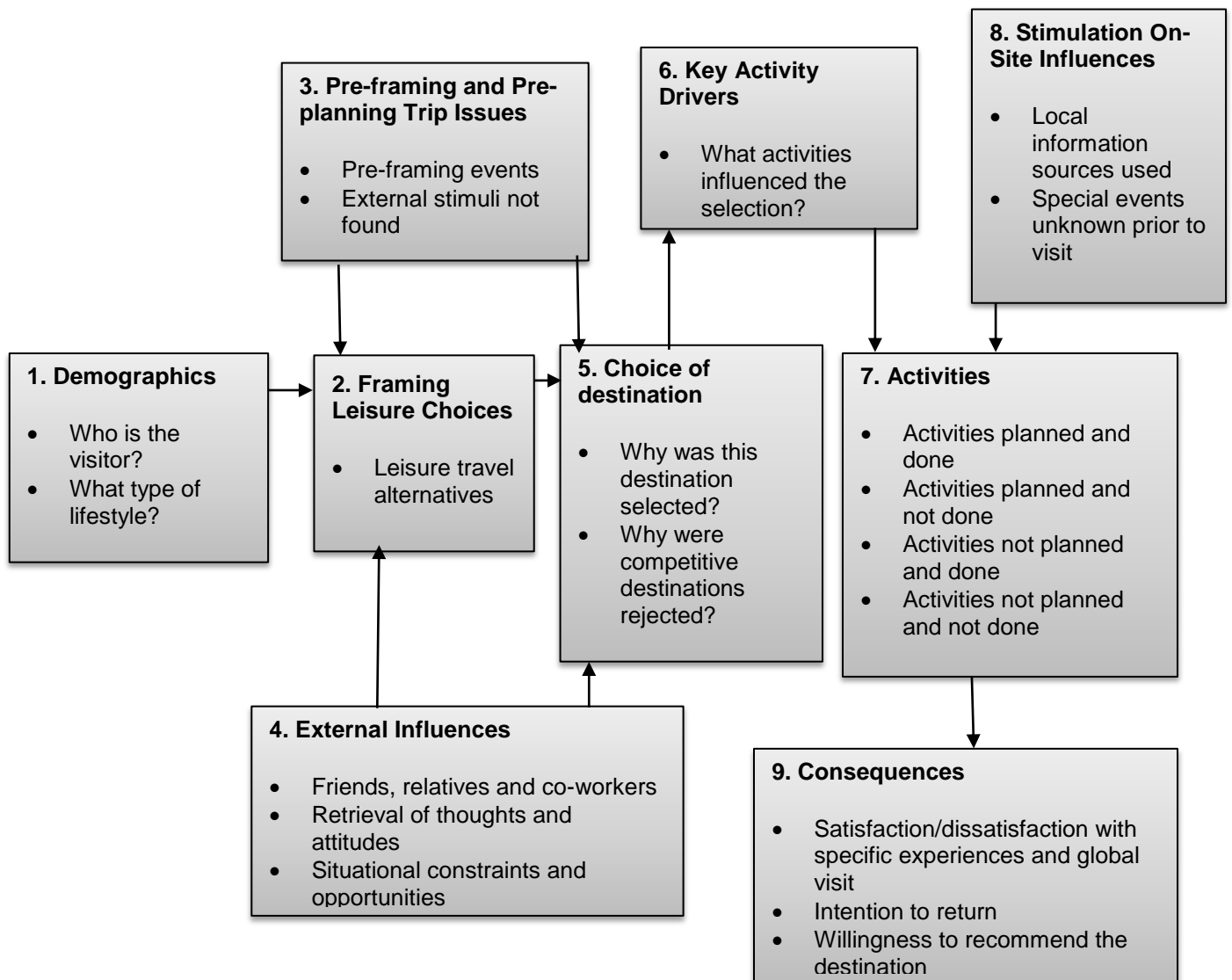


Figure 2.2: Variables regarding decision making

(Source: Martin & Woodside, 2012:859)

Additional to the funnel model of the decision-making process, researchers have outlined further overhead variables which are typically used to describe the tourist decision-making process (e.g., Crofts, 1999; Decrop, 2006; Lockyer, 2005; Ryan, 2002). For example, Decrop (2006) identifies three major variables commonly used to describe the decision-making process. These are:

- Socio-psychological processes such as perception, learning, attitude and personal attributes
- Personal variables such as motivation, involvement, personality, self-concept, lifestyle and emotions

- Environmental variables such as social and cultural influences, interpersonal variables and situational influencers.

In contrast, postmodern researchers have indicated that humans are not rational to perfection and thus are influenced by many factors that might restrain or inspire them to act impulsively or irrationally (Walls *et al.*, 2011:571). For example, when a tourist decides on a vacation destination, he may rely on his “gut feeling” when choosing between seemingly similar destinations (Walls *et al.*, 2011:570). Researchers also point out that decisions can be made and changed according to certain monetary moods or emotive reasoning. These have a great influence on the choices made regarding the holiday (Walls *et al.*, 2011:570).

2.3.7 Influencers on the decision-making process

Furthermore, travel behaviour and tourist behaviour have been identified as influencing factors on the decision-making process. Tourist behaviour is a process, and not a distinct act (Kinnear, Bernhardt & Krentler, 1995:180). Kinnear *et al.* (1995:180) suggest that travel behaviour can be analysed in terms of the decision-making process with all the stages through which tourists go when deciding whether or not to make a purchase. Each of these factors (travel behaviour and tourist behaviour) have underlying aspects that must be taken into account. Studying these aspects will aid in further understanding the decision making of tourists.

Figure 2.3 is a model of the decision-making process and the way that travel and tourist behaviour influence the process (Kinnear *et al.*, 1995). Following is a discussion of each of these aspects.

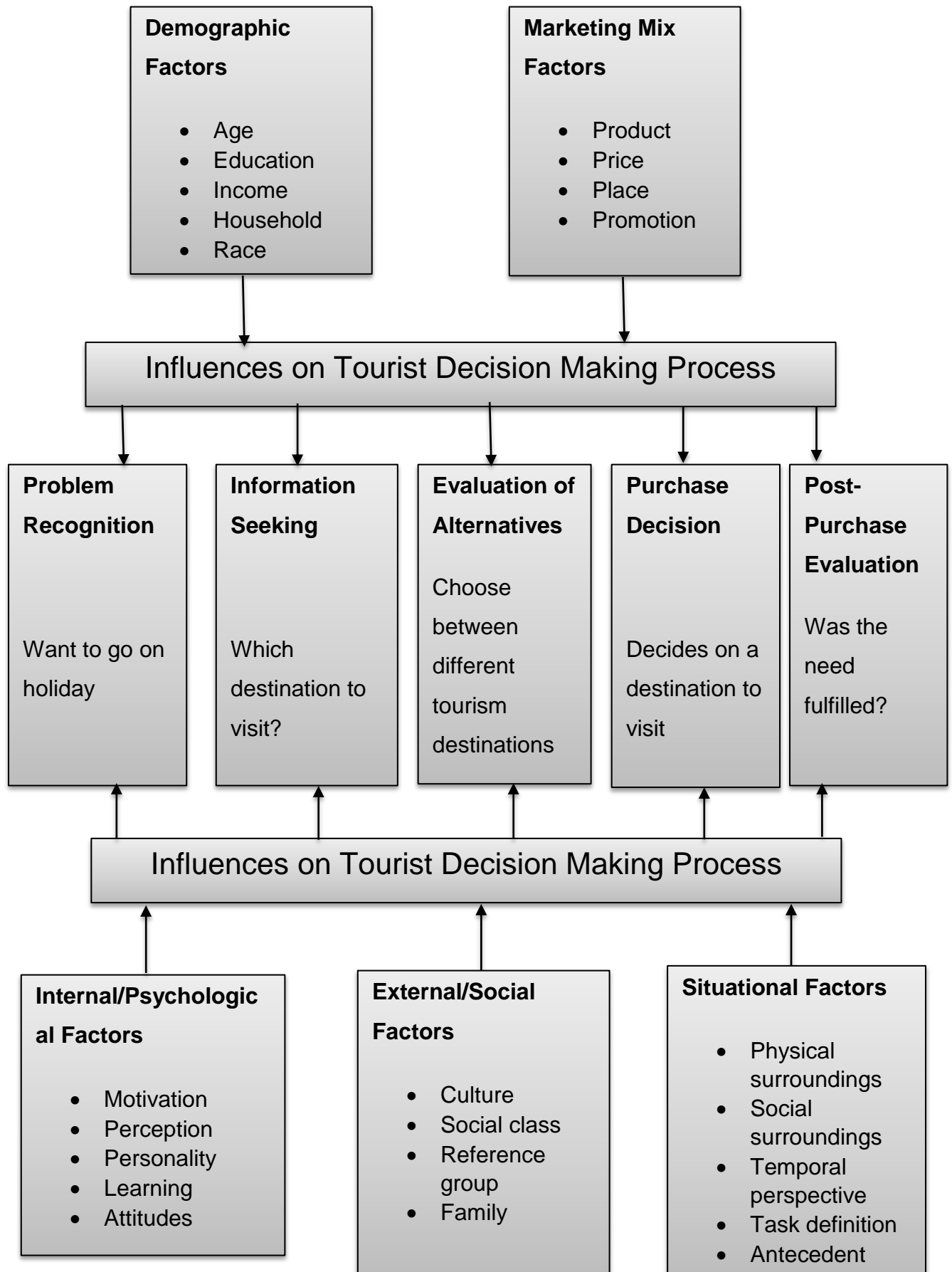


Figure 2.3 Expanded model of tourist behaviour

(Source: Kinnear *et al.*, 1995:177)

2.4 TOURIST BEHAVIOUR

Papatheodorou (2006) states that the theory of destination choice has always formed an integral part of the tourism literature and consists of multiple factors. Cooper and Hall (2008) further state that tourism comprises a collection of influences and factors and this will determine the relative distribution of the industry. These factors include culture, travel motives, finances and previous experiences (Ankomah, Crompton & Baker, 1996). Carr (2002:122) states that behaviour can be influenced by combinations of socio-cultural norms, values and personal motivations present in both the familiar and unfamiliar environments. Therefore travel behaviour plays an important part in the tourism industry in terms of concept, demands and investigation as well as industry and economy.

Kotze (2005:49) refers to tourist behaviour as the result of an attempt to satisfy newly discovered needs such as relaxing and spending time with loved ones. Behavioural intentions are embraced by specific decisions based on the need to behave in a certain way and according to the type of situation in which the tourist finds himself (March & Woodside, 2005). To fully capture the idea of tourist behaviour, it is important to understand how the individual characteristics of people interact with the characteristics of the situation and thereby understand the positive and negative factors influencing tourist choices (Laws, 1995; Holloway, 2004; March & Woodside, 2005).

There are three main factors which are used to describe the decision-making process of tourists. Each of these factors have underlying factors. These factors include internal/psychological factors, external/social factors and situational factors (Saayman, 2006:89). (See Figure 2.3).

2.4.1 Internal/psychological factors

Internal or psychological factors are discussed below according to motives, perceptions, learning, personality and attitudes. Hayamizu (1997:98) defines intrinsic factors in terms of activities carried out by tourists. Hayamizu(1997) states that intrinsically motivated behaviour is the type of behaviour where the tourist is engaged in an activity primarily for the pleasure and satisfaction which is brought

forth. It is suggested that intrinsic motives are formed in the presence of self-determination (Hayamizu, 1997:99). Furthermore, Deci (1971) identified intrinsic factors as being the prototype of self-determination or autonomy. Intrinsic/psychological factors are identified as motives, perception, personality and attitudes.

2.4.1.1 Motives

Kollmuss and Agyeman, (2010:249) suggest that motive is the reason for a certain behaviour or strong internal stimulus on which behaviour is formed. To have adequate knowledge of motives influencing the travel behaviour of tourists is beneficial because it has a direct impact on the decisions tourists make (George, 2004). Venkatesh (2006:89) states that “the need to see the unseen and know the unknown” drives people to travel to new places and motivates them to visit new destinations. As with all market segments, beach tourists have their own motives for travelling to certain beaches and these will differ from other markets. Swanson and Horridge (2006) define travel motives as a set of needs that can be the cause of a tourist taking part in certain activities and making certain decisions. From a slight different view, Iso-Ahola (1989) defines motives as an understanding of the underlying forces that arouse and direct behaviours. Lubbe (1998) further suggests that an individual’s motivation for travelling begins when that individual becomes aware of certain needs which specific destinations are perceived to be able to fulfil.

These needs that arise in the market will differ from person to person and, as a result, a specific market’s motives to travel will differ from that of other markets (Meisel & Cottrell, 2003:394). Not only will motives differ from market to market, but tourists who participate in the same activity, and therefore are categorised in the same market segment, will also have different travel motives for participation (Meyer, Thapa & Pennington-Grey, 2002:292). Needs are the primary driving force behind humans’ decision making and therefore understanding travel motives means identifying the travel needs of tourists and discovering ways in which to fulfil them (Kruger *et al.*, 2011:60).

Kruger *et al.* (2011:60) state that motives can induce tourists to make specific decisions and display certain behavioural traits and therefore it can be assumed that

motives can give direction to behaviours as well as strengthening and intensifying them. It is important to know and understand market segments' individual travel motives to provide a strategic plan for long term sustainability of a tourism product (Beh & Bruyere, 2007:1465).

According to Todd, Graefe and Mann (2002:107) motives to participate in any given activity can be explained by an expectancy-value theory. This theory states that motives are determined by the attractiveness of outcomes and the expectation resulting from participation in the specific activity. The result of this belief is that the perception of the desirable outcomes brought forth from participation in the activity harbours a positive attitude with the tourist and therefore will result in positive behaviour.

The expectancy-value theory further suggests that individuals will have more than one or a variety of motives for engaging in the activity (Todd *et al.*, 2002:107; Meyer *et al.*, 2002:292). However, individuals taking part in the activity may expect totally different results or outcomes and will therefore have different experiences based upon the perceived outcome. Different types of motives have been identified that cover different aspects of motivation.

Types of motives

McIntosh (1977) categorised motives according to four categories. These were:

- Physical motivators: rest and relaxation, participation in sport and beach recreation
- Cultural motivators: desire for knowledge of other countries and cultures, for example art, music and religions
- Interpersonal motivators: the need to meet new people, visiting friends and relatives and escaping a routine lifestyle
- Status and prestige motivators: the desire for recognition and attention.

Furthermore, motives have been categorised into intrinsic motives, leisure motives and perceived freedom or self-determination. These form the central defining elements to the activities in which tourists choose to take part (Meisel & Cottrell,

2003:393). According to Neulinger (1974:38) perceived freedom is defined as “a state in which the person feels that what they are doing is done by choice and because they want to do it.”

Kruger *et al.* (2011:61) define intrinsic motives as being based on “innate psychological needs”. An example of the type of tourism that is based on intrinsic needs is sporting events. These needs are defined as to experience something, to know more about a subject, to accomplish one’s goals and to be physically active (Kruger *et al.*, 2011:61). Furthermore, leisure travel motives, as suggested by Mannell and Kleiber (1997), can be based on evaluation and are closely tied to satisfaction. Beach tourism and leisure satisfaction, or motives, go hand-in-hand suggesting that beach tourists have certain leisure needs they wish to fulfil (Meisel & Cottrell, 2003:393).

Motivations are influenced by expectancy (Meisel & Cottrell, 2003:394). Churchill and Suprenant (1982:493) suggest that the level of satisfaction that tourists experience from taking part in leisure activities is directly impacted by perceived performance, or the level of expectancy from the activity. As a result of this Anderson, Fornell and Lehman (1994) describe the expectations of tourists as being flexible and adaptive to different situations. Their motives will change according to previous experience as well as all information gathered regarding the activity in question.

Schreyer and Roggenbuck (1978:377) identify five points of importance with regard to motives of tourists:

- People have various expectations for participating in recreational and leisure activities
- Motives for participating in one activity differ from the motives for participating in other activities
- People will take part in the same activity, but their reasons for doing so and expectations will differ
- Conditions such as demographics, socio-economic and environmental variables will seldom predict the motives of tourists.

In the literature regarding this theory, Fluker and Turner (2000) found that the motives of tourists taking part in commercial adventure activities, such as white water rafting, will differ according to whether or not the tourist has had the experience before. They found that participants without prior experience of the sport expect a rush of adrenaline whereas those who have prior experience expect less and their main motive is to socialise and to meet new people.

Reasons for travelling: Theories

Motivations and the reasons why people travel to destinations, either foreign or known, are closely related to their motives. Saayman (2006:23) states that one cannot be motivated without a reason but, at the same time, one cannot have a reason to travel without being motivated. These concepts are linked as an interchangeable process. Studies have revealed several theories regarding the reasons and motives of tourists to travel. Following is a discussion of these theories.

“Sunlust” and “Wanderlust”

Reasons why people travel are categorised by Gray (1980) as two basic reasons - “Sunlust” and “Wanderlust”. “Sunlust” can be described as being dependant on the existence of better and different attractions than those that the tourist is used to because it delivers another specific experience or service than that which is readily available to the tourist (Gray, 1980). “Wanderlust”, in contrast, is defined as the inner motivations human beings have for leaving all that is known to them to explore new cultures and have entirely new experiences which are out of the ordinary (Gray, 1980).

Table 2.4: The characteristics of “Sunlust” and “Wanderlust”

SUNLUST	WANDERLUST
Tourists seek refuge, holiday or a vacation	Tourists travel for business offerings
They visit one country at a time	They will visit more than one country
Travellers look for local attractions and interesting facilities to visit	Travellers look for different cultures, institutions and arts of cooking
Special, natural characteristics are	Special physical characteristics are

essential to the tourist, especially the climate	important to these tourist, climate is less important
Travel is an insignificant consideration after arrival at the destination	Travel is an important part throughout the visit
Tourists will either rest and relax or be very active during their holiday	Tourists will not be very active but education will be the main reason for their visit

(Source: Gray, 1980:14)

Prebensen, Skallarud and Chen (2010:858) refer to tourists who have strong motives to visit beaches and destinations with sunshine as sun and sand tourists. These tourists are drawn by relaxation, enjoying moments in the sun and learning about other cultures and the destinations they specifically visit will include a beach, warm climates and opportunity for education about various aspects of interest. Prebensen *et al.* (2010:860) suggest that the main reasons for sun and sand tourists to visit a destination include warm and nice weather and enjoying time with friends and family on the beach. Other studies found motives such as valuing the beauty of nature, relaxing atmosphere, new experiences and various and different foods to be of importance (Prebensen *et al.*, 2010:860).

Crompton's pleasure and vacation motives

Crompton (1979) researched the vacation and pleasure motives of tourists. He indicated the possibility of identifying specific guidelines to serve in directing tourists in choices regarding destinations amongst all available alternatives (Saayman, 2006:25). He identified seven cultural-socio-psychological motives which are applicable to the decision of destinations as well. These motives include:

- Escape from a routine and familiar environment
- Exploration and self-evaluation
- Relaxation and/or recreation
- Prestige
- Regression
- Family togetherness and enhancement of relationships
- Facilitating social interaction.

It is important to note that the first seven factors (escaping a familiar environment, exploration and self-discovery, relaxation, prestige, regression, family togetherness and social interaction) as socio-psychological motives, whereas novelty and education is classified as alternate cultural (Venkatesh, 2006:97).

Maslow's five-stage hierarchy of needs

Maslow's theory is one which has been used frequently in tourism literature to explain the premise of motivation (Van Vuuren & Slabbert, 2011:696). It consists of the stages of needs that form the basis for the behaviour of human beings. This theory is defined as a pyramidal ranking of human needs, from basic psychological needs, safety, love and belonging, esteem and self-actualisation. The lower needs demand more immediate attention and satisfaction before the higher needs can be attained (Mill & Morrison, 1985:7; Schoell & Guiltinan, 1995:143). Figure 2.4 is an illustration of the needs as identified by Maslow.

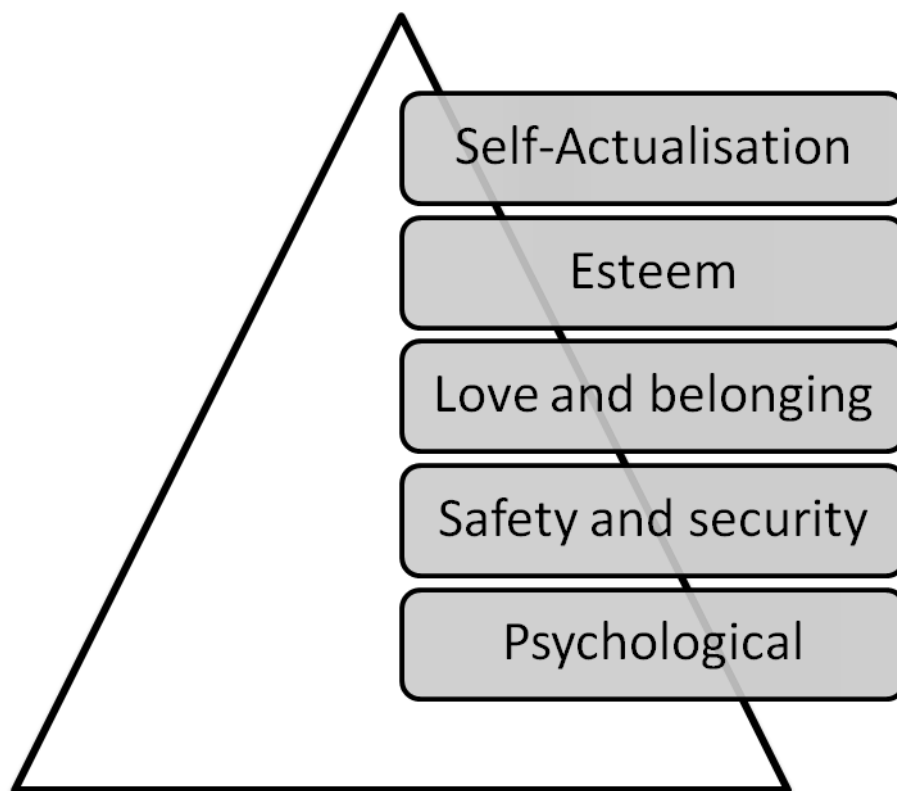


Figure 2.4: Maslow's five-stage hierarchy of needs

(Source: Saayman, 2006:35)

Each of these five stages categorise certain needs which have to be fulfilled before the next set of needs can be fulfilled (Saayman, 2006:35). The categories are as follows:

- Psychological: these are the basic needs which are important for the survival of all human beings and include food, water, shelter, sleep and oxygen
- Safety and security: freedom from fear and anxiety, physical as well as satisfying psychological fulfilment in the immediate environment
- Love and belonging: affection from other people, receiving as well as the ability to show love, relationships with other humans as well as acceptance from your peers
- Esteem: evaluating yourself and others as well as the ability to cope with the demands from life as well as achieving personal goals
- Self-actualisation: developing one's potential, achieving a certain level of self-fulfilment as well as the feeling of being one with the universe.

According to various researchers, this is a well-adapted theory in tourism research which proved that tourists are capable of recognising certain needs and ways in which they can pursue it at the same time (Pearce, 1988; Fridgen, 1991; Schoell & Gultinan, 1995). It is important to remember the financial factor, which has a great impact on fulfilment. The higher the general income of a tourist, the more likely it is that several needs will be fulfilled at once. Tourists having a lower general income might not have the financial opportunities to fulfil their needs. For example, tourists will fulfil several needs when travelling to luxurious destinations and making use of good accommodation, trendy restaurants as well as taking part in activities offered in the area (Botha, 1998).

Mill and Morrison (1985:7) adapted Maslow's theory by adding two intellectual needs - to know and understand and aesthetics. According to their theory, a tourist will travel to fulfil basic psychological needs such as tension relief and to escape the everyday environment. As these needs are being fulfilled, the tourist will become aware of more needs which will eventually fall under higher levels of needs (Mill & Morrison, 1985). Table 2.5 is an illustration of the adapted theory by Mill and Morrison (1985:7).

Table 2.5: Maslow's needs and motivations theory as adapted by Mill and Morrison (1985:7)

NEED	MOTIVE	TOURISM LITERATURE REFERENCE
Psychological	Relaxation	Escape Relaxation Tension relief Sunlust Being physically active Mental relaxation Health needs
Safety	Security	Recreation Keeping healthy
Belonging	Love Achievements	Family togetherness Enhancing relationships Companionship Facilitating social interaction Maintaining personal ties Interpersonal relationships Reconnecting with roots Ethnicity Show affection Maintaining social contacts Convincing of achievements
Esteem	Status	Importance Status and prestige Social recognition Ego-enhancement Professional/business reasons
Self-actualisation	Being true to one's nature	Exploration and self-evaluation Self-discovery Satisfying inner desires
To know and to understand	Knowledge	Cultural Educational
Aesthetics	Appreciation of beauty	Wanderlust Interest in foreign destinations Environment and scenery

Iso-Ahola's travel motivation theory

Iso-Ahola (1989:269) suggests that tourism and the behaviour that results from travelling can be seen as the interplay of forces “in the sense that they both, to a varying degree, underpin all leisure behaviours and are opposite in their meanings of approach”. In other words, seeking and avoiding escape. Iso-Ahola (1980, 1982) classifies motives of tourists as optimal arousal into approach (seeking) and avoidance (escaping). He further states that, after a tourist becomes aware of a need, the behaviour flowing from that realisation is likely to be motivated by: 1) the desire to escape the everyday environment along with the desire to escape from the personal/interpersonal environment including stress, and 2) the desire for rewarding himself with psychological or intrinsic rewards through travelling (Uysal & Hagan, 1993:799; Crompton & McKay, 1997). Crompton and McKay (1997) further state that they seek and escape forces are further divided into sub-dimensions known as personal and interpersonal dimensions. Seeking and escaping are thus related in the sense that a tourist will be motivated to escape his personal environment containing personal obstacles such as personal problems, failures and stress and therefore will seek personal rewards in the form of relaxation, rest and prestige. As for the interpersonal dimension, a tourist will be motivated to escape his interpersonal environment (family and friends) and seek interpersonal rewards (social interaction) (Crompton & McKay, 1997).

Therefore the theory known as Iso-Ahola's travel motivation model explains leisure motivation in the form of a model. This model is based on the dimensions of seeking and escaping (Iso-Ahola, 1989:262). Figure 2.5 shows the four situations in which tourists find themselves on a daily basis in the form of four quadrants. These quadrants are dependent on time, circumstances and situations (Uysal & Hagan, 1993).

Saayman (2006:26) explains the four quadrants as follows:

Quadrant 1: The need to escape the interpersonal environment such as family, friends or work

Quadrant 2: The need for personal rewards such as rest and relaxation

Quadrant 3: The need to escape the personal environment such as personal obstacles

Quadrant 4: The desire to get away from the everyday environment.

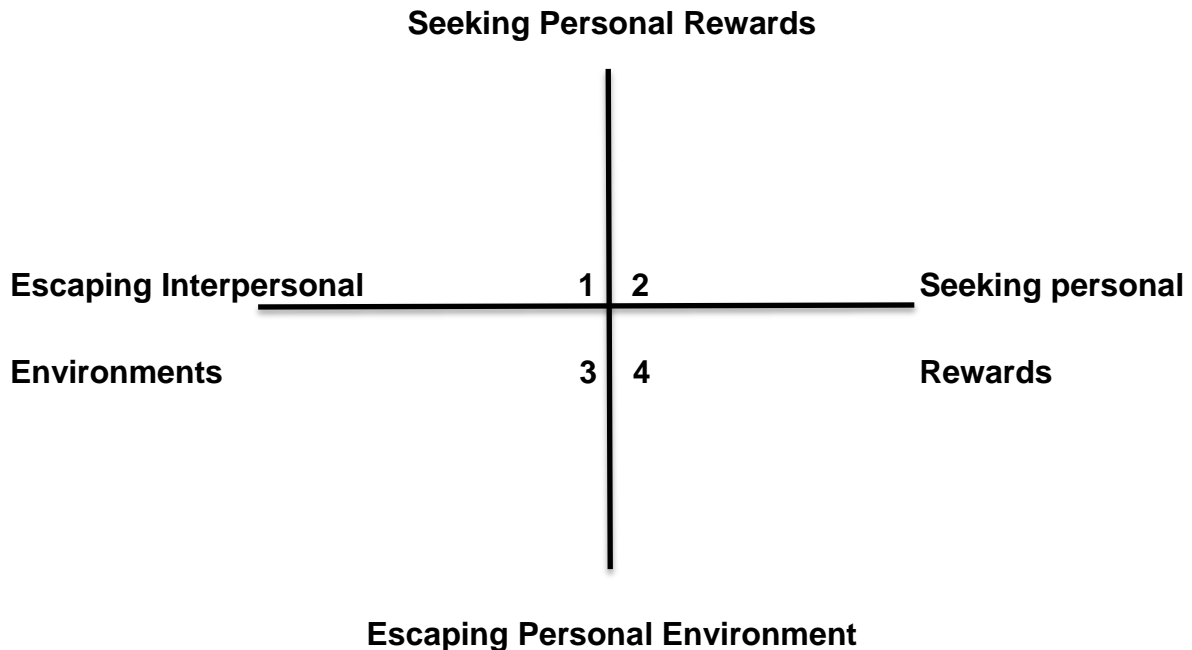


Figure 2.5: The seeking and escaping dimensions of leisure motives

(Source: Iso-Ahola, 1989:262)

This model is a representation of the primary motivational forces behind the tourist’s decision to travel. Iso-Ahola (1989) states that this model must be viewed as a dynamic model which gives tourists the opportunity to move from one quadrant to another during a single trip or in the process of going from one trip to another.

Push and Pull theory

The theory of push and pull has been developed through research which distinguished two forces associated with the travel behaviour of tourists (Kim, Oh & Jogaratnam, 2007:74). Uysal and Hagan (1993:800) state that this concept “involves the theory that people travel because they are pushed and pulled to do so by ‘forces’”. Kim *et al.* (2007:74) define push factors as the “desire to travel” while pull factors are defined as “the choice of the destination”. Furthermore, push factors enhance the decision of where the tourist should travel to whereas pull factors enhances the decision as to where the tourist should travel. These decisions are made at separate times during the decision-making process, which will be discussed

later (Kim *et al.*, 2007:74). Dann (1977) suggests that push factors are internal and thus the reason for why people want to travel. Pull factors, on the other hand, are external to the tourist and answer the questions when, where and how travelling should take place (Dann, 1977).

These two factors work together as a link because people are pushed to travel by inner needs but pulled towards a specific destination by external forces, such as destination attributes (Dann, 1977). In simpler terms, push factors enlighten the reason for travelling and pull factors explain the destination choice (Goosens, 2000). It is accepted by researchers across the world that push factors must first be present before pull factors can take effect on tourists (Mill & Morrison, 1998). Table 2.6 is an indication of the explanation given by Uysal and Hagan (1993:802) regarding the push and pull factors most likely to motivate tourists to visit a destination.

Table 2.6: Potential push and pull attributes of tourism motivation

PUSH FACTORS	TOURIST	PULL FACTORS
MOTIVATIONS		DESTINATION ATTRIBUTES AND FACILITIES
• Escape		• Climate
• Rest and relaxation		• Historical sites
• Self-esteem		• Scenic beauty
• Prestige		• Sunshine
• Health and fitness		• Beaches
• Adventure		• Snow
• Social interaction		• Cultural events
• Benefits		• Recreational opportunity
• Interests		

(Source: Uysal & Hagan, 1993:802)

By way of further explanation, push factors deal with tourists directly and are made of socio-psychological constructs from both the tourist and his environment. These factors are intangible, and create a need and motivate the desire for satisfaction (Dann, 1977; Crompton, 1979). In literature concerning this theory, there is general agreement amongst researchers that push factors are, in fact, psychological motives

(Dann, 1977; Crompton, 1979). Table 2.7 is a summation of the push factors as identified by different researchers.

Table 2.7: A summary of push factors as identified by various researchers

MASLOW 1954	CROMPTON 1979	CROMPTON, FAKEYE & LUE 1992	FAKEYE AND CROMPTON 1992
Self-actualisation	Escape from the everyday life	Escaping everyday pressures	Escaping physical, social and personal pressures
Self-actualisation	Exploration and self-evaluation		Social contact
	Relaxation	Social interaction	Physically and intellectual enrichment
		Enjoying nature	Family togetherness and curiosity
Recognition or status	Prestige	Seeking warm weather	
Belonging			
Safety and security	Regression		Exploration and security
Psychological requirements	Facilitating social interaction	Family togetherness	
	Novelty		

(Source: Saayman, 2006:33)

Pull factors, on the other hand, are explained as those factors attracting tourists to a specific destination before a final decision has been reached. These factors are the “drawing powers” of the destination and are tangible resources, expectations or perceptions (Dann, 1977; Crompton, 1979). Table 2.8 is an illustration of the pull factors as identified by researchers.

Table 2.8: A summary of pull factors as identified by various researchers

FAKEYE AND CROMPTON 1992	CROMPTON ET AL 1992	SMITH 1993
Image domain	Pull attribute domain	Tangible resources
Social opportunities and attractions	Quality of life	Beaches
Natural and cultural amenities	Natural ambience	Snow
Accommodation and	Cultural opportunities and	Historical sites

transport	attractions	
Infrastructure, food and friendliness	Transportation and accommodation	Scenic beauty
Physical amenities and recreational activities	Shopping and recreation	Climate
Evening entertainment	Evening entertainment	Beneficial expectations
		Tourists' perceptions and expectations
		Novelty
		Advertised image of the destination

(Source: Saayman, 2006:34)

This theory is beneficial to both marketers and tourism product owners seeing as an understanding of the driving forces of tourists to travel can be used for the development of promotional and marketing efforts, reflecting both the push and pull forces simultaneously (Saayman, 2006:35). This theory can be viewed as the first step towards the identification of a classification system which will aid in the prediction of tourist behaviour (Saayman, 2006:35).

The theories discussed above are in connection with the travel motives and travel behaviour of tourists. These can be used to design marketing strategies without placing too much focus on the destination characteristics (Venkatesh, 2006:97). Travel motives are also important for creating demand and assisting tourists in the decision-making process (March & Woodside, 2005). Therefore the possession of adequate knowledge regarding tourist behaviour and travel motives can aid in the development of policies and strategies for increasing tourism demand (March & Woodside, 2005; Papatheodorou, 2006).

2.4.1.2 Perception

Swarbrooke and Horner (1999) state that perception is the result of an individual's interpretation of the opinions and attitudes of other people towards products or destinations. Tourists make use of external stimuli to interpret the physical environment, thus making use of perceptions to explain certain situations (Wilkie, 1994). Decrop (2006) suggests three basic cognitive operations that form the selective and interpretive process of perception formation; sensation, attention and interpretation. Perceptions formed by the tourist as a result of a sensation, attention

given to a particular subject and the interpretation thereof has a strong influence on the behaviour displayed by a traveller (Minghui, 2007).

Ashworth (1989) argues that tourists' perceptions of a destination are an indication of the type of activities in which the tourist wishes to take part or experiences the tourist wishes to gain. Knowing and understanding the perceptions of tourists will guide marketers to more effective strategies for promotion and advertising (Suh & Gartner, 2004).

2.4.1.3 Learning

According to Pizam and Mansfield (1999:104) learning is in close relation to perception. As mentioned above, perceptions are formed based on external stimuli. These perceptions can be "learned" by the tourist, which will aid in acquiring knowledge regarding specific subjects or destinations and thereby the tourist will develop new skills. Furthermore, the process of acquiring knowledge consists of storing information and then making associations according to the environment. These associations develop the values and sensations experienced by the tourist, which will result in an influence on the behaviour displayed (Pizam & Mansfield, 1999:104).

2.4.1.4 Personality

Tourists' personalities have a great influence on their behaviour, they guide and direct the behaviour chosen to accomplish goals in various situations (Hawkins, Best & Coney, 2001). Plog (1974, 1990) demonstrated the connection between tourist behaviour and personality by means of describing the personality types of allocentrism and psychocentrism (Plog, 1974, 1990). Table 2.9 is an indication of the differences between the personality types:

Table 2.9: Differences between allocentrism and psychocentrism

ALLOCENTRISM	PSYCHOCENTRISM
Self-confident	Bound to certain territories
Intellectually curious	Insecure
Feel in control of their lives.	Feeling of powerlessness

Enjoy exotic and unique destinations	Non-active lifestyles
Prefer to travel independently	Non-adventurous
	Prefer familiarity in their travel
	Enjoy group/package tours

(Source: Plog, 1974, 1990)

MacCannell (2002) furthers the argument of personality types by suggesting that the collective behaviour that fuels the global tourist economy is based on symbolic and psychic structures. He suggests that these structures remain unexamined and these factors remain mysterious and elusive to both the destinations and the tourists themselves.

2.4.1.5 Attitudes

Attitude is defined as the enduring positive or negative feeling about someone, an object or a specific issue (Kollmuss & Argyeman, 2010:525). Ajzen and Fishbein (1980:15) suggest that people are essentially rational. They “make systematic use of information available to them” and they do not allow themselves to be controlled by motives that are unconscious or by overpowering desires. Ajzen and Fishbein further state that the behaviour of travellers is not “capricious and thoughtless”. Furthermore, attitudes do not determine the behaviour of travellers directly, but rather influence intentions which, in turn, will shape actions. Not only is attitude influenced by intentions, but also by social pressure (Ajzen & Fishbein, 1980:239).

Venkatesh (2006:97) suggests that attitudes are based on three components, the cognitive, affective and conative or behavioural components. Where the cognitive component refers to the beliefs and perceptions of the tourist, the affective component refers to the evaluation or affect towards a certain destination and involves emotions and feelings. These emotions or feelings can be towards a certain part or attributes of the destination or towards the entire destination. Furthermore, the conative component refers to the behavioural intentions of the tourist regarding specific characteristics or the destination as a whole. Dabholkar (1994) states that a change in one of the three components will result in a change in all three components, thus linking the three as a force. According to Walls *et al.* (2011:568) attitude involves an interplay between affective and cognitive aspects. They suggest

that tourist behaviour is a combination of these. This combination also has a strong impact on the decision-making process of tourist, as discussed later.

Walls *et al.* (2011:568) define affect as synonymous to feelings or emotions and embraces a psychological component including feelings, emotions, and moods as well as evaluative impressions, thus explaining affect as a complex construct (Peterson, Hoyer & Wilson, 1986). Emotions have a strong impact on the affective component of the attitudes of tourists, therefore Cohen (2005:5) refers to emotions as “low-level psychological processes that are engaged by stimuli (or memories) with evaluative significance (different for each type of emotion) and elicit strong and stereotyped responses.” This explains emotions as being automated processes with both strong beneficial and destructive uses (Cohen, 2005:5). In contrast cognition is defined as a “neural-mental activity” and is more concerned with processing information and utilities (Peterson *et al.*, 1986). Cognition assumes the tourist to be rational and goes through a simple and rational choice set (Walls *et al.*, 2011:568). Table 2.10 is a summary of the differences between the cognitive and affective concepts.

Table 2.10: Differences between cognitive and affective

RESEARCHERS	COGNITIVE	AFFECTIVE
Walls <i>et al.</i> , 2011:68; Peterson <i>et al.</i> , 1986; Cohen, 2005:5; Ajzen & Fishbein, 1980:15	Assumes a rational outlook on decision and life	Includes feelings, emotions, moods and evaluation
	Neural-mental activity	Involves memories and previous experience
	Strong tendencies towards information processing and utilitarian procession	Can be both beneficial and destructive

(Author’s own compilation)

Furthermore, Sussman and Ünel (1999) suggest that attitudes simplify the responses of tourists as a result of complex stimuli or decision making including choice sets on, for example, vacation and thus serve in satisfying needs. Sussman and Ünel (1999) indicate that attitudes are formed based on four sources, information exposure, group membership, environmental impacts and the need to satisfy. It is important to note that the underlying components of *attitude* do not necessarily influence every aspect of the tourist’s attitude towards a certain need or

realisation, but can indirectly influence the beliefs and feelings of the tourist, thus resulting in influencing certain behavioural characteristics (Venkatesh, 2006:98).

2.4.2 External/social factors

Behaviour formed in the absence of self-determination is referred to as being the result of extrinsic motivational factors (Hayamizu, 1979:98). While it has been suggested that intrinsic and extrinsic motivational factors are antagonistic by nature (Deci, 1971), further investigation of these factors proved otherwise. Harackiewicz (1979) suggests that extrinsic motives complement or increase intrinsic motives rather than working against the intrinsic motives. This suggests that intrinsic and extrinsic factors coexist and interact with one another (Hayamizu, 1997:99). Extrinsic factors are further defined as motivation resulting from other sources than the individual self (Hayamizu, 1997:99). Different types of extrinsic factors have been identified in the literature, cultural factors, social factors, reference groups and family. Following is a discussion of these constructs (Kinnear *et al.*, 1995:177).

2.4.2.1 Cultural factors

Cultural norms play a very important role in the formation of people's behaviour (Kollmuss & Argyleman, 2010:249). Saayman (2006:89) suggests that culture is the most significant of all the influencing factors on behaviour. Belch and Belch (1995) state that culture is a reference to the complexity of values, norms, customs and learnt meanings shared by members of the same society/community. Lamb, Hair and McDaniel (2002) state that the culture of a community is the essential character that distinguishes one culture from another. From this it is clear that the culture portrayed by a community is the most fundamental and lasting influencer on behaviour (Saayman, 2006:89).

2.4.2.2 Social factors Including reference groups and family

This type of motivation is the direct result of socialisation with other individuals such as friends (Hayamizu, 1997:99). An example of such a motive is taking part in a particular activity because it is expected by peers. This type of motivational factor is not self-determined (Hayamizu, 1997:99). Saayman (2006:89) identifies social factors as "all groups that have direct or indirect influence on the person's attitudes

or behaviour". Saayman (2006:89) further suggests that social factors are dependent on the specific stage of the family life cycle in which the individual finds himself as well as the type of product or brand wished to be purchased. The type of tourism product or destination decided upon is greatly influenced by reference groups, especially when the product is still in the introductory and growth stages of the product life cycle. Reference groups tend to have less influence on the travel behaviour of tourists in the decline stages (Saayman, 2006:89).

Family is another influencing factor that plays a significant role in the behaviour of travellers. Blem, Brits and Reekie (1989) state that a family is an important facilitating influence. It is through family socialisation, interaction and learning that attitudes, tastes and perceptions are formed, thus resulting in the formation of a specific behaviour (Blem, Brits & Reekie, 1989).

2.4.2.3 Situational factors

Factors such as time, availability, method of transport, composition of the travelling group as well as the stage of the family life cycle in which the tourist finds himself are categorised as situational or environmental factors influencing the travel behaviour of tourists (Venkatesh, 2006:98). These aspects can be directly linked with the primary and secondary aspects of tourism (Saayman, 2007:16). These primary aspects are described as being vital to tourism and have a great influence on the behaviour and decision making of tourists, seeing as each of these aspects holds a great variety of alternatives from which the tourist must choose the alternative best suited to his needs (Saayman, 2007:16). The primary aspects include (Saayman, 2007:16):

- Transport
- Accommodation and catering
- Entertainment
- Attractions.

According to Belk (1974) situational factors are those resulting from factors specific to a certain time and place. These factors are, for the greatest part, independent from the tourist and characteristics of the destination. Situational factors include the

physical surroundings in which the tourist finds himself, the social situation, time, the choice sets facing the tourist as well as moods and physical conditions (Belk, 1974).

2.4.2.4 Demographic characteristics

Characteristics used to describe demographic details include (Kotler, Bowen & Makens, 2002; Middleton, 2001; Morrison, 2001):

- **Age:** Different age groups have different reasons for travelling and the types of trip taken will differ (Robinson, Heitmann & Dieke, 2011:33). Families with young children have different holiday needs than teenagers. The student market comprises more of backpacking and adventure holidays (Robinson *et al.*, 2011:33).
- **Gender:** According to Moutinho (2011:100) men dominate the decision-making process within a family context with specific reference to the time and duration of travel and expenses incurred.
- **Education:** People with higher levels of education are more attentive to advertisements regarding holiday destinations and will therefore be more inclined to find as much information regarding the destination as possible (Jain, 2009:121).
- **Income:** Income is probably the most important economic factor as it has a great influence on the needs of the tourist. Income will influence the type of products and services that the tourist is able to purchase (Jain, 2009:121).
- **Household/family:** Most of the decisions regarding a holiday or destination are taken within a family or household context. This results in the desires, attitudes and needs of other family members influencing the final decision (Jain, 2009:121).
- **Reference groups:** This aspect refers to friends and family of the tourist. They are important influencers on the tourist's decision-making process (Moutinho, 2011:102). The tourist is influenced by reference groups in three ways: informal (observation and asking for information), utilitarian (choices in brands are influenced) and value-expressive (Status and novelty that comes with a certain purchase) (Solomon, 2004:366).

- **Marital status:** Changes in the characteristics of the family will result in changes in the behaviour of tourists. This is where the family lifecycle comes into play (Table 2.11). The family lifecycle classifies family, marital status, work and family members into eleven different categories (bachelorhood, newly married couples, full nest, empty nest, solitary survivors, single parents and same gender couples) (Moutinho, 2011:100).
- **Length of stay:** According to Slabbert and Van der Merwe (2011:55) there has been a growth in the leisure time available in past years due to improvements in technology and other fields. Most trips are planned four to six months in advance (Slabbert & Van der Merwe, 2011:55).

Previous studies have identified gender and level of education to be the two most important demographic factors influencing behaviour (Kollmuss & Argyleman, 2010:248). Importantly, tourists are not all alike and a vast variety of tourist types are involved with different markets of the tourism industry (Sung, 2004:346). Sung therefore suggests that significant factors should be determined in order to classify tourists and predict tourist behaviour. According to different researchers, tourists displaying a certain form of travel behaviour are likely to differ from tourists displaying different forms of behaviour (Jeffrey & Xie, 1995; Kashyap & Bojanic, 2000; Moscardo, Pearce, Morrison, Green & O'Leary, 2000). The lifestyle lived by the tourist or the stage in the family life cycle where the tourist finds himself will also play a role in the behaviour displayed (Saayman, 2006:93).

The family life cycle is a summary of the stages through which all households will progress. As a family moves through the stages, the needs of the family change. The theory behind this is that tourists' tastes and choices will change as their lifestyle changes (Saayman, 2006:93). It has been argued that the family life cycle is a combination and a summary of the demographic details of tourists together with their reflection of reality (Wilson, Gilligan & Pearson, 1993; Lamb *et al.*, 2002). For example, a family where the children are still at a young age will look for holiday destinations where the children will be entertained, as opposed to a family without children, who will seek other types of destinations. Table 2.11 is an adaptation of the family life cycle and each of the stages' buying preferences (Swarbrooke & Horner, 1999; Wilson *et al.*, 1993).

Table 2.11: Stages of the family life cycle

STAGES IN FAMILY LIFE CYCLE	BUYING INTERESTS
1. Bachelor stage: Young singles living at home	Few financial commitments Fashionable clothes, sport and leisure products Cars, music centres and records Holidays
2. Newly married or coupled persons without children	Better off financially than they are likely to be in the near future High purchase rate of consumer desirables Cars, consumer durables, holidays, furniture
3. Full nest 1: Youngest child is under 5 years	House buying as a primary task Liquid assets are low Dissatisfied with savings and financial position Washing machines, dryers, baby items, economy foods
4. Full nest 2: Youngest child is between 6 and 11 years of age	Financial position is improving A higher proportion of wives are working Children's toys, educational products, domestic appliances, food
5. Full nest: Older couples with dependent children 11 - 18	Financial position is improving yet further Consumer durables, better furniture, hobby items
6. Empty nest 1: Older couples, no children at home, head of the family is still working	Home ownership is at a peak The financial situation has improved and savings have increased Travel, recreation, self-education, investments and luxury goods
7. Empty nest 2: Older couples, no children at home, head of the family is retired	Substantial reduction in income Cheaper holidays and value for money goods Income is still regarded as high but may sell their home
8. Solitary survivors in the labour force	Economy living
9. Solitary survivor is retired	Medical needs Substantial cut in their income Need for attention and security
10. Single parents with children: includes both unmarried single parents and divorcees	
11. Same sex couples in gay relationships	

1.5.2 (Source: Saayman, 2006:94)

2.4.3 The marketing mix

Saayman (2006:3) suggests that the marketing mix also has an influence on tourist behaviour. The main goal of tourism marketing is to ensure that the correct strategy is developed which will attract tourists to a destination and thereby fulfil a specific need in the market. The marketing mix consists of four components (Saayman, 2006:2):

- **Product:** the destination in general. This implies the infrastructure and supra-structure offered.
- **Price:** The total cost of the experience
- **Promotion:** The way in which the product or destination is introduced to the market. Promotion can involve brochures, advertisements and any form of marketing communications which assist tourists in information search
- **Place:** The end destination where the product being marketed will be experienced by the tourist.

It is clear that the literature does not lack international research on travel behaviour of tourists; however, little research has been conducted on these aspects of tourists to South African beach destinations (Van Vuuren & Slabbert, 2011:696). Having adequate knowledge of tourists' behaviour concerning specific situations aids significantly in product development as well as creating demand (March & Woodside, 2005; Holloway, 2004). Knowing and understanding the reasons behind tourists' behavioural characteristics is an important aspect as it directly influences the decisions with which tourists are faced when deciding on a holiday destination (George, 2004). Therefore the following section of this chapter will discuss literature regarding the travel behaviour of tourists.

2.5 TRAVEL BEHAVIOUR

The choices of tourists are complex, they involve many sub-decisions and occur on an ongoing basis from first deciding "where to go" to "what are we going to do while we are there". When analysing a tourism market's decision-making process it is

important to take into account two types of information sources, tourists' personal characteristics and their travel behaviour (Sung, 2004:344). To effectively pinpoint the target market and make a detailed analysis of the market in question (Swarbrooke & Horner, 1999), it is necessary to identify the specific characteristics of the market. Furthermore, Sung (2004:346) suggests that by making use of market segmentation strategies and thereby grouping tourists together, the behaviour of tourists can be determined.

Different people have different needs. Important influencers on an individual's purchase decision may be personal preference, personal characteristics or the social circumstances of the person concerned (Raj, 2004). Therefore, travel behaviour can broadly be regarded as enveloping the whole process of travel, from the creation of demand to the planning, motivation and behaviour of tourists (Guo, 1999). Hudson (1999) further states that travel behaviour could be defined as identifying the reasons why tourists decide on a destination and how they make their decisions. The travel behaviour of tourists is closely related to the decisions they make (Pizam & Mansfeld, 1999).

As a result, various researchers have identified factors that comprise travel behaviour. Braun and Lehman identified six factors that are regarded as being influencers on the decision-making process. These factors include destination characteristics, mode of transport, time and duration of stay, type of travel, accommodation and tour/travel organisation (Saayman, 2006:50). Furthermore, Heung, Qu and Chu (2001:259) also identified six factors that influence the decisions made by tourists. These factors include personal perceptions, previous experience, motives (benefits), information search, attitudes as well as intentions. Mayo and Jarvis (1981) stated that travel behaviour is greatly influenced by culture and social class. Stevens (1992) added a number of variables including income and attitudes of travellers. According to Slabbert and Van der Merwe (2011:54) the factors as indicated by Heung *et al.*(2001:259) can be seen as the influencers of tourists' choice sets while those factors as identified by Saayman (2006:50) and Stevens (1992) can be seen as the choice sets of the tourists. Below is a summary of the most important choice sets faced by tourists when making decisions (Slabbert & Van der Merwe, 2011:54).

- **Personal perception:** This can include perceptions of the destination or benefits reaped from the experience. The perceptions of the destination can derive from the attributes of the destination. These attributes give the tourist a pre-taste of the destination and what can be expected. Perceptions also determine the choice of destination seeing as tourists will evaluate their choices based on whether they will satisfy their needs (Reisinger & Mavondo, 2002:57)
- **Motives and intentions:** Motives have been described as predictors of travel behaviour (Park & Yoon, 2009:100). Motives include either internal or external psychological needs that drive tourists to certain actions (travelling) that will satisfy those needs (Kim, Crompton & Botha, 2000:34). Previous literature explains motives as an important role player which affects the tourist's decision to travel (Pizam & Mansfield, 1999:7).
- **Culture and social class:** Culture can be explained as the shared attitudes, perceptions, values and behaviour of a group of people. The culture of a group is made up of certain commonalities between individuals and which distinguish groups from one another (George, 2008:173). The social class of a person is made up of factors such as occupation, income and education. The social class of an individual is a powerful influencer of the decision making and behaviour of tourists (George, 2008:173)
- **Mode of transport:** The tourists have to decide on the mode of transport that will be used to reach the destination. This will include deciding from a variety of methods of transport the one that best suits the traveller's needs. For example, some trips might require the use of travelling by aeroplane while other trips might be suitable for the use of one's own vehicle. Types of modes of transport include airplane, water transport (boats), bus/coach, railways, car rental, bikes and personal transportation (Slabbert & Saayman, 2003:4).
- **Type of travel:** The type of travel refers to the choice of the kind of trip the tourist wants to take. For example camping, a package tour of historical sites, a wildlife safari or an adventure holiday (Rodgers, 2001:7).
- **Time and duration of stay:** The time and duration of stay is the decision as to how long the tourist wishes to stay at the specific destination and what time during the year they want to go. For example, which season of the year will best

fit the type of trip? An important factor that must be considered is the time available to the tourist during which he can travel (Saayman, 2006).

- **Destination:** Kotze (2005) suggests that tourists view destinations differently. Every destination possesses a variety of attributes consisting of accessibilities, amenities, accommodation facilities, attractions and activities (Reisinger & Mavondo, 2002:56). It is also suggested that the tourism destination is a collection of psychological holiday experiences, comprising a human component, people with whom tourists come into direct or indirect contact. These are important factors faced by tourists when choosing a holiday destination (Reisinger & Mavondo, 2002:56).
- **Income:** Tourists plan their holidays according to a budget, but allow themselves flexibility in terms of spending. However, tourists are more likely to spend the same amount of money as predicted in the budget or less (Patkose, Stokes & Cook, 2005). According to Patkose *et al.* (2005) only one out of five tourists spends more than anticipated on a trip and tourists who save on transport to the destination are more likely to spend more money on accommodation or activities.
- **Accommodation:** Various types of accommodation exist from which the tourist can choose. Examples include hotels, guesthouses, farmhouses, timeshare, vacation resorts and camp sites (Slabbert & Saayman, 2003:4).

Crompton (1981:551) states that the social factor plays a significant role in the individual's travel behaviour, stressing the fact that personal motives are filtered and redirected by the social circles in which the individual operates. Marcevova, Coles and Shaw (2010:261) build on Crompton and state that, as a result, the travel behaviour of tourists is often the result of compromises negotiated between members of the travel party. Furthermore, the travel behaviour of various segments will differ significantly from another. It is therefore important to understand the travel behaviour of tourists to various destinations (Slabbert & Van der Merwe, 2011a:58). Knowledge of the travel behaviour of tourists could assist in the planning of tourism and marketing activities (Slabbert & Van der Merwe, 2011a:58).

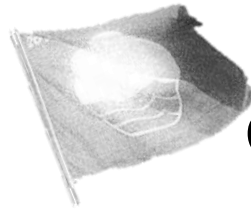
2.6 CONCLUSION

The aim of this chapter was to provide an overview of previous literature on the travel behaviour of tourists and the tourist decision-making process as well as on the Blue Flag programme. In conclusion, remarks can be made in terms of the importance of determining the travel behaviour and decisions of tourists to enhance and promote a tourism product, such as a beach, with a well-established reputation.

In terms of the Blue Flag programme, by determining the travel behaviour and decision-making process of beach visitors, the impact of this programme can be determined. Municipalities go to great trouble and financial expense to receive this award to serve visitors with the best quality beach and thereby enhance their visit and experience. It is therefore necessary to determine whether or not this programme has an impact on tourists' choice of beach.

In accordance with the above, it is clear that an understanding of the travel behaviour and tourist decision-making process are important aspects in developing marketing material for tourism products as well as to enhance a certain image (Duman & Tanrisevdi, 2011:528). Blue Flag beaches can produce marketing material that is of value to beach visitors and the programme can thereby be advertised across South Africa. Strategies and policies can be developed and implemented through having adequate knowledge of both the travel behaviour and decision-making of tourists, in turn raising the demand for tourism in this specific market.

International research has been conducted on travel behaviour and aspects influencing tourist decision making. However, very little research has been conducted on both these aspects in a Southern African context (Van Vuuren & Slabbert, 2011:696), especially the marine environment. It is necessary to conduct research in this area to raise the demand for tourism in this specific market.



CHAPTER 3

Determining the push and pull motives of beach visitors

In every outthrust headland, in every curving beach, in every grain of sand there is a story of the earth. ~Rachel Carson

ABSTRACT

Beaches are considered as one of the largest attractions within the tourism industry and one of the fastest growing markets. Despite the importance of beaches worldwide, very little is known regarding the behaviour and motivations of beach visitors within a South African context, especially since the competition between beaches increases constantly. A number of studies have made use of the push and pull theory in order to determine what motivates and drives tourists toward certain choices and decisions, seeing as motivations are an underlying concept of travel behaviour. Therefore the aim of this article is to determine the push and pull motives of beach visitors to six South African beaches in the Margate area. The survey was conducted from 28 March to 8 April 2013 over the Easter weekend and school holidays. The method of research used was probability sampling with systematic sampling, meaning every second person/group of people on the beach were approached. A self-administered questionnaire was distributed and 572 usable questionnaires were collected. Data was captured using Microsoft™ Excel™ and analysed using SPSS (version 21). Factor analyses were conducted to analyse the results. The profile of beach visitors was determined to be female, married with an average age of 39 years and originating from Gauteng. Furthermore the factor analysis yielded three factors, *familiarity* (which ranked as the most important motive), *family relaxation and escape* and *beach characteristics*. These factors yielded two push motives, *escape and relaxation* (which ranked as most important) and *familiarity* as well as two pull motives, *beach attributes* (which ranked as most

important) and *cognisance*. From the results, it was found that familiarity was the most important motive for beach visitors, implying that people tend to visit beaches that they have grown up with, where they have a holiday home or know many people. This study contributes to South African literature regarding beach tourism. This was also the first time that push and pull motives were determined for beach visitors in South Africa.

Keywords: wildlife tourism, travel motives; marine tourism; coastal tourism

3.1 INTRODUCTION

What motivates a person to take a beach holiday at a specific time and at a specific destination? Is there a specific need they wish to have fulfilled? These are some of the questions asked by researchers since the dawn of tourism. In an attempt to answer these questions, an understanding of the motivations of tourists is gained. It also forms the baseline for 'getting to know the market' and being able to differentiate between beach visitors and other market segments within the tourism industry (Fluker & Turner, 2000:381).

According to Phillips and House (2009) beaches (which form part of marine tourism) are considered as one of the largest attractions within the tourism industry and one of the fastest growing markets, with a considerable contribution towards the global economy (Asafu-Adjaye & Tapsuwan, 2008). According to Eagles and McCool (2002) the marine tourism growth rate exceeded that of any other form of tourism. The overall tourism growth in this market is because people are directed to the seashore to enjoy nature, for escape and for relaxation (Zacarias, Williams & Newton, 2011:1075). This is also applicable to South Africa where visitors are faced with a variety of destinations situated along a coastline of approximately 2 798 km (Map 3.1) (SouthAfrica.com, 2013).

According to Hui, Wan and Ho (2007) the global tourism industry has become increasingly competitive, but Yoon and Uysal (2005) state that marine tourism is becoming more saturated. It therefore becomes important to conduct thorough market research on marine tourism, specifically beach tourism, to successfully improve this market (Yoon & Uysal, 2005). Marketing initiatives of beach destinations

will be effectively improved by the knowledge gained from the motivations of the market (Pike, 2004). This will also allow for effective application of marketing plans and strategies, ensuring long-term growth (Saayman, 2006).

Determining travel motives will assist in increasing the number of visitors to beaches across South Africa (Van der Merwe, Slabbert & Saayman, 2011:458), thus aiding in product development. Um (1987) defines travel motives as a set of attributes that, when aggregated, describe a place as a travel destination. Furthermore, Pizam, Neumann and Reichel (1979) describe motivation as a set of needs that cause a person to take part in tourist activities. Travel motives can be classified into two factors, push motives and pull motives. These travel motives indicate that people travel to destinations because they are pushed or pulled by certain aspects, such as personal reasons or destination attributes (Dann, 1981).



Map 3.1: South African coastline

(Source: Destination-scuba.com, 2013)

Despite the importance of beaches in South Africa, very little is known about these visitors and what influences their behaviour and travel motives (Slabbert & Viviers, 2012:68), especially seeing as competition between destinations increases. Therefore it becomes important to have adequate understanding of the travel motives that push people to visit a destination and those travel motives that pull them towards a destination (Slabbert & Viviers, 2012:68). The aim of this paper is to identify the push and pull motives of beach visitors to selected South African beaches. To achieve this, factor analyses will be conducted to determine the main motives of beach visitors as well as the push and pull motives. The article will take the following structure: firstly a literature review will be conducted on travel motives of tourists, followed by the methodology, results, findings and implications and finally concluding remarks.

3.2 LITERATURE REVIEW

Very little is known about the factors which have an influence on the behaviour of visitors to beaches. It is important to understand the tourists' behaviour leading up to certain decisions being made (Bennet, Jooste & Strydom, 2005), seeing as tourists' attitudes and responses towards certain products or services have a significant impact (March & Woodside, 2005:1). Tourist behaviour can be described as the behaviour shown by tourists in selecting, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman & Kanuk, 2004:8). Tourist behaviour consists of various factors: (1) internal influences (perception, learning, motivation, attitudes, personality), (2) External influences (culture, subculture, reference groups and family), (3) Situational factors (physical surroundings, social surroundings, temporal perspective, task definition and antecedent); (4) Demographic factors (age, education, income, household, race and marital status) and (5) Marketing mix factors (product, price, place and promotion) (Kinnear, Bernhardt & Krentler, 1995).

According to Kollmus and Agyeman (2002:249) of all the factors, motives is one of the strongest internal stimuli on which behaviour is primarily based, therefore the motives of a tourist indirectly guide his/her behaviour. Various definitions of what motives entail have been developed. Mannell and Kleiber (1997) state that motives are activation, drive and/or reason to engage in certain behavioural traits and to

maintain that specific form of behaviour. According to Mill and Morrison (1985) motives are important benefactors in the process of travelling, either for pleasure or business.

Various models and theories have been developed explaining travel motives. For example, Maslow's Motivation Theory (1943), which is probably the best known, Crompton's socio-psychological motives (1979) as well as the theory of push and pull factors by Dann (1977). As a result of this, the literature regarding travel motives has expanded significantly and various motives have been identified. These motives can be classified into two subcategories, internal and external motives (Gnoth, 1997). Internal motives, or emotional motives, are described as drives, feelings and instincts. External motives, or cognitive motives, involve beliefs, expectations and knowledge concerning a specific idea (MacCannell, 1977).

At the same time, visitors may have more than one need or a combination of internal and external motives which drive them to visit a specific beach destination (Kruger & Saayman, 2010:94). Qu and Ping (1999) further state that different visitors may participate in the same activity or engage in the same element and the benefits derived may differ significantly.

Motives that influence visitors to engage in activities to satisfy their needs involve aspects such as escaping, relaxation, status, novelty, regression, prestige, facilitation of social interaction, enhancement of family ties, discovery and self-evaluation (Saayman, 2006:24), adrenaline or excitement seeking (Loker & Perdue, 1992), self-enhancement (Fodness, 1994), safety and comfort (Oh, Uysal & Weaver, 1995), exploring new/different cultures (Lee, Lee & Wicks, 2004), education (Basal & Eislet, 2004), health and fitness (Swanson & Horridge, 2006), facilities, events and cost (Jang & Wu, 2006) and nature and the environment (Molera & Albaladejo, 2007). Uysal and Hagan (1993) suggest that these motives describe how tourists are pushed by certain motivational variables to travel and how they are pulled to a certain destination based on attractions and attributes. In other words, push motives relate to a tourist's desire, while pull motives are associated with destination attributes (Cha, McCleary & Uysal, 1995). An easy way of stating the difference between push and pull factors is that push factors induce people to travel, whereas pull factors influence the decision about which destination to visit (Kay, 2003).

Several studies have made use of the push and pull framework to examine the travel motives of tourists to specific destinations or activities (Dann, 1977:188; Klenosky, 2002:385; Smith, Castello & Muenchen, 2010:19). The push and pull theory is useful for determining the underlying motivations of tourists and their behaviour. Furthermore Prayag and Ryan (2011:122) indicates that travel patterns of tourists, in other words tourist behaviour, can be distinguished by certain push and pull factors that have an influence on their decisions to travel and their destination choice. According to Klenosky (2002) push and pull factors have generally been characterised as relating to two separate decisions made at two separate points in time where the one focuses on where to go while the other one focuses on whether to go. Given the complexity of this theory, it is not surprising that these concepts have been researched either separately or as related constructs (Prayag & Ryan, 2011:122). However, Dann (1977:186) states that push factors precede pull factors, seeing as the decision to travel needs to be made before the decisions of where to go and what to do can be made. Furthermore, researchers have suggested that push and pull factors should not be viewed as independent constructs but rather as being fundamentally related (Klenosky, 2002). For example, tourists are pushed to travel but simultaneously will be pulled towards a specific destination. Tourists deciding to travel will take into consideration the “pull factors” of the destination and whether they correspond with their “push” motives (Dann, 1981).

3.2.1 Push factors

This force “pushes” a tourist away from routine (home), it creates a desire to get away from the everyday life and be somewhere else, without specifying where that may be (Bansal & Eislet, 2004:388). According to Kozak (2001) push factors model the intangible, intrinsic desires of a tourist to go on holiday. Push factors are also described as the socio-psychological needs that encourage a tourist to travel (Fluker & Turner, 2000:381). According to Gnoth (1997) push factors are internally generated drive forces that cause the tourist to search for signs in objects, situations and events containing the promise of reducing prevalent drives. It is a socio-psychological motivation which affects a tourist’s decision to travel. Chon (1989) also suggests that push factors include cognitive processes and travel motives including socialisation, novelty-seeking, adventure-seeking, fulfilling a dream and the need to

escape. Iso-Ahola (1982) on the other hand, suggest that examples of push factors can include seeking or escaping.

A study conducted by Yoon and Uysal (2005) on the travel motives of tourists to northern Cyprus (an island in the Mediterranean Sea that offers warm sandy beaches, and therefore regarded as a marine destination) was based solely on Cyprus as a vacation destination. Yoon and Uysal (2005:49) measured the push and pull motives of visitors and thereby determined the destination loyalty. They identified eight push motives, excitement, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun and being away from the mundane. These motives proved that marketers should consider the practical implications which can raise the overall level of satisfaction and increase destination loyalty (Yoon & Uysal, 2005:54). Furthermore, Cha and Jeong (1998) identified the push motives of Korean travellers visiting Australia and New Zealand as seeking pleasure. They identified six push motives, sports, visiting friends and relatives, relaxation, knowledge, adventure and travel bragging. Kozak (2002) researched the travel motives of tourists from one country visiting two destinations, Mallorca (Spain) and Turkey. Kozak (2002) identified four push motives, culture, pleasure seeking/fantasy, relaxation and the physical environment to be of importance to both groups of travellers. In a South African context, Kruger and Saayman (2010) identified the push motives of tourists to the Tsitsikamma National Park, a marine park on the Indian Ocean and south coast, to be escape and relaxation.

While only a few studies have been conducted on the push motives of tourists to beach or marine destinations, it is clear that the most important push motives for tourists to marine or beach destinations are seeking escape, relaxation and having fun.

3.2.2 Pull factors

Pull motives are those which are inspired by the attractiveness of a destination, such as beaches, recreational facilities, cultural attractions, entertainment, natural landscapes, shopping opportunities and natural parks (McGhee, Loker-Murphy & Uysal, 1996). Pull factors are described as external motivators including tangible resources, such as beaches, recreational activities and cultural attractions, as well

as the expectations and perceptions of tourists (Swanson & Horridge, 2006:672). Kim, Lee and Klenosky (2003:171) suggest that pull factors involve attractions or attributes such as beaches, water/marine-based resources, mountains and beautiful scenery or historic and cultural places.

According to McGhee *et al.* (1996) these attributes may cause a stimulation or reinforcement of push motives. Cha *et al.* (1995) also state that pull motives are associated with the destination's attributes (for example climate and cleanliness of water). According to Yoon and Uysal (2005:46) pull motives are connected to external, situational or cognitive aspects. Whereas push motives have been described as inducing an individual to travel, Kay (2003) describes pull factors as being the influence on the decision regarding which destination to travel to. Furthermore, Crompton and McKay (1997) argue that it is possible to interpret the pull motives in terms of intrinsic benefits. For example, an individual visiting a place on business might have some intrinsic motivation which forces him/her to behave as a tourist (Jarvis & Blank, 2011:131).

A study conducted by Fakeye and Crompton (1991) on the travel motives of visitors to a well-known winter destination in Texas revealed six pull factors. These factors include (1) social opportunities and attractions, (2) natural and cultural amenities, (3) accommodation and transport, (4) infrastructure, food and friendly people, (5) physical amenities and recreational facilities and (6) bars and evening entertainment. Turnbull and Uysal (1995) also identified six pull factors among visitors from Germany to the Caribbean. They found six pull motives to be of importance to these travellers, heritage/culture, city territories, comfort and relaxation, beach resorts, outdoor resources and rural and inexpensive accommodation.

Jeong (1997) investigated the relative importance of six pull factors perceived by visitors to a mountain-based national park in Korea. The factors include natural resources, climbing or good walking facilities, facilities for rest and recreational activities, information and convenience facilities as well as commercial and accommodation facilities. Jeong (1997) found in his study visitors perceived natural resources along with cultural and historical resources to be of highest importance.

Kim, Crompton and Botha (2000) revealed four important domains of destination attributes (in other words pull motives). These were (1) entertainment, (2) infrastructure, (3) physical environment and (4) high profile entertainment opportunities. Whereas Hu and Ritchie (1993) explored the importance of 16 destination attributes (pull factors). They found the importance of these attributes to vary across different groups of travellers, ranging from the purpose of travel to familiarity of the destination. In the study conducted by Yoon and Uysal (2005) on the travel motives of tourists to Northern Cyprus, they found nine pull motives along with the eight push motives. The pull motives they identified include a modern atmosphere and activities, wide space and activities, small size and reliable weather, natural scenery, different culture, cleanness and shopping, night life and local cuisine, interesting town and village and water activities. These pull motives, along with the push motives identified in the same study contributed to an increase in destination loyalty amongst international visitors.

As a result, it is clear that tourists across various segments are pulled towards a destination based on similar attributes, namely cost effectiveness, activities offered and the scenery and socialisation. It is important to remember that the discoveries surrounding the push and pull motivational factors of tourists play a valuable role in the attempt to understand the variety of different needs and wants that drive and have an influence on tourist behaviour (Yoon & Uysal, 2005:47). The research conducted on the relationship between push and pull motives has significantly impacted the tourism marketing industry (Kim, Borges & Chon, 2006:347), for example emphasis has been placed on how people are motivated to travel and thereby more effective marketing plans and initiatives have been produced for specific markets (Kim *et al.*, 2006:347; Yoon & Uysal, 2005; Swanson & Horridge, 2006; Kim *et al.*, 2003). However, the primary topic of their research was focused on travellers to international destinations.

However, the primary topic of research discussed above was based on travellers to international destinations and only a few to marine and beach destinations (Asafu-Adjaye & Tapsuwan, 2008; Brown, 2005; Phillips & House, 2009; Zacarias *et al.*, 2011). While beach tourism is a favourite subject amongst researchers (Van der Merwe, Slabbert & Saayman, 2011), few studies have been conducted in a South

African context regarding the behaviour of beach visitors (Saayman, Slabbert & Van der Merwe, 2009), let alone identifying the push and pull motives of this market. Determining the travel motives of beach visitors is a critical step in market segmentation (Slabbert, 2002) and effective tourism marketing is impossible without an understanding the traveller's motives (Fodness, 1994). Although not much has been done in South Africa, it was found by Van der Merwe, Saayman and Krugell (2007) that different destinations lead to different motives. Therefore, the travel motives of one destination might not be applicable to another destination, making this research important.

It would be useful for both the industry and literature regarding beach tourism to identify the push and pull motives that drive tourists to visit beaches as this is directly linked with decisions, choices and motivations of tourists which describes tourist behaviour.. Knowledge about this industry will be increased, which can aid in furthering the literature on the decision-making process of beach tourists specifically. Furthermore, effective marketing efforts can be designed that focus on the market for beach tourists specifically, thereby increasing product development. The problem that this research will address is to determine what pushes and what pulls visitors to a beach and thereby determining the biggest influencers of what drives the decision to visit a beach. .

3.3 METHODOLOGY

To identify the push and pull motives of visitors to beaches, a survey was conducted at six beaches in KwaZulu-Natal, South Africa, over a seven day period from 28 March to 8 April 2013. The reason for selecting these beaches specifically is that they are a popular tourist attraction during the time of year when this research took place (Nahman & Rigby, 2008:721). They are also located within close proximity of each other, making the results more reliable (Nahman & Rigby, 2008:721). Table 2 is a summation of the beaches surveyed for this research. The method of research used was systematic sampling, where every second individual/group of people on the beach was asked to complete a structured, self-administered questionnaire. The fieldworkers explained the nature of the research to participants and collected the completed questionnaire after a period of time.

Table 3.1: Summation of beaches included in this research

BEACH	NUMBER OF QUESTIONNAIRES
1. Lucien Beach	99
2. Ramsgate Beach	95
3. Marina Beach	96
4. Uvongo Beach	92
5. St. Michaels On Sea	95
6. Margate Main Beach	95

The questionnaire was adopted based on previously used questionnaires for determining visitor profiles and travel motives of beach visitors (Nelson, Morgan, Williams & Wood, 2000; McKenna, Williams & Cooper, 2011; Tiedt, 2011). The questionnaire consists of demographic details, decision-making aspects and travel motives. For the purpose of this research, only the demographic details and travel motives were used. Respondents were asked to indicate to what extent the constructs are of importance to them when visiting a beach according to a six-point Likert scale. The data was captured with Microsoft™Excel™ and analysed using The Statistical Package for Social Sciences, version 17 (SPSS, 2013).

Principal Axis Factoring analyses with Oblimin and Kaiser Normalisation were then performed to obtain the motives of beach visitors to six South African beaches. Furthermore, the push and pull factors of visitors to these beaches were determined by means of Principal Axis factoring analyses with Oblimin and Kaiser normalisation. The total variance explained of the factor analysis for the travel motives is 56%.

3.4 RESULTS

The results of this research are three-fold. Firstly, the profile of the visitors was determined by means of the demographic details obtained from the data. Secondly, the motives of visitors to all six beaches were identified. Thirdly, the push and pull motives were established.

3.4.1 Profile of beach visitors

Table 3.2 is a summary of the profile of beach visitors to six South African beaches. The largest percentage of respondents were female (62%) with an average age of 39 years. They are mostly married (69%) and live in Gauteng (53%), followed by North West or KwaZulu-Natal (12%). They have a diploma or degree from a tertiary institute (41%) and visit beaches between one and three times per year. Visitors stay mostly an average of 8 nights in the area of the beach. There are between four and six people in a travelling group and the average number of people paid for is four.

Table 3.2: Demographic profile of beach visitors

CATEGORY	BEACH VISITORS
Gender	Female (62%), Male (38%)
Age	Average age of 39 years
Marital status	Married (69%), followed by single (13%)
Province of residence	Gauteng (53%), followed by North West/KwaZulu-Natal (12%)
Level of education	Diploma/Degree (41%), followed by Grade 12 (28%)
Type of visitor	Overnight visitors (75%), followed by Day Visitors (16%)
Nr of beach visits annually	1 – 3 times a year
Size of travelling group	Between 4 and 6 people
Nr of people paying for	Average of 4 people
Nights spent in the area	Average of 8 nights

3.4.2 Travel motives of beach visitors

The factor analysis was conducted using Principal Axis Factoring with Oblimin Kaiser Rotation. Three factors were identified. Cronbach's Alpha determines the validity of each construct with the underlying factor while the mean value indicates the importance of each factor in relation to the other factors (Salkind, 2007:114:156).

These factors accounted for 55.67% of the total variance explained. A Cronbach's Alpha of 0.5 is rated as moderate to high reliability (Maree, 2007:216). Mean values are used to determine the average score for each of the factors. Mean values give an indication of the importance of the factor in relation to the other factors (Salkind, 2007:156).

Table 3.3: Travel motives of beach visitors

CONSTRUCTS	FACTORS		
	1: Familiarity	2: Family relaxation and escape	3.: Beach Characteristics
CRONBACH'S ALPHA	802	772	720
MEAN VALUE	4.15	3.06	4.00
I grew up with this beach	760		
I know many people here	700		
This beach is well-known	613		
For a specific event held here	549		
I have a holiday home/timeshare here	488		
This beach is child friendly and safe	474		
To relax		743	
To get away from my routine		625	
For family recreation		620	
For the climate/weather		601	
Great accommodation and facilities in the area		490	
To explore a new beach			689
Attractive people at this beach			630
Enough activities			507
For great waves			365
To spend time with			359

friends and family			
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The three factors identified include *Family relaxation and escape*, *Familiarity* and *Beach characteristics*. These factors are a summation of the most important reasons for beach visitors to the selected beaches.

Factor 1: Familiarity

This factor is made up of *I grew up with this beach, I know many people here, this beach is well known, for a specific event held here, I have a holiday home/time share in the area and this beach is child friendly and safe*. The Cronbach's Alpha for this factor is 0.802, which is highly acceptable, and the mean value is 4.15, which rates this factor as the most important factor for beach visitors. Previous research studies have not determined *familiarity* as a factor for beach visitors, thus making this factor unique to this research.

Factor 2: Family relaxation and escape

This factor encompasses the reasons for families visiting beaches to relax and escape their busy everyday routines. It consists of the following constructs: *to relax, to get away from my routine, for family recreation, for the climate/weather and for great accommodation and facilities in the area*. This factor scores a Cronbach's Alpha of 0.772 and a mean value of 3.06. Yoon and Uysal (2005) found family togetherness to be one of the important reasons why tourists visit beaches in northern Cyprus. In a South African context, Kruger and Saayman (2010) found relaxation and escape to be important for beach visitors at the Tsitsikamma Marine National Park.

Factor 3: Beach characteristics

Beach characteristics consist of the following constructs: *to explore a new beach, for the attractive people at this beach, enough activities, for the great waves, and to spend time with friends*. The mean value for this factor is 4.00 and the Cronbach's Alpha is 0.720, making this factor the second most important factor for beach visitors. Kozak (2002) found that the physical environment is of importance to visitors to Mallorca, Spain.

Beach visitors go to beaches for various reasons and the most important reason for South African beach visitors is to visit a beach with which they are *familiar* and have visited before, making the results unique in relation to previous literature on beach tourism.

3.4.3 Push and pull motives of beach visitors

To identify the push and pull motives, separate Principal Axis Factoring analyses were conducted from the existing data set using Oblimin Rotation with Kaiser Normalization. Mean values and Cronbach's Alphas were used to identify the strength of these factors.

Push motives of beach visitors

The seven push factor items yielded two factors. These factors were labelled *escape and relaxation* (Factor 1) and *familiarity* (Factor 2). Factor 1, *escape and relaxation*, consists of aspects such as *to relax, to get away from my routine, for family recreation, for the climate/weather* and *to explore a new beach*. Factor 1 was identified as the most important push factor for beach visitors, with a mean value of 4.00 and a Cronbach's Alpha of 0.698, making this an acceptable score. The second factor, *familiarity*, includes *I grew up with this beach* and *I know many people here*. It scored a mean value of 2.45 and a Cronbach's Alpha of 0.757, which is highly acceptable. These factors accounted for 56.87% of the total variance explained. Kozak (2002) found relaxation to be of importance to visitors in Spain and Turkey. In a South African context, Kruger and Saayman (2010) also identified escape and relaxation as an important travel motive to the Tsitsikamma Marine National Park.

Table 3.4: Push motives of beach visitors

	FACTORS	
	Escape and Relaxation	Familiarity
Cronbach's Alpha	0.698	0.757
Mean values	4.00	2.45
To relax	0.724	
To get away from my routine	0.696	
For family recreation	0.580	

For the climate/weather	0.524	
To explore a new beach	0.222	
I grew up with this beach		0.792
I know many people here		0.777

Pull motives of beach visitors

Nine pull factor aspects were used in a similar factor analysis as for the push motives, which resulted in two pull motives. These motives were labelled *beach attributes* (Factor 1) and *cognizance* (Factor 2). *Beach attributes* consists of the following aspects: *for great waves, enough activities, attractive people at this beach, for great accommodation and facilities in the area, to spend time with friends, this beach is well known and this beach is child friendly and safe*. This factor scored a mean value of 3.37 and a Cronbach's Alpha of 0.775, making it the most important pull factor of beach visitors and an acceptable score. The second factor is labelled *cognizance* and consists of the factors *for a specific event held here and I have a holiday home/timeshare in the area*. This factor scored a mean value of 2.59 and a Cronbach's Alpha of 0.752, making this also a highly acceptable score. These factors accounted for 52.58% of the total variance explained. Kim, Crompton and Botha (2000) revealed the physical environment of a destination to be a pull motive for tourists.

Table 3.5: Pull motives of beach visitors

FACTORS		
	Beach Attribute s	Cognizance
Cronbach's Alpha	0.775	0.752
Mean values	3.37	2.59
For great waves	0.750	
Enough activities	0.699	
Attractive people at this beach	0.694	
For great accommodation and facilities in the area	0.476	
To spend time with friends	0.455	
This beach is well known	0.394	
This beach is child-friendly and safe	0.337	
For a specific event held here		0.780

I have a holiday home/timeshare in the area		0.731
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3.5 FINDINGS AND IMPLICATIONS

Firstly, the results showed that beach tourism to Margate and surroundings is based on familiarity and what the beach has to offer its visitors. Van der Merwe *et al.* (2011:465) identified personal attachment as a motive which consists of aspects such as growing up with a specific destination and owning a holiday home at the particular destination. The most important reason for beach visitors to these beaches is because they grew up with the beach as holiday destination and they have made valuable memories at the beach with friends and family and they have a holiday home in the area, therefore ensuring they are familiar with the surroundings. The friends made at the beach are a great influence on visitors to keep returning. These visitors will also keep returning to the beach because they feel comfortable and are well-known with the beach; they know the area by now and are comfortable with the surroundings. This means that marketing activities should be aimed at creating an environment to which visitors can relate and with which they feel at home. In other words, create an atmosphere where beach visitors feel they can make life long memories with friends and family and they will keep returning. A marketing slogan such as *where you are known* can be used in marketing and promotional activities.

Secondly, the results show that the push motives are stronger than the pull motives (mean value of push motives is higher than that of pull motives). The push motives include *escape and relaxation* and *familiarity*. *Escape and relaxation* ranked highest. These are all intangible motives. Visitors want to break away as a family and relax away from their daily routines. This finding is also revealed in the factor analysis of travel motives (Table 3.4). People want to relax and strengthen the bonds between family members. Uysal, McDonald and Martin (1994:21) found similar results in their study and labelled this finding as “enhancement of kinship relationships”. It is clear that ‘relaxation’ is very important for beach tourism and adds significant value to the tourism value of this industry (Slabbert & Viviers, 2012:81). This finding correlates with that of Yoon and Uysal (2005:54), who state that family togetherness and

relaxation is of importance to visitors to beaches in Northern Cyprus. Yoon and Uysal (2005:54) further state that motives such as these have practical implications which should be considered by marketers as this can aid in raising the level of satisfaction and destination loyalty. Marketers should make use of relaxation as a prominent idea in marketing material. For example, make use of visual aids such as photos of the beach and people sunbathing. In other words, marketing material should push visitors to these beaches.

Thirdly, visitors are also pulled to these beaches for the *beach attributes* and *cognizance*, therefore tangible aspects are important, such as waves, clean water, sand and facilities. Thus, what the beach looks like and what it offers is very important to visitors. It is very important for management to focus on the beach's tangible aspects and to keep it up to standard. For example clean facilities, litter-free water. This is a good way for beach destinations to stay competitive. Beach managers need to identify the attributes of the beach and use that in their marketing activities. If the beach has good waves, good facilities or if the activities offered there are diverse, for example, the advertising message needs to address that. Making use of the resources in the area is a good way to stimulate product development as a way of gaining competitive advantage. Another good way in which a beach can improve its image is by hosting an event during peak season, such as a "Sun and Sand" festival, which will attract more visitors. Place emphasis on the uniqueness of the beach, whether it is the quality of the water or accommodation in the area, marketing activities should aim to attract visitors based on what the beach has to offer.

Fourthly, it was found that the largest percentage of respondents is from Gauteng. This is in relation to previous studies conducted at marine destinations in South Africa. Van der Merwe, Slabbert and Saayman (2011:461) conducted a study on the travel motives of visitors to selected marine destinations, Hartenbos, Plettenberg Bay, Jeffrey's Bay, Margate and Amanzimtoti. They identified that most visitors are from Gauteng. The profile of beach visitors also shows that the average age of respondents is 39 years old. Van der Merwe *et al.* (2011:461) found the average age of visitors to the selected marine destinations to be 38 years of age, which also suggests that this research is in agreement with previous studies. It is thus important

for marketers to target the Gauteng area with a corresponding average age. This market will typically be families with young children and teenagers. Marketing material should be focused on advertising a family holiday. A good way of attracting families to these beaches is by developing holiday packages that include activities enjoyed by all members of the family, including children, teenagers, young adults and parents or older generations. The package compilation should include activities such as snorkelling trips, Jet Ski rides (if available), fishing trips and boat trips.

3.6 CONCLUSION

The aim of this chapter was to determine the profile and the push and pull travel motives of these visitors. In doing so, valuable knowledge was ascertained with regards to the literature of marine and beach tourism.

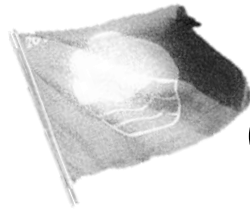
Three travel motives were identified from the factor analysis, *familiarity*, *family relaxation and escape* and *beach characteristics*. Of these factors, the most important travel motive for beach visitors to Margate and surroundings was identified as *familiarity*. This means that beach visitors will travel to beaches that they have visited previously and know well. Along with the travel motives two push and two pull motives were also identified. The push motives are *escape and relaxation* and *familiarity*, of which *escape and relaxation* was identified as the most important push motive of beach visitors. The pull motives were identified as *beach characteristics* and *cognizance*. From these motives *beach characteristic* proved to be the most important pull motive for beach visitors.

Beach tourism is a very important market in the tourism industry and is well worth our attention and focus. It is important for beach managers to stay competitive within the industry. To ensure that tourists keep flocking to South African beaches, it is important for beach managers to know why visitors visit these beaches and the most important reasons for their visits. Along South Africa's coastline a variety of beaches are situated. Thus to be the first choice for beach visitors, it is necessary for beach managers to engage in constant marketing. To ensure that beach visitors are satisfied with the quality and will return annually, beach managers need to ensure that visitors can relax as families and spend their holiday in a clean and familiar environment which provides a break from their busy lifestyles. Furthermore, activities

should be provided that will not only entertain children but will aid in enhancing social relations between visitors. Thus, marketing efforts should be focused on creating a familiar environment with a family oriented outlook and promotional events, such as the aforementioned festival. This festival can be based on the beach and its history. Locals can celebrate their heritage while visitors enjoy a unique experience while having “fun in the sun”.

This study ensures useful information on the topic of beach tourism as this is an area of study still lacking research in South Africa. The beach tourism industry of South Africa can make use of this information to improve their offering and to stimulate product development so as to give beach visitors what they expect.

This research is significant because even though previous studies were conducted on beaches in South Africa, the profile and travel motives of beach visitors were not known, especially since this research proved slightly different from previous studies. Therefore, this research contributes to the literature of marine tourism by profiling beach tourists in a South African context. This research further contributes in identifying the push and pull motives of visitors to selected beaches, which is a first in South Africa. Given the limited amount of research available within a South African context, many research opportunities still exist that need to be addressed. For example, what is the value of beach tourism in South Africa? Further research on beach tourism in South Africa will not only improve and enhance our knowledge of beach tourists but will also aid in product development and the improvisation of the beach industry. Similar research can also be conducted at other beaches in South Africa to allow for comparative studies.



CHAPTER 4

The Impact of Blue Flag Status on Tourist Decision-Making When Selecting a Beach

Roll on, deep and dark Blue Ocean, roll. Ten thousand fleets sweep over thee in vain. Man marks the earth with ruin, but his control stops with the shore. ~Lord Byron

ABSTRACT

The Blue Flag programme holds many benefits when looking from a conservation point of view, such as preserving the natural environment. But what are the benefits when looking from a tourism perspective? In the literature it is stated that a beach's Blue Flag status has little to no impact on the decision making of visitors when selecting a beach at which to spend their holiday. The aim of this article is to determine the impact of Blue Flag status on visitors' decision-making when selecting a beach. To determine this, a survey was conducted from 28 March to 4 April 2013 at six beaches across the Margate area. Probability sampling was used with systematic sampling methods where every second person or group on the beach was approached and asked to complete a self-administered questionnaire. 572 usable questionnaires was collected and analysed to obtain the results. A principal axis factoring analysis was conducted to identify the aspects of importance in the decision-making process of beach visitors. Five factors were identified, *environmental education, safety and access, cleanliness, landscape and popularity*, of which *cleanliness* ranked as the most important factor. A linear mixed-effect model analysis was conducted to determine whether any differences exist in the aspects of importance to visitors to Blue Flag beaches and visitors to non-Blue Flag beaches when selecting a beach. A slight statistically significant difference was identified in the *popularity* factor. The results showed whether or not a beach has Blue Flag status or not has little influence on the decision-making of beach visitors as little

difference was found between the decision-making aspects of Blue Flag beach visitors and visitors to non-Blue Flag beaches. It was noted that aspects of importance for decision-making for both groups of visitors form mostly part of the criteria set by the Blue Flag programme (water quality, environmental management, environmental education and information and safety and security). The results from the study showed that managers of Blue Flag beaches need to advertise the programme with specific focus on the criteria which beaches are based on, to make it more known to the broader public.

This study contributes to the literature regarding the beach tourism industry of South Africa in the sense that new information was brought to light regarding the role of the Blue Flag programme and what visitors are looking for when selecting a beach. This research also revealed important aspects that visitors consider when selecting a beach, such as cleanliness, landscape, popularity, environmental education and safety and access. This was also the first study of its kind to be conducted within a South African setting.

Keywords: Wildlife tourism, marine tourism, decision making, Blue Flag

4.1 INTRODUCTION

To benefit from the dynamic marine tourism industry, the Blue Flag programme was started in Europe along the French coastline in 1987 by the Foundation for Environmental Education (FEE). The purpose of this programme was to encourage beaches to comply with the Bathing Water Directive 76/160/EEC (About Blue Flag, 2007:4). This directive states two minimum quality criteria in relation to water intended for bathing. The criteria relate to the limited values of substances that are considered to be indicators of pollution (such as pesticides) as well as the minimum sampling frequency and method of inspection and analysis of the water (European Union. Summaries of Legislation, 2013). In 2001, South Africa adopted this programme as a means of keeping the country's beaches up to international standards with regards to water and beach quality (SouthAfrica.info, 2013:1). Thus branding the Blue Flag programme is a means of conserving the marine environment and ensuring the cleanliness of both the beach and the water.

For a beach to be awarded a Blue Flag, certain criteria must be met. These criteria are divided into four sets, *water quality*, *environmental management*, *safety and security* and *environmental education and information* (Blue Flag, 2013a). Firstly, *water quality* requires the beach to have visually clean water, no litter or oil in the water and water quality tests should be conducted every two weeks to ensure the cleanliness of the water. Secondly, *environmental management* requires beach management to ensure an adequate number of waste disposal bins on the beach, sources for drinking water as well as the cleanliness and health of coral reefs in the area. Thirdly, *safety and security* requires the beach to have an adequate number of lifeguards at the beach as well as a first aid kit on hand. Fourthly, *environmental education and information* requires the beach to offer at least five educational activities, display a map of the beach and facilities as well as a display of information regarding the Blue Flag programme (For full criteria, see Appendix 1). A beach committee is established that oversees the implementation of these criteria (Blue Flag, 2013a).

According to Schernewski (2000) Blue Flag status is an exclusive eco-label that ensures the quality of beaches and attracts visitors at the same time. In contrast though, Nahman and Rigby (2008:735) state that awareness regarding the Blue Flag programme is lacking. Beaches, with or without Blue Flag status, are vital revenue generators; they encompass an environment that offers leisure, relaxation and recreation to beach visitors. Beaches and coastal tourism supports the largest tourism trade globally and the sea is recognised as the most important environment for tourism (Nelson, Morgan, Williams & Wood, 2000:88). According to Fairweather, Maslin and Simmons (2005:83) beach awards serve only as an instrument for raising awareness and for businesses to operate within corporate promotional activities, rather than having an influence on the decision making of beach visitors.

From a conservation point of view, the Blue Flag programme helps ensure the safety of marine life and the environment. According to McKenna, Williams and Cooper (2011:577) the Blue Flag programme is seen as a symbol of clean, safe and environmental friendly coastal areas. Furthermore, the argument is raised that the Blue Flag programme holds many benefits for the community, such as an increase in visitor numbers, improved behaviour of beach visitors, raised property prices and

high quality beaches (SouthAfrica.info, 2013). The question remains, however, does a beach's Blue Flag status encourage tourists to visit the beach and does it have an influence on the decisions made by tourists in selecting a beach?

The aim of this chapter is to identify the influence of Blue Flag status on visitors' decision in selecting a beach and to determine whether any statistically significant difference exist between the aspects considered by visitors when visiting a Blue Flag beach versus the aspects considered by visitors when visiting a non-Blue Flag beach. A comparison of the results for Blue Flag beaches and non-Blue Flag beaches will be conducted, thus determining whether Blue Flag status has an influence on visitors' decision-making process for a beach holiday. The article will be structured as follows: firstly, a literature discussion on the decision-making process of tourists, followed by the problem statement, methodology, the results obtained, findings and implications and lastly concluding remarks.

4.2. LITERATURE REVIEW

Travelling to a beach for a vacation involves a variety of choices, ranging from selecting the destination, the mode of travel, accommodation, facilities, products offered, restaurants or food and recreational activities (Walls, Okumus & Wang, 2011:567). The decision to take a holiday at a specific destination can be explained by means of the decision-making process (Mair & Thompson, 2009:400). According to March and Woodside (2012:855) the decision-making process can be described as a process often triggered by needs. They further suggest it drives tourists to collect and analyse information before and during the process of making a certain decision. Tourists follow different approaches to the decision-making process, based on personality, attitude towards the particular purchase as well as the characteristics and situation of the purchase (Ozdipciner, Li & Uysal, 2012:35).

Martin and Woodside (2012:856) describe the decision-making process as the collection of information in a concise manner and the tourist will, according to the information collected, choose one destination from a choice of alternatives. Many variables are taken into account that play a significant role in the decisions of tourists (Martin & Woodside, 2012:861). Decrop (2006) identified three main variables that influence the decision-making process, socio-psychological processes (perception,

learning, attitude, personal attributes), personal variables (motivation, involvement, personality, self-concept, lifestyle, emotions) and environmental variables (social and cultural influences, interpersonal variables, situational variables).

A funnel is used to describe the process of decision making. Tourists will collect information regarding a purchase consciously and, based on all alternatives, will narrow down the choices to a single and final choice (Martin & Woodside, 2012:856). The funnel is divided into five stages through which tourists move before a final choice is reached, as depicted in Figure 4.1. These stages consist of *problem recognition*, *information search*, *evaluation of alternatives*, *selection and purchase* and, finally, *post-purchase reflection/behaviour* (Martin & Woodside, 2012:855). Each of these stages is made up of specific steps.

Firstly, *problem recognition* is influenced by external stimuli where the tourist becomes aware of a certain need that has to be fulfilled (Mair & Thompson, 2009:401). For example, the tourist realises that he/she has a need to escape his/her daily routine (due to work stress or work load) to relax at a beach destination. Once this need has been identified the tourist spontaneously moves over to stage 2, namely *information search* (Saayman, 2006:49). During this stage, a wide range of information is being collected from external sources but it can also be influenced by personal experience or friends and relatives (Saayman, 2006:49). Typically the tourist will look at a variety of beach destinations which he/she would like to visit, including Blue Flag beaches and ordinary beaches, and will start collecting information regarding each of these destinations based on accommodation, facilities, method of travel, activities, costs and attractions (Saayman, 2007:16). Martin and Woodside (2012:857) state that the process of searching for relevant information requires significant impacts from socio-environmental and symbolic stimuli. The third stage, *evaluation of alternatives*, is where the tourist evaluates each of the alternatives based on the information collected (Mair & Thompson, 2009:401). For example, the tourist has collected information regarding all alternative beaches and will evaluate each based on aspects of importance, such as cleanliness and cost effectiveness of accommodation and the beach planned to visit, purpose of visit for example surfing (big waves or safe swimming area for children) and catering (restaurants) and shops in the area. The quality and quantity of the information

collected has a significant influence on the final decision (Duman & Tanrisevdi, 2011:529). The fourth stage, *selection and purchase*, consists of the tourist making the final decision. Here the tourist might select a Blue Flag beach based on the beach's status regarding cleanliness and safety. This is greatly influenced by the price, variety, quality, image and reputation of the destination (Saayman, 2006:49). The last stage of the decision-making process, *post-purchase/reflection*, is where the tourist looks back on the experience and results of his/her decision. Either satisfaction or dissatisfaction can be felt regarding the holiday destination, depending on whether his needs were met (Mair & Thompson, 2009:401). This will influence future decisions in selecting a tourist destination.

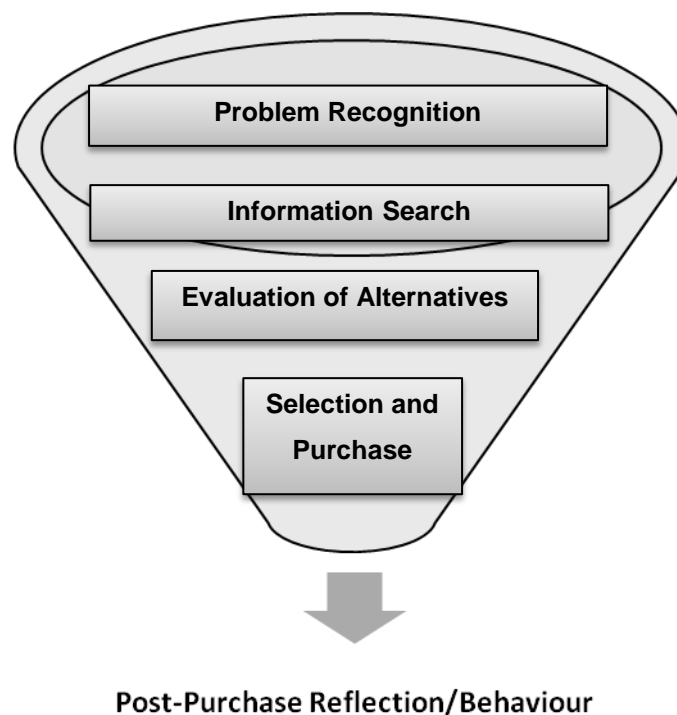


Figure 4.1: The decision-making process

(Source: March & Woodside, 2012:855)

The effects on this process and the way in which tourists move through the stages is dependent on the nature of the purchase or holiday trip (Duman & Tanrisevdi, 2011:528). Differences in the way in which tourists make choices can be explained by two variables, the type of involvement and the level of decision making (Duman & Tanrisevdi, 2011:528). The “level of involvement” refers to the concern or interest the tourist shows in the process which is triggered by the need to consider a particular

purchase (Sirakaya & Woodside, 2005:817). Three aspects play a role in the level of involvement showed by the tourist, individuality (personality of the tourist), product (the type of destination under consideration, for the purposes of this study it is Blue Flag beaches) and situational characteristics (type of holiday) (Hawkins, Best & Coney, 1995). The level of decision making can be explained by habitual, limited and extensive problem solving behaviour. The higher the level of decision making and involvement, the more extensive the problem solving effort will be (Hawkins *et al.*, 1995).

To develop effective methods for sustainable tourism and marketing activities, the decision-making process and the influencers on the process need to be understood by tourism product owners (Richins & Pearce, 2000:208). Several aspects of decision making have been receiving extensive attention in the literature and were identified as the major influencers (Ritchins & Pearce, 2000:208). These include the formal versus informal nature of the decision-making process, influence and behaviour in decision making, the participants in the process, variability and dynamic nature of tourists' decisions, the openness of the process and the major factors involved in understanding how people relate and interact (Richins & Pearce, 2000:208). Understanding the decision-making process, its background, history and influencers holds the most important tool for potential management of developments and coastal regions (Richins & Pearce, 2000:209).

Martin and Woodside (2012:859) identified ten concepts which can be regarded as variables that will influence the decision-making process of tourists. These variables include:

- Tourists' demographics and lifestyles
- Unexpected and unplanned events occur which have an impact on choices
- External and internal personal influences
- Features and perceived benefits of the destination (for example Blue Flag beaches)
- Information collected can affect choices regarding the destination
- Opinions and references from friends and relatives
- Concrete plans and pre-trip activities influence key activities

- Key activity drivers affect the planning of the trip as well as what has already been done
- Visitors interpret events and activities while at the destination
- Activities already taken part in, as well as to still be taken part in, affect the attitudes and intentions as a result from visiting the destination.

Furthermore, Kinnear, Bernhardt and Krentler (1995:180) suggest that the underlying factors making up travel behaviour have a significant influence on the decisions made by tourists. These aspects include internal/psychological factors, external/social factors, situational factors, demographic details and marketing mix factors (product, price, place and promotion). Each of these factors must be taken into account when analysing the decision-making process of tourists as these factors aid in understanding why certain decisions are being made (Kinnear *et al.*, 1995:180).

According to Saayman (2006:15) and Suh and Gartner (2004:40) there are certain tangible and intangible aspects that must be considered in beach tourism. Tangible aspects include everything that can be touched, seen and felt by the tourist, including transport, entertainment, waves and shopping malls. Intangible aspects, however, refer to those aspects which cannot be touched, seen or felt. This includes the image (reputation) of the beach, and the atmosphere and popularity of the beach.

According to Sirakaya and Woodside (2005:828) tourists tend to focus on aspects such as time and situational factors (availability of information and safety and security of the destination). Different segments of the tourism market will have different methods of approaching the decision-making process. For example, a leisure tourist planning a trip to a destination for the first time will have a different approach to the business traveller visiting the same destination. He will, for example, focus on high involvement and high perceived risk as this is a trip which the tourist has never taken before (Sirakaya & Woodside, 2005:828).

With regards to previous literature on tourist decision making, McKenna *et al.* (2011) conducted a study on whether or not beach awards have an influence on the

decision making of beach visitors. This study took place in Wales, Turkey, Ireland and the USA. The results showed that beach awards do not have an influence on visitors when selecting a beach, with results based on beach visitors who are aware of the beach's status and those who are not. Further investigation of this study showed that beach cleanliness and proximity are the most important aspects influencing the decision making of visitors to these selected destinations (McKenna *et al.*, 2011:580).

Duck, Phillips, Williams and Wadham (2009) conducted an extensive survey where 37 UK beaches were included. Their results identified that beach visitors value a litter free environment and clean water highest, while beach awards have little to no impact on visitors' decisions. McKenna *et al.* (2011:580) state that beach cleanliness as criterion has been reported extensively in literature surrounding marine research

Nelson *et al.* (2000) conducted research on beach awards and management at two UK resorts (Whitmore Bay and Weston-Super-Mare on the coast of Wales) regarding the three beach awards. In their study they measured the awareness of beach visitors of beach awards, visitors' opinions regarding beach awards, influence of the awards on decision making and the relevance of the award criteria to beach visitors. According to this research, beach visitors rated the quality of landscape/scenery at the beach as the most important variable when deciding on a beach destination, followed by the safety of the beach and water quality. Also included was the absence of litter and sewage, industrial odours and noise, oil and traffic fumes (Nelson *et al.*, 2000:94). In other words, aspects that contribute to conserving nature or which have a positive impact on nature. These aspects can also be classified as tangible aspects seeing as objects such as litter and oil can be touched and felt (Saayman, 2006:15).

4.3 PROBLEM STATEMENT

The process of ascertaining a Blue Flag award is both costly and time consuming. The beach manager is given a specific time frame in which the criteria must be met (Blue Flag South Africa, 2013a). When a beach is awarded with Blue Flag status, it becomes subject to control visits by members of Wildlife and Environmental Society of South Africa (WESSA) or Denmark's international Blue Flag management team.

These visits can be unannounced and when a beach does not meet the requirements the award is taken away partially. If, after a 10 day grace period, standards are still not met the award is taken away completely. The whole process should then be repeated to regain Blue Flag status if the standards are not met (Blue Flag South Africa, 2013a). The Blue Flag programme is a constant and costly process where beach management should conduct water tests and ensure a clean beach throughout the season (Blue Flag South Africa, 2013a). The financial implications associated with this process are thus great (Nahman & Rigby, 2008:735). A study conducted by Nahman and Rigby (2008) found the costs associated with the loss of Blue Flag status to be between R17-R25 million p.a. It thus becomes important to determine whether or not Blue Flag status of a beach has any influence on the visitors' decisions in selecting a beach. Thus the problem that arises is whether Blue Flag status is worth having as seen from a tourism perspective?

4.4. METHODOLOGY

In the process of determining the aspects that have an influence on the decision making of beach visitors when selecting a beach, a survey was conducted. The survey took place from 28 March to 4 April 2013 at six beaches in KwaZulu-Natal. Three of the selected beaches have Blue Flag status and three were without Blue Flag status. These beaches were chosen based on close proximity to each other and popularity. The fact that the beaches are closely situated eliminates factors such as weather conditions and beach composition. The beaches that were chosen are:

Table 4.1: Summation of beaches included in this research

BEACH	STATUS	NUMBER OF QUESTIONNAIRES
Margate Main Beach	No status	95
Lucien Beach	Blue Flag	99
Uvongo Beach	No status	92
Marina Beach	Blue Flag	96
St. Michaels On Sea	No Status	95
Ramsgate Beach	Blue Flag	95

The type of research conducted for this study is quantitative by nature with probability sampling methods. The method of research used was systematic sampling, meaning every second individual or group of people on the beach was approached and asked to complete a questionnaire. The questionnaire was developed by TREES (Tourism Research in Economic, Environs and Society), and was based on work previously conducted by McKenna *et al.* (2011) and Van der Merwe, Slabbert and Saayman (2011). Section A comprises the demographic details of the respondents used to determine the profile of beach visitors, Section B comprises economic impact aspects; Section C comprises the decision-making aspects and travel motives while section D comprises awareness aspects. For the purposes of this study, only section C was used - the decision-making factors. Respondents were asked to rate the aspects of importance to them when making a decision about which beach to visit according to a six-point Likert scale, where 1 is not at all important, 5 is extremely important and 6 is not applicable. The questionnaires were distributed amongst respondents by four fieldworkers. These fieldworkers were briefed regarding the study details beforehand, which they explained to respondents. A total of 572 usable questionnaires was collected from a sample of 600 beach visitors.

The data was captured using Microsoft™ Excel™ and analysed with SPSS (Statistical Package for Social Sciences, version 21) (SPSS, 2013). A Principal Axis factoring analyses with Oblimin and Kaiser Normalisation on all six beaches was conducted to determine the aspects of influence on visitor decision making to beaches in the Margate area. The total variance explained is 52%. Furthermore, to determine whether any significant differences exist in the decision-making aspects of visitors to Blue Flag beaches and non-Blue Flag beaches, a linear mixed-effects model analysis was carried out. This analysis enables on to fit linear mixed-effects models to data samples from normal distributions (SPSS, 2005:1). P-values and effect sizes were used to determine the statistical difference between the two groups of beach visitors.

4.5. RESULTS

The results for this study are divided into three sections. Firstly, the profile of beach visitors was determined using the demographic details. Secondly, a factor analysis

on all six beaches determined the aspects that have an influence on the decision making of beach visitors. Thirdly, the aspects of importance to visitors' decision making for Blue Flag beaches and non-Blue Flag beaches are compared.

4.5.1 Profile of beach visitors

The profile of beach visitors showed that the greatest portion of beach visitors are female (62%) with an average age of 39 years. They are mostly married (69%), followed by single (13%) and originate from Gauteng (53%) or North-West and KwaZulu-Natal (12%). These individuals have a diploma or degree from a tertiary institute (41%) or a Grade 12 (matric) certificate (28%). They are the type of visitors who will stay overnight for an average of 8 nights in the Margate area. The group sizes they travel in range from four to six people and they visit the area between one and three times a year. The average number of people whom they are financially responsible for is four people.

4.5.2 Aspects influencing decision making

A factor analysis was conducted to determine the aspects of importance when beach visitors decide at which beach they wish to spend their time. Table 4.2 is a summation of the factors analysis for all six beaches. The total variance explained for this factor analysis is 52%.

Table 4.2: Factor analysis: aspects of importance when selecting a beach

	FACTORS				
	Environment al education	Safety and access	Cleanliness	Landscape	Popularity
Mean value	3.58	4.25	4.37	3.97	3.05
Cronbach's Alpha	0.864	0.802	0.825	0.710	0.683
Algae vegetation or natural debris must be left on the beach	0.337				
Information on water quality and management	0.735				
Information on the importance of preserving the marine	0.800				

environment				
More wildlife on the beach	0.690			
Beaches must be more “natural” (more dunes and plants)	0.733			
Educational activities regarding marine life must be offered on the beach	0.769			
A map of the beach must be displayed	0.693			
Rules and regulations for beach users must be displayed	0.727			
Information boards portraying marine life and habitats	0.798			
Good access to the beach and bathing area		0.653		
It is important to have wheelchair access to the beach		0.641		
The beach is close to my accommodation		0.450		
Safe parking		0.696		
An adequate number of lifeguards		0.817		
Constant beach patrol		0.746		
Safety nets for sharks		0.673		
Child friendly (safe, rock pools)		0.662		
The water must be visually clean			0.600	
No litter on the beach			0.775	
No oil on the beach or in the water			0.713	
No excessive			0.475	

commercial/industrial noise					
Good general facilities (toilets, kiosk, restaurants)			0.648		
Buildings in the vicinity must be properly maintained			0.721		
Coral reefs and marine life in the area of the beach must be well monitored and looked after			0.645		
No camping or driving on the beach must be allowed			0.493		
Waste disposal bins and/or recycle bins must be provided			0.716		
The sand must be clean			0.660		
Good waves for swimming and surfing				0.774	
Pleasant view and scenery				0.540	
The weather				0.756	
The sea must be calm				0.638	
This beach is important to my holiday				0.682	
The beach must be new to me					0.744
The beach must be popular					0.846
Beach activities and entertainment must be offered					0.760
The beach must have a Blue Flag award					0.600
Pets are allowed on the beach					0.365

Five factors were identified from the factor analysis which makes up the aspects influencing the decision-making of tourists. These factors include *environmental education, safety and access, cleanliness, landscape and popularity*. Each factor is discussed below.

Factor 1: Environmental education

The first factor includes aspects that fall in the category of conservation and education. Aspects included are *algae vegetation or natural debris must be left on the beach, information on water quality and management, information on the importance of preserving the marine environment, more wildlife on the beach, more “natural” beaches, educational activities as well as a display of a beach map, rules and regulations and information boards*. This factor scored a mean value of 3.58 and a Cronbach’s Alpha of 0.864, which is highly acceptable and making this the fourth most important factor. Mckenna *et al.* (2011:586) found that environmental education played a significant role in the decision making of beach visitors who were aware of the fact that the particular beach has Blue Flag status.

Factor 2: Safety and access

The second factor rated as the second most important decision-making variable for beach visitors. *Safety and access* includes the aspects, *good beach access, access for wheelchairs, safe parking area, adequate number of lifeguards, constant beach patrol, close to my accommodation, presence of shark nets and the beach must be child friendly and safe*. This factor scored a mean value of 4.25 and a Cronbach’s Alpha of 0.802, which is also a highly acceptable rating. This factor had the second highest mean value, making it the second most important factor. and an intangible aspect. In a study conducted by Nelson *et al.* (2000:94) it was identified that beach safety played an important part in the decision making of beach visitors to beaches on the coast of Wales.

Factor 3: Cleanliness

This factor includes the aspects *clean water, no litter on the beach, no oil, no commercial/industrial noise, good general facilities, coral reefs must be kept up to standards, no camping or driving on the beach, waste disposal bins on the beach,*

buildings in the vicinity must be maintained and cleanliness of the sand. This factor scored a mean value of 4.37 (highest mean value), which rates this as the most important decision-making variable for beach visitors, and a Cronbach's Alpha of 0.825, which is also a highly acceptable rating. This factor had the highest mean value, making it the most important factor. This factor is classified as a tangible aspect and is supported by a number of previous research studies (McKenna *et al.*, 2011; Nelson *et al.*, 2000; Morgan & Williams, 1995; Morgan, Jones & Williams, 1993). McKenna *et al.* (2000:583) found that the cleanliness of water and the beach was the most important variable for decision making amongst beach visitors to Ireland, Wales, Turkey and the USA.

Factor 4: Landscape

This factor comprises aspects such as *good waves at the beach, pleasant view and scenery, the weather, a calm sea and the beach is important to my holiday.* This factor scored a mean value of 3.97 and a Cronbach's Alpha of 0.710, which is an acceptable rating and had the third highest mean value, making it the third most important factor. A study supporting this factor is that of Nelson *et al.* (2000:94) where beach visitors rated *landscape and scenery* as the most important influencing factor on their decision of which beach destination to visit.

Factor 5: Popularity

Aspects included in this factor are *activities and entertainment offered at the beach, the popularity of the beach, whether or not the beach has Blue Flag status, the beach is new to me and pets are allowed on the beach.* The mean value for this factor is 3.05 (lowest mean value) and the Cronbach's Alpha is 0.683, making this an acceptable rating. The fact that the Blue Flag award has little to no influence on the decision making of beach visitors can be supported by research conducted by McKenna *et al.* (2011) and Nelson *et al.* (2000). In both of these studies it was found that beach visitors have little knowledge regarding beach awards and that it does not play a significant role in the decision of visitors regarding the choice of beach destination.

4.5.3 Blue Flag visitors versus non-Blue Flag visitors when selecting a beach

A linear mixed-effect model analysis was carried out to determine whether there are any significant differences in the decision making of Blue Flag beach visitors and non-Blue Flag beach visitors. Mixed models use both fixed and random effects which correspond to a hierarchy of levels with the repeated, correlated measurement occurring among all of the lower level units for each particular upper level unit (SPSS, 2005:1). To determine the differences between the two categories, the p -values and effect sizes was determined. The p -value is a criterion used to show that the results are significant. A small p -value (smaller than 0.05) can be considered as sufficient evidence that the results are statistically significant (Ellis & Steyn, 2003:51). Effect size measures the practical significance between two groups/populations. In other words, it measures the difference between the two means, divided by the estimate of standard deviation (residual estimate) (Ellis & Steyn, 2003:52).

Table 4.3: Results of the mixed-effect model analysis for Blue Flag and non-Blue Flag beach visitors

FACTOR	MEAN VALUE: BLUE FLAG	MEAN VALUE: NON-BLUE FLAG	RESIDUAL ESTIMATE	P-VALUE (SIG)	EFFECT SIZE
Environmental education	3.60	3.55	0.687	0.505	0.07
Safety and access	4.19	4.31	0.784	0.102	0.15
Cleanliness	4.37	4.37	0.634	0.961	0.00
Landscape	3.95	3.99	0.583	0.534	0.07
Popularity	2.93	3.17	0.830	0.002	0.29

There was a statistically significant difference found for only one factor, *popularity* ($p = 0.002$). Furthermore, the mean value for visitors to non-Blue Flag beaches (3.99) was higher than that of Blue Flag beach visitors (3.95) for this factor, which is interesting seeing as the concept regarding the Blue Flag status of the beach is included in this factor. The other factors do not show any statistically significant differences. The decision-making aspects of both groups of beach visitors are similar in the sense that *cleanliness* remains the most important aspect considered by beach visitors when choosing a beach.

4.6. FINDINGS AND IMPLICATIONS

The results of this chapter have the following findings and implications.

Firstly, the fact that a beach has a Blue Flag status does not influence the decision-making of beach visitors to select a beach. Little difference was found between the selections of a beach of visitors to a Blue Flag beach versus that of visitors to beaches without Blue Flag status. The following aspects were of importance when selecting a beach by both groups when deciding on a beach: there is some form of environmental education that takes place on the beach, safety and access, cleanliness of the beach and facilities and landscape of the beach. What is interesting about these results is that these aspects which are of importance to visitors (both groups) when selecting a beach form mostly part of the criteria set by the Blue Flag programme, namely water quality, environmental management, safety and security and environmental education and information. It is thus clear that beach visitors are looking for these aspects in a beach when they make their decisions. Even though Blue Flag status does not have any impact on the visitors' decision-making, the underlying criteria of the programme is of importance to them. It also seems as though the tangible aspects (sand, water and facilities) weigh slightly more than the intangible aspects (atmosphere and climate) in visitors decision-making when selecting a beach.

This implies that managers of Blue Flag beaches need to advertise the programme with specific reference to the criteria that Blue Flag beaches are based on. This will cause visitors to be more aware of the positive aspects of Blue Flag beaches and what they represent. Marketing of the programme by towns and cities that have beaches with Blue Flag status and the programme itself will implicate higher awareness amongst the public; thereby making beaches with this particular status stand out from other beaches without Blue Flag status.

Secondly, the Blue Flag programme contributes to the conservation of beaches and the marine environment. This is supported by McKenna *et al.* (2011:577) who state that the Blue Flag programme plays a great role in the conservation of beaches and the marine environment as it is a symbol of cleanliness, safety and environmental friendly coastal areas. These aspects mentioned by McKenna *et al.* (2011:577) and

which also form part of the criteria of Blue Flag status do attract visitors. It is clear that the benefits delivered by the programme for both the public and the environment are extensive. The Blue Flag programme not only contributes to keeping the environment safe, clean and healthy, but it also contributes to the expectations of clean, safe and environmental friendly beaches of visitors when they visit the beach.

To enhance the image of the Blue Flag programme and to ensure that the public is aware of its benefits, it is perhaps necessary that municipalities having Blue Flag beaches advertise the programme on a wider basis rather than only at the particular beach. By increasing marketing outputs of the programme, the benefits of Blue Flag beach status for the local community, beach visitors and the environment will be brought to light. This will increase awareness of Blue Flag and thereby more visitors will choose Blue Flag beaches over ordinary beaches. Another benefit is that an increase in visitor numbers will lead to a higher income for local businesses as well as for the municipality. In the marketing efforts of beaches, such as television advertisements and brochures, the Blue Flag programme should be mentioned and the benefits highlighted. Visual media such as photos and video clips should be included, which will enhance the idea of a Blue Flag beach and its overall quality.

Thirdly, the research found that being part of international and national accreditation systems such as TGCSA (Tourism Grading Council South Africa) and TIES (the International Ecotourism Society) benefits towns and product owners of tourism related businesses as this leads to improved standards of product delivery. The Blue Flag programme, which is an international accreditation system for beaches, has all of these benefits as well as the fact that it places emphasis on environmental friendly tourism. Tourists today are becoming more aware of the conservation aspects, green aspects and being environmentally friendly.

The implication is that, in the future, conservation and environment-friendly aspects will become more important to tourists and therefore will be expected by them when visiting a destination. Tourism destinations should thus focus their energy and capital available to meet the criteria of the programme, thereby raising beach competitiveness as the standards of the beach will be raised as well as conservation of the environment. As a result, the competitiveness of beaches across South Africa

will also be raised, thereby expanding the market for beach tourists to international markets and generating more foreign exchange.

4.7. CONCLUSION

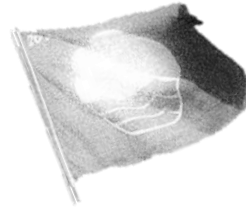
The aim of this study was to determine whether the Blue Flag programme has an impact on the decision making of beach visitors when selecting a beach. The answer to this is no. The Blue Flag programme has no direct impact on the decision-making aspects of beach visitors. However, the four criteria with which the programme requires the beach to comply are proven to be the most important aspects for visitors when selecting a beach. Even though beach visitors do not take the Blue Flag status into account when choosing a beach, they will consider the cleanliness, safety, environmental education and activities offered at the beach when deciding.

Even though the factor *popularity* was rated as the least important decision-making aspect for visitors, it still plays a big role as it is the only factor where a statistically significant difference was determined. In order to enhance a beach's popularity extensive marketing is necessary. The mean value (Table 4.3) of this factor for non-Blue Flag beaches was higher (3.17) than that of Blue Flag beaches (2.93), which proves that people will still choose the more popular beach rather than the Blue Flag beach. Therefore the marketing of Blue Flag beaches needs to be improved as this is the drive force behind the popularity of a beach and therefore higher tourist numbers.

Furthermore, the Blue Flag status of a beach plays an indirect role in the tourism industry seeing as visitors will choose clean and safe beaches. Through the conservation role played by the programme, the visitor numbers of beaches with Blue Flag status is raised. This positively answers the question as to whether or not Blue Flag status is worth having as seen from a tourism perspective. Seeing as the costs associated with establishing a Blue Flag beach are high, it is important that these expenditures do not go to waste. Marketing and promotion of the programme will aid in raising awareness of the programme and its benefits to both the community and beach visitors.

The results from this study are in agreement with previous studies that have been conducted across the world (Nelson *et al.*, 2000; McKenna *et al.*, 2005; Fairweather *et al.*, 2005). Even though studies have been conducted on the Blue Flag beaches of South Africa (Nahman & Rigby, 2008), there are still opportunities for further research in this field. Further research can be conducted on correlations between previous studies and future studies to determine whether awareness was raised. Researchers can also conduct studies on correlations between the demographic details of beach visitors and their awareness of the Blue Flag programme to determine which generation is more attentive to the protection and conservation of beaches and which generation needs to be targeted to raise awareness about the Blue Flag programme.

This research contributes to the literature regarding beach tourism. This research revealed the aspects considered by visitors when selecting a beach (cleanliness, landscape, popularity, environmental education and safety and access). It also contributes to South Africa's beach tourism industry seeing as more knowledge is gained as to the decision-making aspects of the market for beach tourism. Furthermore, more knowledge and understanding is gained regarding the Blue Flag programme which can be used as a cornerstone for further research on the topic as well as other rating systems in the tourism industry.



CHAPTER 5

Conclusions and recommendations

You must not lose faith in humanity. Humanity is like an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty. ~Mahatma Gandhi

5.1. INTRODUCTION

The aim of this chapter is to draw conclusions about this study and to make recommendations concerning this research. The main aim of this study was to determine the influence of Blue Flag beach status on the decision making of beach visitors when selecting a beach. To accomplish this, five objectives have been formulated:

Objectives 1 and 2: To conduct an in-depth literature analysis regarding the Blue Flag programme, the decision-making process, tourist behaviour and travel behaviour

These objectives were met in chapter 2, analysis of fundamental literature. Four topics relevant to this study were addressed and discussed in depth. The first part of the chapter focused on the Blue Flag programme where the background, criteria and other aspects of the programme were discussed. The second part of the chapter focused on the decision-making process of tourists where all influencing factors were discussed. The third part of the chapter focused on tourist behaviour which covered the model of tourist behaviour by Kinnear *et al.* (1995:177). The fourth and final part of this chapter focused on travel behaviour.

Objective 3: To determine the push and pull motives of visitors to beaches in the Margate area

This objective was met in chapter 3 which also forms the first article for this study. A survey was conducted which asked respondents questions based on a six-point Likert scale regarding their motives for visiting the particular beach. A factor analysis was conducted that identified three factors. From these factors the push and pull motives of beach visitors were determined as familiarity, *family relaxation and escape* and *beach characteristics*.

Objective 4: To determine whether any differences exist between the aspects considered by visitors when visiting a Blue Flag beach and the aspects visitors consider when visiting a non-Blue Flag beach

This objective was met in chapter 4, which forms the second article of this study. During the survey, respondents had to answer a question regarding the aspects that have an influence on their decision making. A factor analysis was conducted that identified five factors, forming the main influencing factors for visitor decision making. Furthermore, a linear mixed-effect model analysis was conducted to identify whether a statistically significant difference exists between visitors to Blue Flag beaches and visitors to non-Blue Flag beaches. The results identified a slight difference in one factor named *popularity*. Besides this, no differences were detected.

Objective 5: To draw conclusions and make recommendations concerning this research and to make recommendations for future research opportunities

This objective will be met in this chapter. Firstly, an overview of the aim and objectives of this study is given with reference to the appropriate chapters where the objectives were met. Secondly, conclusions will be drawn concerning the literature analysis which include article 1 (push and pull motives of beach visitors) and article 2 (decision making of beach visitors). Lastly, recommendations will be given with regard to the findings of this study along with recommendations for opportunities for future research.

5.2. MAIN CONCLUSIONS OF THIS STUDY

This section of the chapter will discuss concluding remarks regarding the literature analysis conducted on the Blue Flag programme, the decision-making process of tourists, tourist behaviour and finally travel behaviour (chapter 2).

5.2.1 Conclusions regarding the Blue Flag programme

The following conclusions can be drawn from the research conducted on the Blue Flag programme (Chapter 2):

- The Blue Flag programme was started in Europe by the Foundation for Environmental Education (FEE). After this it was first implemented on the French coastline with the purpose of encouraging beaches to comply with the Bathing Water Directive 76/160/EEC (c.f. 2.2).
- The Bathing Water Directive 76/160/EEC states that a minimum of two criteria should be met regarding bathing water. Firstly, all pollution indicating substances (such as pesticides) should be kept to a minimum and, secondly, there is a minimum sampling frequency for the testing of water as well as methods which should be followed (c.f. 2.2; 4.1).
- The Blue Flag status of a beach is dependent on four sets of criteria. These criteria are *environmental education and information*, *water quality*, *environmental management* and *safety and services* (c.f. 2.2.1).
- In 2001, South Africa became the first country outside of Europe to implement the programme and to receive a Blue Flag award. From here on, the programme grew to where 27 South African beaches are sporting a Blue Flag award in 2013 (c.f. 2.2).
- The first set of criteria, *environmental education and information*, include aspects such as: information regarding the Blue Flag programme should be displayed at the beach, information regarding the environment and marine life should be on display, a map of the beach should be on display as well as the water testing zone and results from the water quality tests (c.f. 2.2.1).
- The second set of criteria, *water quality*, includes aspects such as: the water should be tested every two weeks, the quality of the water should be up to international standards and the water should be oil and litter free (c.f. 2.2.1).

- The third set of criteria, *environmental management*, includes the fact that the beach should be up to perfect standards, a committee should be established that oversees the general management of the beach and the coral reefs in the area (c.f. 2.2.1).
- The fourth set of criteria, *safety and security*, includes the fact that an adequate number of lifeguards should be present on the beach, a first aid kit should be on hand, emergency pollution plans should be ready for implementation as well as wheelchair access (c.f.2.2.1).
- Each beach is given a Blue Flag season where the municipality must ensure that all the criteria of the programme are met. Once the award is given to a beach, it becomes subject to control visits from WESSA (Wildlife and Environmental Society of South Africa) or the international Blue Flag team from Denmark. These visits are unannounced (c.f. 2.2.2).
- The Blue Flag status of a beach plays a two-way role in the tourism industry. Firstly, it demands high standards on the aspects covered in the criteria of the programme, which influences the local community to improve its behaviour towards the environment as well as to ensure the good quality of beaches. Secondly, visitors are encouraged to display environmental friendly behaviour and practices whilst at the beach (c.f. 2.2.2).
- In contrast to the above, The Blue Flag programme is not widely recognised and awareness of the programme is limited (c.f. 2.2.3).
- Previous studies on the Blue Flag programme showed that awareness of the Blue Flag programme amongst the public is not as high as expected (c.f. 2.2.4).

5.2.2 Conclusions regarding the decision-making process

The following conclusions can be drawn from the research conducted on the decision-making process of tourists (Chapter 2):

- When a tourist considers the purchase of a product or service as being important to fulfil a need or when the purchase includes high levels of financial or social risk, it is likely that the tourist will go through different stages of consideration before a final choice is made (c.f. 2.3).

- The process is portrayed as a funnel where tourists will consciously collect information on pending alternatives. These alternatives will then be narrowed down until a final decision can be made (c.f. 2.3).
- The process consists of five stages, *problem recognition*, *information search*, *evaluation of alternatives*, *selection and purchase* and *post-purchase reflection/behaviour* (c.f. 2.3).
 - The first stage, *problem recognition*, is where the tourist becomes aware of a need to travel or to escape. This stage is highly influenced by outside stimuli and the need is awakened either knowingly or unknowingly (c.f. 2.3.1).
 - The second stage, *information search*, is one that has been researched extensively. This stage involves the tourist collecting information regarding all alternatives. Information can be collected based on previous experience, based on word-of-mouth from friends or relatives or based on advertising material (c.f. 2.3.2).
 - The third stage, *evaluation of alternatives*, is when the tourist considers all alternatives and evaluates each one based on the information collected. Price and variety play an important role in this stage (c.f. 2.3.3).
 - *Selection and purchase* is the fourth stage. This is the stage where the tourist will make a choice between the alternatives and purchase the chosen product or service (c.f. 2.3.4).
 - The fifth and final stage is *post-purchase reflection/behaviour*. This is where the tourist looks back on the purchase. The tourist can feel either satisfied or dissatisfied with the purchase (c.f. 2.3.5).
- According to Martin and Woodside (2012:861) tourists make their decisions based on a set of ten variables: demographics and lifestyle, unexpected or unplanned events, external and internal personal influences, features and benefits of the destination, information collected, opinions from others, plans and pre-trip activities, key activity drivers and what already happened, visitors' interpretation of activities and events as well as activities already completed (c.f. 2.3.6).
- Travel behaviour and tourist behaviour have been identified as influencers on the decision-making process (c.f. 2.3.7).

5.2.3 Conclusions concerning tourist behaviour

The following conclusions can be drawn from the research conducted on tourist behaviour (Chapter 2):

- Tourists are subject to certain behavioural traits before, during and after they travel. These result from a direct interaction between personal and environmental variables on a continuous basis. Tourist behaviour is thus defined as the way in which tourists behave according to their attitudes towards a certain product or services as well as their response thereto (c.f. 2.4).
- Kinnear *et al.* (1995:177) developed a model of tourist behaviour. This model includes all the variables that make up tourist behaviour and therefore influence the decision-making process. These variables include *demographic factors, marketing mix factors, internal/psychological factors, extrinsic/social factors* and *situational factors* (c.f. 2.4).
- *Internal/psychological factors* consist of a number supporting aspects, *motives* (types of motives, reasons for travelling, “sunlust” and “wanderlust”, Crompton’s pleasure and vacation motives, Maslow’s five-stage hierarchy of needs, Iso-Ahola and Push and pull), *perception, learning, personality* and *attitudes* (c.f. 2.4.1).
- *Extrinsic/social factors* consist of *cultural factors* and *social factors including reference groups and family* (c.f. 2.4.2).
- *Situational factors* include factors such as time, availability, method of transport, composition of the travelling group and the stage of the family life cycle in which the tourist finds himself. Saayman (2007:16) suggests that the primary aspects of situational factors include transport, accommodation and catering, entertainment and attractions at the destination (c.f. 2.4.3).
- *Demographic characteristics* include aspects of the tourist that describe who he/she is. These include age, gender, education, income, household, race, marital status and length of stay at the destination (c.f. 2.4.4).
- The *marketing mix factors* include the four P’s of marketing, product (the type of product or service the tourist wishes to purchase), price (costs involved with purchasing the product/service), promotion (the way in which the product/service is introduced to the market) and place (the end destination) (c.f. 2.4.5).

5.2.4 Conclusions concerning travel behaviour

The following conclusions can be drawn from the research concerning travel behaviour (Chapter 2):

- Travel behaviour is complex and involves many sub-decisions that take place on an ongoing basis. It involves decision from “where to go” to “what are we going to do while we are there”. Two types of information sources should be taken into account, tourists’ personal characteristics and their travel behaviour (C.f. 2.5).
- Travel behaviour can be regarded as enveloping the whole process of travel, from the creation of demand to the planning of the trip, motivation and behaviour of tourists. Hudson (1999) defines travel behaviour as identifying the reasons that tourists decide on a destination and how to make their decisions, meaning tourists’ travel behaviour is closely related to the choices they make (c.f. 2.5).
- Slabbert and Van der Merwe (2011:54) identified nine choice sets faced by tourists when making decisions which will have an impact on their travel behaviour:
 - *Personal perception* (of the destination and benefits gained)
 - *Motives and intentions* (that which will satisfy a particular need)
 - *Culture and social class* (shared attitudes, perceptions, values and behaviour of a group of people as well as occupation, income and education)
 - *Mode of transport* (airplane, vehicle, bus, boat)
 - *Type of travel* (camping, package tour, safari or adventure holiday)
 - *Time and duration of stay* (the amount of time spent at the holiday destination)
 - *Destination* (which attributes the tourist is looking for in a destination will determine the type of destination visited)
 - *Income* (the financial position of the tourist)
 - *Accommodation* (hotel, guesthouse, farmhouse, caravan/tent, timeshare or resort) (c.f.2.5).
- Moutinho (1987) developed a model which shows the influence of tourist behaviour travel behaviour. Personality is seen as the enveloping factor that

shapes tourist behaviour while, in turn, the environment influences personality on a long-term basis. Therefore, the environment in which the tourist moves has a more direct and immediate influence on travel behaviour (c.f. 2.6).

5.2.5 Conclusions from the empirical study

The empirical studies (article 1 and article 2 of this study) lead to the following conclusions:

5.2.5.1 Chapter 3 (Article 1): Determining the push and pull motives of beach visitors

- The profile of beach visitors was determined by means of socio-demographic data, which is summarised below (c.f. 3.4.1).
 - The largest percentage of respondents to Margate and surroundings was female, with an average age of 39 years; they are mostly married and originate from Gauteng.
 - They have a diploma/degree from a tertiary institute and paid for an average of four people on the trip.
 - Visitors to these beaches travelled in groups of four to six people, stayed for an average of eight nights and visited the beach between one and three times a year.
- A factor analysis was conducted to determine the travel motives of beach visitors to the beaches included in this study. Three factors were identified as *familiarity*, *family relaxation and escape* and *beach characteristics* (c.f. 3.4.2).
 - The first factor, *familiarity*, ranked as the most important motive for beach visitors. It consist of the following constructs: I grew up with this beach, I know many people here, this beach is well known, for a specific event held here, I have a holiday home or timeshare in the area and this beach is child friendly and safe.
 - The second factor, *family relaxation and escape*, was determined as the least important factor (motive) for beach visitors to visit the particular beach. This factor includes aspects such as to relax, to get away from my routine, for the climate/weather and for great accommodation and facilities in the area.

- The factor, *beach characteristics*, was rated as the second most important factor (motive) for beach visitors. The following constructs were included in this factor: to explore a new beach, for the attractive people at this beach, enough activities, for the great waves and to spend time with friends.
- Two push motives were determined from the factor analysis, *escape and relaxation* and *familiarity*. The first factor, *escape and relaxation*, ranked as the most important push motive for beach visitors and included the following constructs; *to relax, to get away from my routine, for family relaxation, for the climate/weather* and *to explore a new beach*. (c.f. 3.4.3.1).
- *Beach attributes* and *cognizance* were identified as the two pull motives for beach visitors, of which *beach attributes* ranked as the most important pull motive. Therefore beach visitors felt that the following constructs pulled them towards the beach: *for great waves, enough activities, attractive people at the beach, great accommodation in the area, to spend time with friends, the beach is well known and the beach is child-friendly and safe* (c.f. 3.4.3.2).
- Results showed that the push motives are stronger than the pull motives. Visitors want to break away with their families and spend time without the responsibilities of daily life (c.f.3.5).

5.2.5.2 Chapter 4 (Article 2): The impact of Blue Flag status on tourist decision making when selecting a beach

- A factor analysis was conducted to determine the main aspects that impact the decision making of beach visitors when selecting a beach. Five factors were identified, *environmental education, safety and access, cleanliness, landscape and popularity* (c.f. 4.5.2).
- Cleanliness ranked as the most important factor for beach visitors to both Blue Flag and non-Blue Flag beaches and consists of visually clean water, no litter/oil, noise, good general facilities and disposal dustbins. (c.f. 4.5.2).
- The second and highest ranking factor is *safety and access*. Beach visitors want to feel safe with regards to the parking area, lifeguards on the beach, a first aid kit should be on hand and access to the beach should be good, including wheelchair

access. It is also important for visitors that the beach is close to their accommodation (c.f. 4.5.2).

- Even though the decision-making factors for visitors to both Blue Flag and non-Blue Flag visitors are similar, a slight statistically significant difference was identified with the factor named *popularity*. No further differences were identified for the two groups of beach visitors (c.f. 4.5.3).
- The mean value for non-Blue Flag beach visitors is higher for the *popularity* factor than that of Blue Flag beach visitors. Visitors to non-Blue Flag beaches feel more strongly about the fact that pets should be allowed on the beach, they like to visit new beach destinations and the beach should be popular. Visitors to Blue Flag beaches feel less strong about these aspects (c.f. 4.5.3).
- Whether or not a beach has Blue Flag status has little to no direct impact on the decision making of selecting a beach by visitors (c.f. 4.6).
- Blue Flag status is worth having from a tourism point of view as cleanliness and safety are seen as the most important aspects that are covered by the Blue Flag programme and therefore visitors will indirectly decide on a beach with Blue Flag status, making this programme worth having. . Thus answering 'yes' to the question of whether Blue Flag status adds value to local municipalities and the tourism industry (c.f. 4.6).
- From a conservation point of view, the Blue Flag programme holds many benefits for beaches and the marine environment seeing as cleanliness and maintenance are of importance for keeping the award. It is also one of the main reasons for starting the programme, as was identified by the literature review (c.f. 4.6).

5.3 LIMITATIONS OF THE STUDY

- This study was limited to six beaches in KwaZulu-Natal. More surveys at different Blue Flag and non-Blue Flag beaches can expand the current research.
- This study was conducted in a South African context, thus it is not representative of international beach destinations.
- Funding for this research was limited.
- Bad weather conditions caused the fieldworkers to be unable to hand out all the questionnaires.

5.4. RECOMMENDATIONS

Recommendations are divided into three sections. The first section will discuss the recommendations made by visitors to the beaches, the second section will discuss recommendations based on the empirical studies and the third section will discuss **recommendations for future research opportunities.**

5.4.1 Recommendations from respondents

- More information needs to be provided on the beaches regarding the Blue Flag programme, what it entails as well as the water testing results.
- Bathroom facilities at the beaches are not up to standard and need to be serviced more frequently.
- More rubbish bins need to be provided on the beaches.
- More showers should be provided so as to accommodate larger numbers of visitors during holiday seasons.
- More lifeguards should be stationed at the beaches.
- More entertainment for children should be offered at the beaches. Activities such as sandcastle building competitions and performers on the beach.

5.4.2 Recommendations from the empirical study

- Beach visitors travel to a beach because they are familiar with the beach and the surroundings. Municipalities need to address this in marketing efforts so as to increase the number of visitors. Make use of a slogan such as *your home away from home* in marketing efforts (c.f. 3.5)
- *Escape and relaxation* is the main push motive of beach visitors. They want to get away from everyday life and relax. Family holiday packages should be compiled that include activities for all members of the family, including toddlers, teenagers, young adults (students), parents and older generations. Include activities such as deep sea fishing and shore fishing, snorkelling trips, scuba diving opportunities, Jet Ski rides and boat trips in the package (c.f. 3.5).
- The attributes of the beach are of importance to visitors. They are attentive to the cleanliness of the beach and facilities, activities offered and the accommodation in the area. Managers and municipalities need to keep beaches and facilities in

the area clean. This will help with increasing visitor numbers. This will also enhance the “pull” aspects of the beach which are motives for visitors visiting the beach (c.f. 3.5)

- The Blue Flag status of a beach does not have an influence on the decision making of beach visitors, but the underlying criteria set by the programme are of importance to beach visitors when selecting a beach. Municipalities need to address the benefits of the programme and what it entails in marketing efforts, such as brochures and advertisements in local newspapers about the Blue Flag programme (c.f. 4.6).
- Municipalities should ensure that there is a flag at the beach visible to all visitors with the Blue Flag programme’s logo. There should be a sign that explains the Blue Flag programme and shows the water testing results at each Blue Flag beach.
- Beach managers and municipalities need to specifically advertise the criteria on which the programme is based, thereby ensuring that visitors will be more aware of the positive aspects of the Blue Flag programme and making beaches with that status stand out from beaches without the status (c.f. 4.6).
- Tourists are becoming more aware of environmentally friendly practices and therefore they expect such practices at the beach they choose to visit. Tourism destinations should focus their energy and capital available to meet the criteria of the Blue Flag programme as this is an environmentally friendly rating system. This will contribute to raising beach competitiveness (c.f. 4.6).

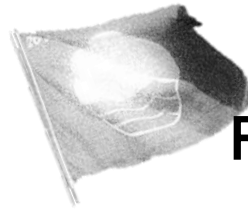
5.4.3. Recommendations for future research

Little research has been conducted on beaches and the marine environment in South Africa, therefore many research opportunities exist which will lessen the lack of marine tourism research:

- It is important that similar research studies should be conducted in other parts of South Africa, such as the Western Cape, giving the opportunity for comparative studies of Blue Flag beach visitors.

- Furthermore, research on the value of other environmental programmes, such as the Seaside award, should be conducted to determine whether such programmes add value to the industry.
- Conducting research on the value of beach and coastal tourism in South Africa is also an important research opportunity which will contribute to the literature of marine tourism.
- Research should also be conducted on the adventure market of marine tourism, such as shark cage diving, whale watching and other adventure activities. Segmentation of the market should be determined as well as the profile and travel motives.

After reaching these conclusions and making these recommendations concerning beach tourism in South Africa, it is clear that this is an area that is rich with research opportunities, seeing as research regarding marine and coastal tourism in South Africa is limited. Further research of this industry will aid South Africa in developing a new and fast growing market which will result in South African beaches competing on an international level. This will also aid in increasing South Africa's global competitiveness as a whole. Further research of marine and coastal tourism will also aid in determining the value and contribution which beaches have on the tourism industry of South Africa and the economy.



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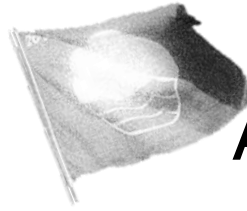
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APPENDIX A

Criteria for the Blue Flag Programme

Criteria for the Blue Flag award (Blue Flag, 2013).

1. Environmental education and education

- Information about the Blue Flag must be displayed
- Environmental education activities must be offered and displayed to beach users
- Information about bathing water quality must be displayed
- Information relating to local ecosystems and environmental phenomena must be displayed
- A map of the beach showing the different facilities must be displayed
- A code of conduct reflecting the appropriate laws governing the use of the beach and surrounding areas must be displayed.

2. Water quality

- The beach must fully comply with the water quality sampling and frequency requirements
- The beach must fully comply with the standards and requirements for water quality analysis
- No industrial, waste-water or sewerage related discharges should affect the beach area
- The beach must comply with the Blue Flag requirements for the microbiological parameter faecal coli bacteria (E.coli) and intestinal enterococci/streptococci
- The beach must comply with the Blue Flag requirements for physical and chemical parameters.

3. Environmental management

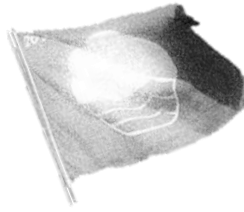
- The local authority/beach operator should establish a beach management committee

- The local authority/beach operator must comply with all regulations affecting the location and operation of the beach
- The beach must be clean
- Algae vegetation or natural debris should be left on the beach
- Waste disposal bins/containers must be available at the beach in adequate numbers and they must be regularly maintained
- Facilities for the separation of recyclable waste materials should be available at the beach
- An adequate number of restroom or toilet facilities must be provided
- The toilet or restroom facilities be kept clean
- The toilet or restroom facilities must have controlled sewerage disposal
- There should be no unauthorised camping, driving or dumping of waste on the beach
- Access to the beach by dogs and other domestic animals must be strictly controlled
- All buildings and beach equipment must be properly maintained
- Coral reefs in the vicinity must be monitored
- A sustainable means of transportation should be promoted in the beach area.

4. Safety and services

- An adequate number of lifeguards and/or lifesaving equipment must be available at the beach
- First aid equipment must be available on the beach
- Emergency plans to cope with pollution risks must be in place
- There must be management of beach users and events to prevent conflicts and accidents
- There must be safety measures in place to protect beach users
- A supply of drinking water should be available on the beach
- At least one Blue Flag beach in each municipality must have wheelchair and accessibility features

- Wheelchair and accessibility features must be in place for at least on Blue Flag beach in each municipality.



APPENDIX B

Beach Visitor Questionnaire

BEACH SURVEY 2013

SECTION A: SOCIO-DEMOGRAPHIC DETAIL

1. Gender? Male 1
Female 2

2. Year of Birth?

3. Home Language?

Afrikaans	<input type="checkbox"/> 1
English	<input type="checkbox"/> 2
Other	<input type="checkbox"/> 3

4. Marital status?

Single	<input type="checkbox"/> 1
Married	<input type="checkbox"/> 2
Not Married	<input type="checkbox"/> 3
Divorced	<input type="checkbox"/> 4
Widow/er	<input type="checkbox"/> 5
In a Relationship	<input type="checkbox"/> 6
Living Together	<input type="checkbox"/> 7

5. Level of Education

No School	<input type="checkbox"/> 1
At school	<input type="checkbox"/> 2
Matric	<input type="checkbox"/> 3
Diploma/Degree	<input type="checkbox"/> 4
Post-Graduate	<input type="checkbox"/> 5
Professional	<input type="checkbox"/> 6
Other (specify)	<input type="checkbox"/> 7

8. Mark where applicable:

Are you a: Local resident 1
Tourist 2
Day visitor 3

9. How many times do you visit this beach per year (including this time)?

Number:

SECTION B: ECONOMIC IMPACT

1. How many people are in your travelling group? Number:

2. Including yourself, how many people are you paying for in your travelling group? Number:

3. How many nights are you staying in the area? Number:

4. How much did you spend during your visit on the following?

1. Accommodation	<input type="text"/> R
2. Transport	<input type="text"/> R
3. Food and beverages	<input type="text"/> R
4. Restaurants	<input type="text"/> R
5. Clothes and footwear	<input type="text"/> R

6. Province of Residence

Gauteng	1
North West	2
KwaZulu-Natal	3
Western Cape	4
Eastern Cape	5
Northern Cape	6
Free State	7
Mpumalanga	8
Limpopo	9

7. Country of Residence (If outside RSA)

6. Tobacco products	R
7. Activities	R
8. Other (Specify)	R

SECTION C: BEACH ASPECTS

1. Rate the following aspects on a scale of importance when selecting a beach.

Not applicable						
Extremely important						
Very important						
Important						
Less important						
Not at all important						
	1	2	3	4	5	6
1. The water must be visually clean	1	2	3	4	5	6
2. No litter on the beach	1	2	3	4	5	6
3. No oil on the beach or in the water	1	2	3	4	5	6
4. No excessive commercial/industrial noise	1	2	3	4	5	6
5. Pets are allowed on the beach	1	2	3	4	5	6
6. Good access to the beach and bathing area	1	2	3	4	5	6
7. Good general facilities (toilets, kiosk, restaurants)	1	2	3	4	5	6
8. Algae vegetation or natural debris must be left on the beach	1	2	3	4	5	6
9. Pleasant view and scenery	1	2	3	4	5	6
10. Buildings in the vicinity must be properly maintained	1	2	3	4	5	6
11. Coral reefs and marine life in the area of the beach must be well monitored and looked after	1	2	3	4	5	6
12. No camping or driving on the beach must be allowed	1	2	3	4	5	6
13. Waste disposal bins and/or recycle bins must be provided	1	2	3	4	5	6
14. Safe parking area	1	2	3	4	5	6
15. An adequate number of lifeguards	1	2	3	4	5	6
16. Constant beach patrol	1	2	3	4	5	6

17. It is important to have wheelchair access to the beach	1	2	3	4	5	6
18. Information on water quality and management	1	2	3	4	5	6
19. Information on the importance of preserving the marine environment	1	2	3	4	5	6
20. More wildlife on the beach	1	2	3	4	5	6
21. Beaches must be more "natural" (e.g. More dunes and plants)	1	2	3	4	5	6
22. The beach is close to my accommodation	1	2	3	4	5	6
23. Educational activities regarding marine life must be offered on the beach	1	2	3	4	5	6
24. A map of the beach must be displayed	1	2	3	4	5	6
25. Rules and regulations for beach users must be displayed	1	2	3	4	5	6
26. Information boards portraying marine life and habitats	1	2	3	4	5	6
27. Safety nets for sharks	1	2	3	4	5	6
28. Good waves for swimming and surfing	1	2	3	4	5	6
29. Child friendly (i.e. safe, rock pools)	1	2	3	4	5	6
30. Beach activities and entertainment must be offered	1	2	3	4	5	6
31. The weather	1	2	3	4	5	6
32. The sand must be clean	1	2	3	4	5	6
33. The sea must be calm	1	2	3	4	5	6
34. The beach must be popular	1	2	3	4	5	6
35. The beach must have a Blue Flag award	1	2	3	4	5	6
36. The beach must be new to me	1	2	3	4	5	6
37. This beach is important to my holiday	1	2	3	4	5	6

2. What drives you away from visiting a beach?

Not applicable						
Extremely important						
Very important						
Important						
Less important						
Not at all important	1	2	3	4	5	6
1. A dirty ocean	1	2	3	4	5	6
2. Rubbish/ pollution on the beach and in the water	1	2	3	4	5	6
3. Bad smells	1	2	3	4	5	6
4. Poor hygienic facilities (toilets; showers)	1	2	3	4	5	6
5. Poor general facilities (shops; car park; foot path)	1	2	3	4	5	6
6. Too much development/infrastructure	1	2	3	4	5	6
7. Bad sand	1	2	3	4	5	6
8. No lifeguards/no safety on the beach	1	2	3	4	5	6
9. Algae on the beach and in the water	1	2	3	4	5	6
10. Too many boats	1	2	3	4	5	6
11. Bad weather	1	2	3	4	5	6
12. Rough sea	1	2	3	4	5	6

13. No waves	1	2	3	4	5	6
14. The lack of a beach award	1	2	3	4	5	6
15. Too far from where I am staying	1	2	3	4	5	6
16. Too expensive	1	2	3	4	5	6
17. No marine biodiversity	1	2	3	4	5	6
18. No recreational activities	1	2	3	4	5	6
19. No environmental education	1	2	3	4	5	6
20. The beach is not a popular beach	1	2	3	4	5	6
21. Not enough people on the beach	1	2	3	4	5	6
22. Bad access to the beach and bathing area	1	2	3	4	5	6
23. Too noisy	1	2	3	4	5	6
24. Too crowded	1	2	3	4	5	6
25. Other (specify)	1	2	3	4	5	6

3. How would you rate the quality of the following on the beach?

Excellent						
Good						
Average						
Bad						
Very bad		1	2	3	4	5
1. Beach cleanliness		1	2	3	4	5
2. Water cleanliness		1	2	3	4	5
3. Sand		1	2	3	4	5
4. Natural landscape		1	2	3	4	5
5. Weather		1	2	3	4	5
6. Calmness of the sea		1	2	3	4	5
7. Waves		1	2	3	4	5
8. Hygienic facilities (toilets; showers)		1	2	3	4	5
9. General facilities (shops; car park; foot path)		1	2	3	4	5
10. Marine biodiversity		1	2	3	4	5
11. Lifeguards/safety		1	2	3	4	5
12. Recreational activities		1	2	3	4	5
13. Crowding		1	2	3	4	5
14. Noise		1	2	3	4	5
15. Costs		1	2	3	4	5
16. Access		1	2	3	4	5
17. Environmental education information		1	2	3	4	5

4. Rate according to the scale why you have visited this specific beach:

Not applicable					
Extremely important					
Very important					
Important					

Less important	1	2	3	4	5	6
Not at all important	1	2	3	4	5	6
1. To get away from my routine	1	2	3	4	5	6
2. To relax	1	2	3	4	5	6
3. To explore a new beach	1	2	3	4	5	6
4. To spend time with friends	1	2	3	4	5	6
5. For family recreation	1	2	3	4	5	6
6. For the great accommodation and facilities in the area	1	2	3	4	5	6
7. For the climate/weather	1	2	3	4	5	6
8. For great waves	1	2	3	4	5	6
9. Attractive people at this beach	1	2	3	4	5	6
10. Enough activities	1	2	3	4	5	6
11. I have a holiday/time share in the area	1	2	3	4	5	6
12. For a specific event held here	1	2	3	4	5	6
13. I grew up with this beach	1	2	3	4	5	6
14. This beach is well known	1	2	3	4	5	6
15. I know many people here	1	2	3	4	5	6
16. This beach is child friendly and safe	1	2	3	4	5	6

SECTION D: BEACH AWARDS

	Yes	No	Unsure
1. Does this beach have a flag?	1	2	3
2. If this beach has a flag, do you know what it is?	1	2	3
3. Are you familiar with beach awards?	1	2	3
4. Can you name any beach awards given in South Africa?	1	2	3
5. Have you heard of the Blue Flag award?	1	2	3
6. Are you visiting this beach because it has a Blue Flag award?	1	2	3
7. Have you visited any other Blue Flag beaches anywhere in the world, including South Africa?	1	2	3

8. If you have heard of the Blue Flag award, where have you heard about it?

TV	Yes	No
Newspaper/magazine	Yes	No
Internet	Yes	No
On the beach	Yes	No
Tour Operator	Yes	No
Family and friends	Yes	No

9. What of the following aspects does Blue Flag status entail? (Indicate 1 or more)

1. Clean water	<input type="checkbox"/>
2. Clean beach	<input type="checkbox"/>
3. Danger	<input type="checkbox"/>
4. Hygienic facilities	<input type="checkbox"/>
5. Lifeguards/safe beach	<input type="checkbox"/>
6. Conservation	<input type="checkbox"/>

Other (Specify)	Yes	No
-----------------	-----	----

7. Environmental information	
8. I don't know	

10. How much less time would you spend at this beach if the quality of water declined with 10%? (worsened smell, less attractive, etc)

0-25% less	Yes	No
26-50% less	Yes	No
51-75% less	Yes	No
76-100% less	Yes	No

11. How much less time would you spend

at this beach if the Blue Flag award was removed?

0-25% less	Yes	No
26-50% less	Yes	No
51-75% less	Yes	No
76-100% less	Yes	No

12. Evaluate to which extent you agree/disagree with the following statements:

Strongly disagree				
Disagree				
Agree				
Strongly agree	1	2	3	4
Blue Flag awards:				
1. Attract tourists	1	2	3	4
2. Keep the beaches healthy	1	2	3	4
3. Help me to learn about the importance of the marine environment	1	2	3	4
4. Benefit beaches	1	2	3	4
5. Commercialises the beach	1	2	3	4
6. Bring too much development	1	2	3	4
7. Are not that important as I like other non-Blue Flag beaches more	1	2	3	4

13. Would you like to be more informed about Blue Flag?

Yes	No
-----	----

14. Any further recommendations?

Thank you for your participation!