

Travel motives of visitors to South African beaches

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Declaration

with regard to independent work

I, Michelle Eagleton, identity number 95040800247, passport number P0895332 and student number 24969745, do hereby declare that this research submitted to the North-West University, for the MCom study of: Travel motives of visitors to South African beaches, is my own work and therefore complies with the Code of Academic Integrity and other relevant policies, procedures, rules and regulations of the North-West University. It 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.



Miss M. Eagleton

25 November 2019

Date

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Abstract

The tourism industry is a fast-growing industry generating potential and economic benefits towards destinations. In terms of the Blue Economy, the marine tourism industry can be observed as an important aspect of this economy which enhances industry development where beach tourism is one aspect of. Beach tourism is enjoyed by many tourists partaking in activities (e.g swimming, surfing, walking and sunbathing) to create a unique experience. When investigating previous research on beach tourism and tourists' motives to travel to beach destinations, it is found that these motives of beachgoers are not adequately researched in the tourism industry specifically in South Africa. As beach tourism is not only consisting of the sun, sea and sex experience, it is worthwhile to explore the needs and wants of these tourists when travelling to the beach. South Africa has numerous popular beach destinations i.e. Muizenberg, Jeffreys Bay, Camps Bay to name a few, which exhibits great potential for efficient marketing and management and improved product development once the motive of the beachgoers is known. Although a substantial amount of studies research the motives of marine tourists, no substantial research has been conducted in terms of beach tourism as an important aspect within the marine tourism industry.

In order to fill this gap in the literature, the main goal for this study is to identify travel motives of beachgoers visiting South African beaches. The profile of these visitors and their travel behaviour were also evaluated. To achieve this goal numerous surveys were conducted at six beach destinations in South Africa (Port Elizabeth, Cape Town, Hartenbos, Jeffreys Bay, Durban and Muizenberg). Self-administered questionnaires were distributed amongst tourists relaxing at the beach using a non-probability convenience sampling method. A total of 1138 questionnaires were collected from these respondents at different beach destinations. The layout of the study consisted of four objectives. Firstly, marine and beach tourism were discussed in the form of a literature review, in Chapter 2. Secondly, a literature review was conducted on motivation and market segmentation of marine tourism (Chapter 3). Thirdly, the results of the survey were statistically analysed in order to identify the travel motives of the respondents by performing a factor analysis as well as developing a profile for the visitors in terms of cluster analysis (Chapter 4). Lastly, the fourth objective was achieved in Chapter 5, which includes the conclusions drawn from the results and the recommendations made for future research and the industry.

The statistical analyses methods used in this study included factor analysis, *t*-Tests, ANOVA's, Spearman's Rank Order correlation and cluster analysis. The socio-demographic profile of the

respondents was identified in the descriptive results, to be an English speaking female at the age of 35 years, single, employed and possessing a diploma or degree. The respondent resides either in the Western Cape or outside of South African borders.

The factor analysis identified six factors namely *swimming conditions*, *activities*, *quality of beach*, *popularity*, *experience* and *accessibility*. Although the mean values were in close range, it can be interpreted from the mean values that quality of beach (3.02) was the most important motive for visitors when travelling to the beach whereas activities (2.65) was indicated as the least important motivational factor for travelling to beach destinations. From the *t*-Tests, ANOVA's, Spearman's Rank Order correlation results statistical significances were eminent from the results between home language, province of residence and occupation. It can be concluded that the older, retired generation indicated all the motivational factors important when visiting the beach. Further a domestic and international market were compiled from the results as two different markets. The domestic beachgoers seek good quality beaches and good swimming conditions whereas the international market travel to the beach regardless of the swimming conditions and quality of the beach. These results were also confirmed in the cluster analysis where two clusters were identified namely the *Sun seekers* and the *Experience seekers*. The *Sun seekers* being identified as the international market who searching for the 3 S's (sun, sea and sex) and the *Experience seekers* indicated as the domestic market searches for the unique beach experience where all the motivational factors are present to create this memorable beach experience. Thus, the cluster analysis was performed to confirm the results from the factor analysis.

This study contributes to the literature, identifying the beachgoers motives in South Africa and contributing to the research of travel motives in beach tourism. The results of this study also add to the product development on beaches and improved marketing and beach management techniques when the travel motives of these beachgoers are known. Lastly, the research emphasises the importance of known travel motives to researchers and beach destinations in the tourism industry.

Keywords: *marine tourism, beach tourism, travel motives, marketing segmentation, South Africa*

Opsomming

Die toerismebedryf is 'n groeiende bedryf wat potensiële en ekonomiese voordele vir bestemmings inhou. Wat die mariene toerismebedryf betref, word die “Blue Economy” gesien as 'n belangrike toevoeging tot die mariene toerismebedryf, aangesien dit die nywerheidsontwikkeling bevorder, van waar strandtoerisme een aspek is.

Strandtoerisme word deur baie toeriste geniet wat aan aktiwiteite deelneem (byvoorbeeld swem, branderplankry, stap en sonder) om 'n unieke ervaring te skep. Met ondersoek van vorige navorsing oor strandtoerisme en toeriste se motiewe om na strandbestemmings te reis, word dit bevind dat hierdie motiewe van strandgangers nie voldoende in die toerismebedryf spesifiek in Suid-Afrika ondersoek word nie. Aangesien strandtoerisme nie net uit die son-, see- en sekservaring bestaan nie, is dit die moeite werd om die behoeftes van hierdie toeriste te ondersoek wanneer hulle na die strand reis. Suid-Afrika het talle gewilde strandbestemmings, naamlik Muizenberg, Jeffreysbaai, Kampsbaai, om maar enkeles te noem, wat 'n groot potensiaal het vir doeltreffende bemaking, bestuur en verbeterde produkontwikkeling sodra die strandgangers se motief bekend is. Alhoewel 'n aansienlike hoeveelheid studies die motiewe van mariene toeriste ondersoek, is daar nie wesenlike navorsing gedoen ten opsigte van strandtoerisme as 'n belangrike aspek binne die mariene toerismebedryf nie.

Om hierdie leemte in die literatuur te vul, is die hoofdoel van hierdie studie om hierdie reismotiewe te identifiseer van strandgangers wat Suid-Afrikaanse strande besoek. Die profiel van hierdie besoekers en hul reisgedrag is ook beoordeel. Om hierdie doel te bereik, is talle opnames uitgevoer by ses strandbestemmings in Suid-Afrika (Port Elizabeth, Kaapstad, Hartenbos, Jeffreysbaai, Durban en Muizenberg). Self-geadministreerde vraelyste is versprei onder toeriste wat op die strand ontspan deur middel van 'n nie-waarskynlike steekproefmetode. Altesaam 1138 vraelyste is by die verskillende strandbestemmings versamel. Die uitleg van die studie het bestaan uit vier doelstellings. Eerstens is mariene en strandtoerisme bespreek in die vorm van 'n literatuuroorsig, wat deel uitmaak van hoofstuk 2. Tweedens is 'n literatuuroorsig uitgevoer oor motivering en marksegmentering van mariene toerisme (hoofstuk 3). Derdens is die resultate van die opname statisties ontleed om die reismotiewe van die respondente te identifiseer deur 'n faktoranalise uit te voer en 'n profiel vir die besoekers te ontwikkel in terme van 'n groeipontleding (Hoofstuk 4). Laastens is die vierde doelstelling in Hoofstuk 5 bereik, wat die gevolgtrekkings uit die resultate en die aanbevelings vir toekomstige navorsing en die industrie insluit.

Die statistiese ontledingsmetodes wat in hierdie studie gebruik is, het faktoranalise, *t*-toetse, ANOVA's, Spearman's Rank Order korrelasie en groepontleiding ingesluit. Die sosio-demografiese profiel van die respondente is in die beskrywende resultate geïdentifiseer wat die volgende is: 'n Engelssprekende vrou op 35-jarige ouderdom wat alleenstaande is, in diens is en 'n diploma of graad verwerf het. Die respondent woon óf in die Wes-Kaap óf buite die Suid-Afrikaanse grense.

Die faktoranalise het ses faktore geïdentifiseer, naamlik *swemomstandighede*, *aktiwiteite*, *strandkwaliteit*, *gewildheid*, *ervaring* en *toeganklikheid*. Alhoewel die gemiddelde waardes in 'n nabye omgewing was, kan dit uit die gemiddelde waardes geïnterpreteer word dat *kwaliteit van die strand* (3.02) die belangrikste motief vir besoekers was as hulle na die strand reis, terwyl *aktiwiteite* (2.65) aangedui is as die minste belangrike motiveringsfaktor vir reis na strandbestemmings. Uit die *t*-toetse, ANOVA's, Spearman se rangorde-korrelasie-uitslae, was daar statistiese beduidings van die resultate tussen huistaal, provinsie van verblyf en beroep. Die gevolgtrekking kan gemaak word dat die ouer, afgetrede respondente al die motiveringsfaktore wat belangrik is tydens die besoek aan die strand aangedui het. Verder is 'n plaaslike en internasionale mark saamgestel uit die resultate as twee verskillende markte. Die binnelandse strandgangers soek strande van goeie gehalte en goeie *swemomstandighede*, terwyl die internasionale mark na die strand reis ongeag die *swemomstandighede* en die *kwaliteit van die strand*. Hierdie resultate is ook bevestig in die groepontleiding waar twee groepe geïdentifiseer is, naamlik die *Son-soekers* en die *Ervaring-soekers*. Die *Son-soekers* word geïdentifiseer as die internasionale mark wat na die 3 S'e (son, see en seks) soek, en die *ervaringsoekers* wat aangedui word as die binnelandse mark soek na die unieke strandervaring waar al die motiverende faktore teenwoordig is om hierdie onvergeetlike strandervaring te skep. Dus is die groepontleiding uitgevoer om die resultate van die faktorontleding te bevestig.

Hierdie studie dra dus by tot die literatuur van die identifisering van die strandgangers se motiewe in Suid-Afrika en dra by tot die ondersoek van reismotiewe in strandtoerisme. Die resultate van hierdie studie dra ook by tot die ontwikkeling van produkte op strande en verbeterde bemarking en strandbestuurstegnieke wanneer die strandmotor se reismotiewe bekend is. Laastens beklemtoon dit die bydrae wat die belang van bekende reismotiewe vir navorsers en strandbestemmings in die toerismebedryf lewer.

Slutelwoorde: *mariene toerisme, strandtoerisme, reismotiewe, bemarkingssegmentering, Suid-Afrika*

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Chapter 1

Introduction, problem statement and methodology

1.1. INTRODUCTION

Worldwide 3 billion people reside close to coastal zones. This results in high demand for resources offered by these zones such as food, water transportation and minerals (United Nations on Trade and Development, 2014:1). Two-thirds of the Earth's surface are covered by water, making it a large investment opportunity (United Nations Conference on Trade and Development, 2014:1). Various countries have acknowledged this opportunity, and the blue economy has become part of these countries' government objectives. The blue economy is defined as economic activities that relate to the ocean in order to create economic health without violating the goals of sustainable development (Spalding, 2016:5). Patil, Virdin, Diez, Roberts and Singh (2016:13) state that this industry annually contributes US\$1.5 trillion towards the world economy and provides a domestic and international tourism sector to roughly 200 countries worldwide including South Africa.

South Africa has a coastline stretching approximately 3 000 km which provides South Africa with an abundant amount of resources (Harris, Nel & Schoeman, 2011)). These resources can be used through activities such as fishing, mining and tourism to generate income (Samonte-Tan, White, Tercer, Diviva, Tabara & Caballes, 2007:333). The South African government realised that South Africa has a vast ocean of opportunities which was previously not fully utilised. Based on this, the government established the Phakisa Operation that will inspire a better future for South Africa with the following goal in mind: "Implement an overarching, integrated ocean governance framework for sustainable growth of the ocean economy that will maximise socio-economic benefits while ensuring adequate ocean environmental protection within the next five years" (Phakisa, 2014:9). Therefore, the government identifies that the ocean has the potential to contribute R117 billion to the GDP by 2023 through the process of Operation Phakisa (Phakisa, 2014:9). Tourism is pronounced part of this operation and this aspect should be fully researched.

Tourists are nationally and internationally drawn to world-renowned South African beaches, where they spend time and money in different marine destinations adding to the blue economy (South Africa Yearbook, 2017). Although it can be assumed that most tourists love the beach, different factors (e.g. activities, relaxation and escape) motivate tourists to spend more time in a marine environment such as beaches (Van Vuuren & Slabbert, 2011:296). Motivation is defined

by Saayman, Slabbert and Van der Merwe (2009:82) as a want or a need for which a person has to take action to satisfy immediately. Saayman (2017) explains that motives such as safety, water quality and cleanliness can attract tourists to destinations, but these motives are influenced by various factors such as distance from the destination, surrounding area and type of tourist. If these motives of tourists are known, it can benefit the beach destinations by improving marketing strategies and gaining a competitive advantage. Van der Merwe, Slabbert and Saayman (2011:464) stated that beachgoers especially seek a variety of activities to participate in at certain marine destinations adding to the travel motivation. This study did not solely focus on beach destinations, but marine attraction destinations in general and established that motives differ in the variety of market segments, over time and towards beach destinations. Hence, it is the main goal of this study to identify the motives that attract tourists to South African beaches.

The purpose of this chapter is to illustrate and discuss the research method and process followed by the study. The chapter contains the background of the literature, the problem statement, goals and objectives, the research and methodology, the key concepts and the chapters that follow in this study.

1.2. BACKGROUND TO THE STUDY

The blue economy has been described by researchers (Smith-Godfrey, 2016:54; Spalding, 2016:5; Economist Intelligence Unit, 2015; Silver, Gray, Campbell, Fairbanks, & Gruby, 2015:136) as activities that are ocean/marine related, utilise ocean resources in a sustainable manner and contribute to the development of a healthy economy in the long term. This concept involves the activities taking place in the ocean area surrounding the coast. The activities included in this economy are fisheries, aquaculture, marine mining, offshore gas and oil, marine leisure and tourism, marine infrastructure, transportation, seafood production and ocean exploration (Llewellyn, English & Barnell, 2016:52; Kaczynski, 2011:21) but are also unique to the location and destination where the activities occur.

Recently, fisheries have been said to have lost their dominance as a sector in the blue economy industry as other sectors have risen above it. More focus has been placed on exploring how sectors such as tourism can expand activities such as surfing, swimming and walking to attract more tourist in order to gain an economic benefit from them (Spalding, 2016:3). Zappino (2005) indicates that tourism has been identified as an industry that contributes towards the blue economy, for example, cruise tourism is a rapidly growing sector, which contribute \$18.4 billion a year to the blue economy along the Caribbean alone. Although this sector contribute financially to the sector, it fails in the sector of sustainability. Nunis (2019) clarifies the extent of cruise tourism pollution on the coral reefs, which in return is the main focus for tourism in these areas. Countries that do benefit from the oceanic rim, such as South Africa (Indian Ocean), generated a GDP of R4 636 946 in 2014 from the tourism sector and it is

seen as a major contributing factor in creating job opportunities (Llewellyn *et al.*, 2016:54). Therefore, it can be concluded from research that tourism, especially in the marine sector, has economic benefits and potential which stakeholders and managers could take advantage of.

The topic of marine tourism has been researched extensively leading to the formulation of the following definition: “Participating in recreational activities with the marine environment and coastal areas as primary focus” (Orams, 1999a:9), and very importantly the identification of the impacts and potential thereof.

Saayman (2017), preliminary developed a marine tourism framework, based on the South African environment, illustrating role-players, stakeholders, influences, activities and outcomes of this tourism sector.

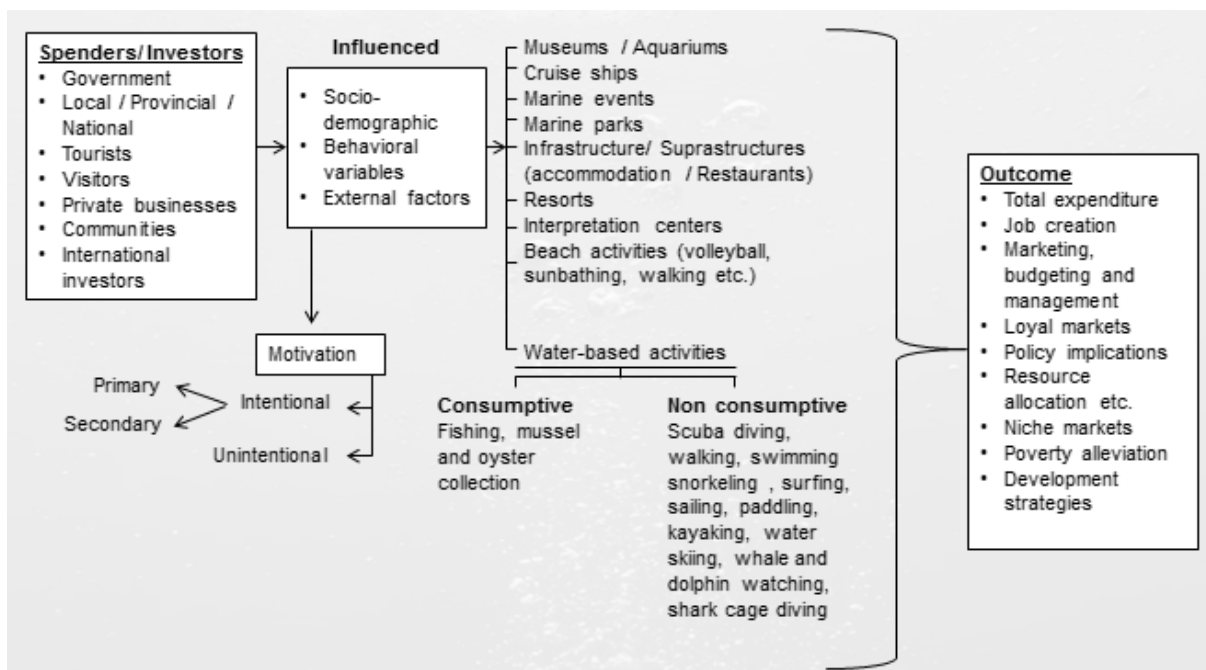


Figure 1.1: Marine tourism framework

Source: Adapted by Saayman (2017)

Saayman (2017) clarified in Figure 1.1 that the marine tourism industry involves many aspects which ensure that this industry functions well. Marine tourism generates numerous benefits for a coastal area, e.g. economic benefits, job creation, improving infrastructure and enhancement of coastal management strategies (Van der Merwe *et al.*, 2011:458). Due to their relevance to marine tourism, these benefits should be further investigated. Moreno and Amelung (2009:1141) state that marine tourism creates the main source of employment in different communities.

In terms of tourist demand, authors Lucrezi, Saayman and Van der Merwe (2015:211) state that in recent years, the tourism industry has increased in activities offered, resulting in an increase in tourists at beaches. Without proper management and continuing improvements to the coastal areas, these attractions and resources may be degraded, which will decrease the tourism

demand (Lucrezi *et al.*, 2015:211). This will also affect the motivations of tourists as they seek good quality beaches as discussed further in the study. Figure 1.1 also illustrates that the factors that influence the tourists' behaviour create their motivation either intentionally or unintentionally. This finding correlates with the goal of the study as the factors that influence tourists' behaviour creates their specific travel motives for visiting beach destinations.

As indicated in Figure 1.1, beach tourism is just one aspect of marine tourism and can be defined as recreational activities that involve travel away from one's place of residence and focused on the marine environment (Orams, 1999a:9). The research concluded that beaches are economically beneficial to the surrounding marine areas (Phakisa, 2014; Wong, 1998:108; Duncan, Petersen, Greenstone, Rainier, Silandela, Betts, Kastern, Adams, Francis, Mqoboka & Pillay, 2016; Patil *et al.*, 2016:55). Additionally, Kathijotes (2013:7), Kaczynski (2011:21) and Vierros and De Fontaubert (2017) stated that these marine areas should be managed effectively to prolong the sustainability of the resources provided by the environment and to expand activities at the beach in order to maintain interest in the tourism destinations. Van der Merwe *et al.* (2011:460) identifies motives for tourists to marine destinations as rest and relaxation, escape, education, personal interest and site attributes.

The beachgoers' decisions are also affected by the activities that the beach has to offer in which the tourists can participate in, e.g. fishing, surfing, horse ridings on the beach, to name but a few. Saayman and Saayman (2017:1437) state that the motives need to be managed in order for the experience to be effective. Saayman (2017) proposes a new tourist profile with different motives regarding marine destinations. These tourists are more independent, use the internet and social media more often, want something unique and different, and want to create their own experience by taking part in activities or creating the experience themselves (Saayman, 2017).

In order for beach destinations to sustain or improve their visitation numbers, the travel behaviour of a specific market should be identified and studied. With travel motives of the market known, management could be more directed to satisfy tourists' needs and to increase their attraction to beach destinations (Saayman *et al.*, 2009:92). Fodness (1994:556) explains that through marketing, beach destinations can benefit by increasing their destination image and maximize their economic impacts if the market and the motives of the visitors are known. Therefore the study focuses on the appreciation of the economic value of these beach destinations and blue economy through sustainable developments.

1.3. PROBLEM STATEMENT

Although it is clear from the literature background that marine tourism has been discussed in various articles, reports, studies and reviews no direct or in-depth attention has been given to beach tourism as part of this industry. Authors such as Saayman *et al.* (2009), Lucrezi and Van der Walt (2014) and Van der Merwe *et al.* (2011) have investigated various aspects of tourism

to marine destinations and Blue Flag beaches but no direct attention was given to beaches in South Africa. This study therefore researches a deeper understanding of travel motivation in terms of promoting beach tourism as a critical sector for the South African Blue Economy. Travel motives are ever-changing and therefore requires continuous study. Understanding a beach tourist's behaviour in terms of motivation to visit beach destinations and compiling their profile, could assist in developing effective marine tourism planning strategies for marketing, management and ultimately new product development. Destination managers aim to create a beach tourism product that correlates with the existing tourism market and its needs. In order to find the solution to this problem, one could start by asking the following question: What are the motives of tourists travelling to South African beaches?

1.4. GOAL AND OBJECTIVES OF THE STUDY

The following goal and objectives were set in the study.

1.4.1 Goal

To identify the motivations of tourists travelling to South African beaches.

1.4.2 Objectives

In order to attain the primary goal, the following objectives have been met in the study:



Objective 1

To conduct a literature review, investigating marine tourism and beach tourism as segments of the marine tourism industry.



Objective 2

To conduct a literature review assessing motives and market segmentation within marine and beach tourism regarding product development by referring to case studies.



Objective 3

To conduct surveys at various South African beach destinations to determine general beachgoer profiles, their travel behaviour and motives.



Objective 4

To draw conclusions about the travel motives of beachgoers to South African beaches, while making recommendations regarding management and marketing aspects.

1.5. METHOD OF RESEARCH

The method of research for this study included the literature review and empirical study to gather adequate information for this study.

1.5.1 Literature study

A literature study is based on specific keywords: marine tourism, beach tourism, motivation and market segmentation. This is done through analysing journal articles, dissertations, newspaper articles, books and other tourism-and events related literature. Information searches are conducted mainly through library catalogues and indexes, as well as the Internet. Scientific databases such as Google Scholar, Science Direct and Ebscohost play a vital role in searching for the most recent, relevant publications and information. Through these sources, a complete analysis of the motivations of visitors travelling to South African beaches was performed. The study incorporates both primary and secondary sources since an intensive literature study as well as an empirical survey, was completed.

1.5.2 Empirical survey

The following section highlights the framework of the methodology. The methodology is discussed in detail in Chapter 4; therefore, this section only serves as a framework for Chapter 4.

1.5.2.1 Research design and method of collecting data

A research design is a process to identify relationships between variables while explaining the reason behind these relationships (Heppner, Wampold & Kivlighan, 2015). Van Wyk (2012) identified three main research designs namely exploratory, explanatory and descriptive. This study follows an exploratory research design which explores problems in the research area referring to minimum research conducted on travel motives of beachgoers in South Africa.

In terms of the data collecting method, Bernard (2017:461) identifies two main frames of collecting data, qualitative and quantitative. The author further explains that qualitative data refers to the quality of the data and forms part of a smaller sample size whereas quantitative data expresses the quantity of data in order to gather a great sample size to cover a larger spectrum of respondents (Bernard, 2017:461). This is a quantitative study, collecting primary data on the topic from existing sources and using a questionnaire to collect problem-specific data.

According to Maree (2016:307) the key characteristics of a quantitative approach include:

- The researcher asks specific and narrow questions about the cause.
- Sample size is mostly large so that it can be generalised with the population focused on in the study.
- Data are usually highly reliable and valid information is revealed.

In this approach, the researcher is interested in the motives why these visitors travel to specific beach destinations.

1.5.2.2 Sampling

The population for this study are tourists visiting South African beaches. This study reflects a representative study to include a large variety of the population visiting the beaches. A sample is a fraction of the population (Etikan, Musa & Alkassim, 2016:1). Because of the vast number of tourists visiting South African beaches, the population is unknown. Krecjie and Morgan (1970:608) explain that a sample size of 384 questionnaires will be sufficient for a study even if 1 000 000 responses were collected.

Bernard (2017:186) identifies the two sampling methods as probability sampling and non-probability sampling. Probability sampling is the method of collecting data where every respondent has the probability of being selected to take part in the survey (Bernard, 2017:186). This may make the survey time consuming and high in cost. The surveys followed a non-probability sampling method which is a sampling method where the respondents do not have an equal chance of being selected (Etikan *et al.*, 2016:1). This sampling method was used as it is a faster method for collecting data, the population may not be well defined, and it may be a cheaper collection method (Etikan *et al.*, 2016:1). A non-probability sampling includes different sampling techniques namely convenience/purposive sampling, quota sampling and snow-ball sampling. A convenience sample was therefore used to identify visitors that completed the questionnaire during 2017 and 2018 at popular South African beach destinations (Mossel Bay, Durban, Port Elizabeth, Cape Town, Jeffreys Bay and Muizenberg). Convenience sampling can be described as a type of non-probability sampling where the respondents are easily accessible, available at the given time, nearby and willing to participate in the research (Acharya, Prakash, Saxena & Nigam, 2013:332). This sampling method is most commonly used as it is convenient for the researcher to collect the data from respondents (Acharya *et al.*, 2013:332).

1.5.2.3 Development of measuring instrument

The questionnaire was designed by TREES (Tourism Research in Economic Environs Society). It is based on the research of Lucrezi and Van der Walt (2016), Saayman *et al.* (2009), Van der Merwe *et al.* (2011) and Lucrezi *et al.* (2015). The questionnaire was distributed to visitors at

beach destinations during 2017 and 2018. The study made use of secondary data and therefore only two sections of the questionnaire were appropriate for this study, namely:

Demographic information- measuring the respondents' age, gender, language, annual income, marital status, province of residence and spending behaviour during their stay using open and closed questions.

Motives section- reasons why the respondents are visiting this beach destination, measured using a 5-point Likert scale.

1.5.2.4 Collection of data

Data were collected using questionnaires given to visitors at different beach destinations. Port Elizabeth, Cape Town, Muizenberg, Jeffreys Bay, Durban and Mossel Bay were the destinations used to collect data from. A total of 1 138 questionnaires were collected from the visitors at these beach destinations. These destinations are considered as popular destinations for tourists to visit (Paul, 2014). This eased the process of collecting data as a variety of respondents were available to complete the questionnaire. Fieldworkers are trained to be efficient in dispersing the questionnaires amongst the visitors. The respondents were kindly informed of the goal of this study to ensure that they participate willingly and honestly. The visitors completed the questionnaire with the appropriate data and the fieldworker then retrieved the questionnaire from the visitor. These questionnaires were generally served to visitors at relaxing sites on the beach so that the respondents felt comfortable in completing the questionnaire. The fieldworkers distributed the questionnaires to visitors older than 18 years old and different visitors (based on different ages, gender and race) were selected based on convenience of the fieldworkers in order to complete the questionnaire. The data on the completed questionnaires were then captured and recorded in order to draw conclusions concerning the results of the data collected. This study formed part of a greater study therefore, the results used were of secondary data.

1.5.2.5 Data analysis

Quantitative research can be described as a process that is systematic and objective by using numerical data from a selected group to generalise findings to suit the study's goal (Maree, 2016:162). This definition states that this research focused on the quantity of data collected. Microsoft Excel was used for data capturing and basic data analysis. The Statistical Services at the North-West University, Potchefstroom Campus assisted in the processing of the data. SPSS software Version 24 (SPSS Inc., 2017) was used to process the information. The data analysis focused on the demographic profile of the respondents and the motives of respondents, which will be illustrated further on in the study. Descriptive statistics were used to describe the collective data in a meaningful way. This served as a deeper understanding of the data collected (Field, 2013). A factor analysis was conducted in order to determine which sets of data

match as they were answered in a similar measure (Maree, 2016:242). The factor analysis simplified the answers and grouped the sets of data according to similarity and served as the motivational factors for tourists travelling to the beach destinations. In the factor analysis, *t*-tests were applied to compare various sets of data (Maree, 2016:238) e.g. age groups were compared with different motives in order to find a correlation which a conclusion can be drawn from. ANOVA tests were conducted in order to compare different independent groups to conclude a correlation between the groups (Maree, 2016:254). For example, different motives were compared to different income groups to investigate how the respondents differ with each set of motives. Lastly, a cluster analysis was performed to identify the correlation between the clusters with the motivations identified within the factor analysis.

1.5.2.6 Ethical Considerations

The following ethical considerations were adhered to by the researcher to ensure the integrity of data collection for the study (EMS 2016/11/04-02/18).

1.5.2.6.1 To ensure participants give informed consent

The researcher ensured that participants of the given study gave informed consent by explaining the nature of the research, their role in the study and the topic and content of the study. The researcher also assured participants that they were not forced to participate in this study.

1.5.2.6.2 Ensuring no harm comes to participants

The researcher ensured that no harm, injury or discomfort was inflicted on the participant during the data gathering process. Health and safety issues were also considered. The study held no physical or psychological threat to the participants.

1.5.2.6.3 Ensuring confidentiality and anonymity

The researcher ensured that the identity of participants stayed anonymous as it is protected by restricting access to all raw data, storing raw data securely and reporting so that the identity of the participants was not easily exposed.

1.5.2.6.4 Ensuring that permission is obtained

The researcher ensured that all official channels were clear before collecting the necessary data for the study. Permission letters were drafted in order to conduct the study and negotiate access to respondents.

1.5.2.7 Data Management

The following sections explain the data management of this study:

1.5.2.7.1 Copyright

The institutional partners equally own the data that were generated by this study.

1.5.2.7.2 Backup and Security

The researcher's data was backed up regularly to avoid problems with viruses and hardware in developing countries. This process included regular email sharing with the supervisor so that up-to-date versions were backed up on the University's server.

1.5.2.7.3 Storage and Destruction

The data generated in this study is the University's property which is stored for a period of five (5) years to form part of the data library of TREES.

1.6. DEFINING THE KEY CONCEPTS

The following concepts are important in the study so which is fully discussed and defined in the following sections:

1.6.1 Blue economy

The United Nations Economic Commission for Africa states that “the blue economy concept includes recognition that the productivity of healthy freshwater and ocean ecosystems is a pathway for aquatic and maritime-based economies and can ensure that islands and other coastal countries, as well as land-locked states, benefit from their resources. It also requires an integrated, holistic and participatory approach that includes sustainable use and management of blue economy resources for societal progress” (UNECA, 2016:6). Whisnant and Reyes (2015:6) further defines the blue economy as a “set of environmentally and socially sustainable commercial activities, products, services and investments dependent on and impacting coastal and marine resources”. Whisnant and Reyes (2015:9), also states that although the blue economy concept has been used for about 20 years, no shared definition yet exists, because of several organisations and governments developing their understanding of what the definition truly means. From these authors' definitions, the blue economy can be described as marine activities that provide economic benefits and sustainability to the surrounding areas.

1.6.2 Marine tourism

Basiron (1997:3) defines marine tourism as “a temporary short-term movement of people to destinations outside their normal environment and activities within a marine setting”. Marine tourism can therefore, be described as “recreational activities that involve travel 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)” (Orams,

1999a:9). The latter concludes that marine tourism includes activities that occur in a marine area with a focus on the marine environment.

1.6.3 Travel motivations

Travel motivation can be described as a want or a need that needs to be satisfied through travelling (Kasim, Dzakiria, Park, Nor, Mokhtar & Rashid Radha, 2013:189). According to Swanson and Horridge (2006:671) travel motivations are “the reasons a tourist chose to travel away from home for pleasure”. The authors further explain that travel motivation is the tourist’s desire to participate in tourist activities.

1.6.4 Beach tourism

Orams (1999a:9) defines beach tourism as recreational activities that involve travel away from one’s place of residence with a focus on activities in a marine environment constituting of sandy beaches. This describes that beach tourism has a primary focus on the activities present at the beach areas which attract tourists to visit these areas.

1.7. CHAPTER CLASSIFICATION

This study consists of the following five chapters:

- **Chapter one:** consists of the objectives of the study, the problem statement, goals and the methodology of how the data for the study was collected.
- **Chapter two:** focuses on the literature of the marine tourism industry and how beach tourism forms part of marine tourism. This research gained insight globally concerning South Africa discussing the depths of this industry.
- **Chapter three:** assess the literature of motivations and market segmentation as part of marine and beach tourism. Further literature on tourists travel motivations, history of beaches and beach tourism formed part of this chapter. This literature deepened the focus on the tourists’ motives to visit South African beaches and products developed from these motives. Aspects, current motives, and gaps were identified in this chapter.
- **Chapter four:** presents the results from the surveys that were distributed to the beachgoers at various beach destinations in South Africa. A beachgoer profile was compiled, describing the main motives for visiting these destinations and identifying the different clusters from the results.
- **Chapter five:** states the conclusions that were drawn from the information gained from the previous chapters. Recommendations were made on improving the beach tourism industry in South Africa and how to attract more tourists to beach products to advance management and marketing aspects.

Chapter 2

Understanding marine and beach tourism: A literature review

2.1 INTRODUCTION

The coastal and marine environment is viewed as one of the largest growing sectors of the tourism industry. It accommodates a significant number of human activities and facilities and is growing exponentially (Papageorgiou, 2016:45). Oceans cover approximately three-quarters of the Earth's surface (Aversa, Petrescu, Apicella & Petrescu, 2017:70) which creates substantial opportunities for marine tourism to grow.

South Africa's coastline stretches approximately 3 000km with the Atlantic Ocean on the west and the Indian Ocean on the east (Knight, 2015). This coastline borders Namibia and Mozambique and runs along the southern point of the African continent (Wildlife South Africa, 2018). Marine tourism is considered to be one of the top four contributors to South Africa's GDP in collaboration with South Africa's maritime economy which contributed R19-billion to the GDP in 2013 (SAMSA, 2015).

Along the South African coastline, marine tourism offers various activities such as snorkeling, swimming, surfing, scuba diving and whale watching as well as facilities such as beach resorts, restaurants and hotels (Van der Merwe *et al.*, 2011:457). These activities are clustered into various sub-sectors, namely coastal tourism, cruise tourism, nature/wildlife tourism, recreational tourism, island tourism, aquatic tourism, marine events and beach tourism. The authors further state that these sectors aid in job creation and environmental protection, benefitting the country and its future.

In South Africa, Operation Phakisa, mentioned in chapter 1, contributes greatly to the ocean economy. In cooperation with Operation Phakisa, the South African government announced a nine-point plan which will be operational by 2030 as part of the National Development Plan (Pillay, 2017). The ocean economy is one of the main drivers of this plan as it has six areas of focus to grow the economy and create jobs for communities. Marine tourism is seen as one of the critically important areas which has significant potential to grow economically and reduce unemployment (Government of South Africa, 2019). As stated before, the South African coastline is a major hub of resources where economic opportunities require capitalisation. For marine tourism to be economically effective, sub-sectors such as beach tourism need to be taken into consideration.

Beach tourism, as part of marine tourism, was only considered as a tourist attraction in the 19th century, (Picken, 2017:135). As it is seen as a recent development, South Africa needs to fully understand this market before capitalising on what attracts tourists to beaches, e.g. white sandy beaches, warm waters and a variety of activities (resorts and restaurants).

The goal of this chapter is to discuss and analyse beach tourism as part of marine tourism through a literature review. This chapter is divided into two sections namely marine tourism and beach tourism. The first section focuses on defining marine tourism about to the subsectors mentioned previously and how beach tourism forms part of marine tourism. The second section discusses the history of beach tourism as well as the activities and role-players included in this sector. The following framework (Figure 2.1) presents the outline of the chapter:

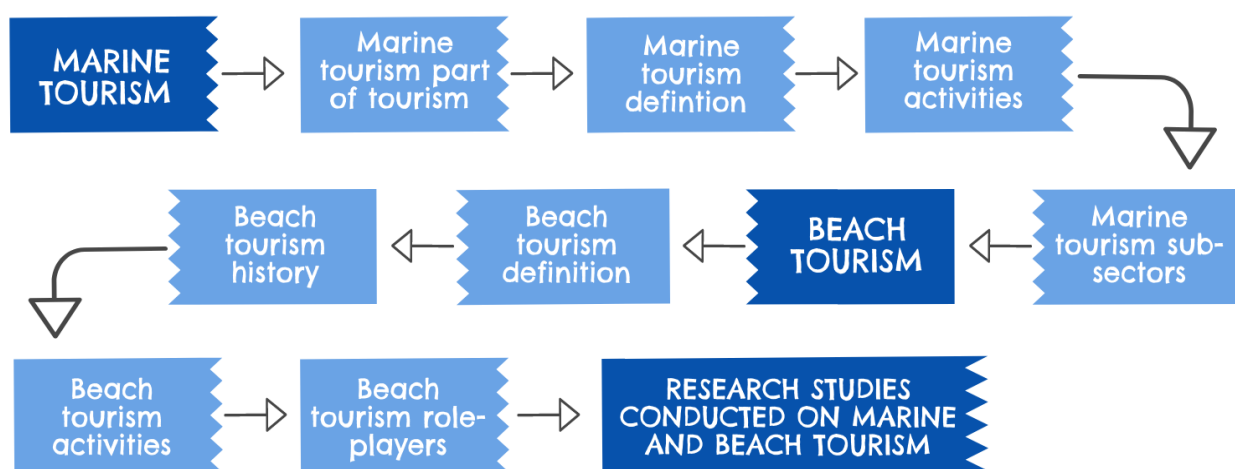


Figure 2.1: Chapter 2 outline

Source: Author

The chapter concludes by re-examining the studies and literature conducted in the different sectors and forming a conclusion of the importance of these two sectors.

2.2 MARINE TOURISM

This section of the chapter will focus on the marine tourism industry by defining marine tourism, explaining the different sectors of the industry, forming a literature review of studies conducted in the field and explaining the findings of these studies. It is important to understand how marine tourism forms part of the tourism industry.

2.2.1 Marine tourism part of tourism

In the past few years, tourism has emerged as a thriving industry in South Africa. The industry's contribution equals R412,5 billion or 8.9% of South Africa's GDP. It furthermore supports 1.5 million jobs across the country, 9.5% of the national employment rate (South African government, 2019). Different forms of tourism such as nature tourism, medical tourism and religious tourism to name a few, ensure the success of this industry. In Figure 2.2, different types of the tourism industry are displayed:

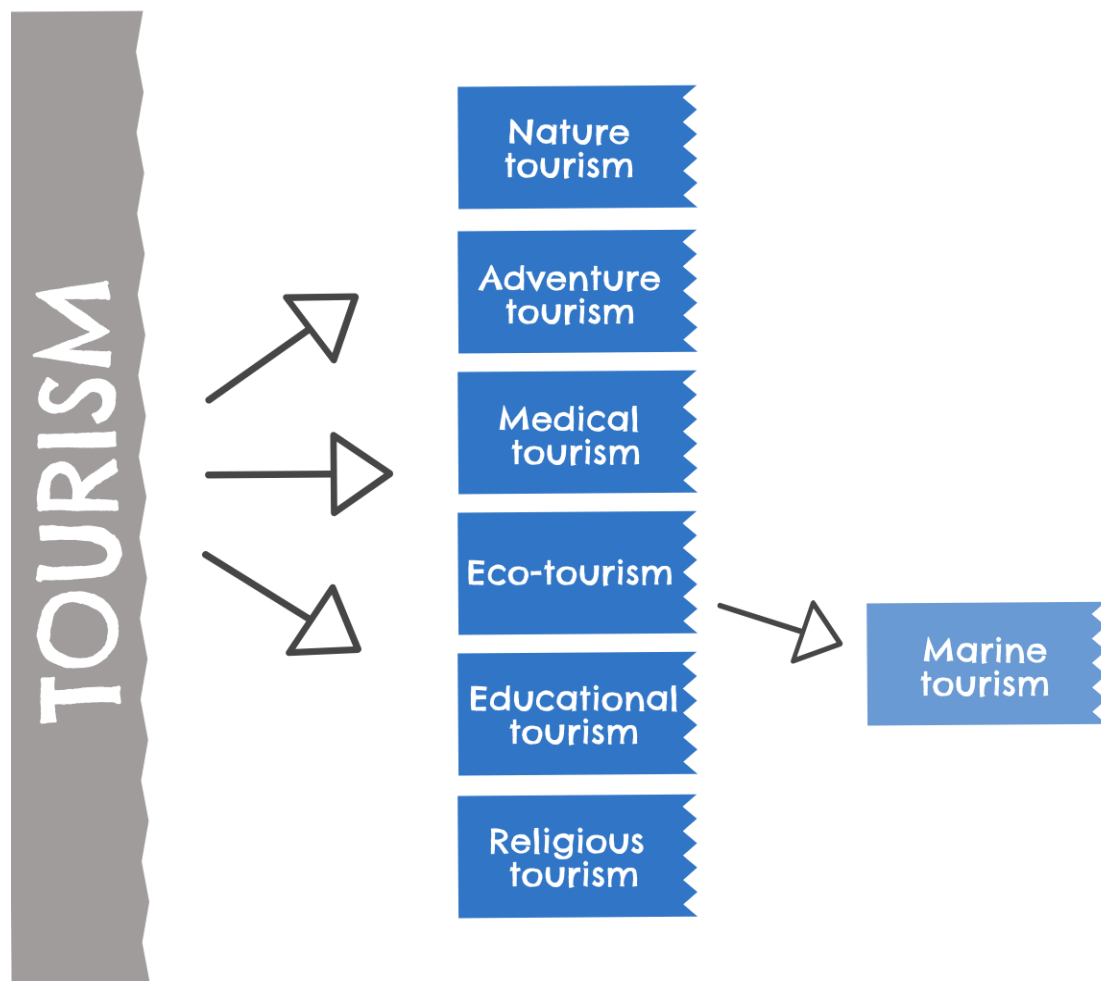


Figure 2.2: Types of tourism

Source: Saayman, Saayman and Slabbert (2013); Jalim (2018); Pradhan (2019)

Some of these types of tourism can be fragmented into more specific forms of tourism. Eco-tourism covers a broad category of tourism such as adventure, marine and agri-tourism (Jalim, 2018; Pradhan, 2019). Eco-tourism involves individuals who travel to pristine or undisturbed areas (Jalim, 2018). With this in mind, marine tourism can, therefore, be classified under eco-tourism as it forms part of undisturbed areas such as natural areas. Countries such as South Africa can potentially benefit economically for marine tourism (Department of Tourism South Africa, 2017). This industry contributed R 11,9 billion and created 64 400 direct jobs in 2015 in South Africa, and is estimated to contribute R 21,4 billion to the South African GDP and create 116 000 direct jobs by 2026 (Bizcommunity, 2017). It is clear from this estimation that marine tourism has great potential to contribute to the tourism industry in South Africa. Marine tourism will thus be examined in the following sections:

2.2.2 Defining marine tourism

Dating back to 1991, Basiron and Laut (1991:3) define marine tourism as “a temporary short-term movement of people to destinations outside their normal environment and activities within a marine setting”. Vrancken (2011:615) argues that it is quite difficult to create the textbook

definition of marine tourism which includes the proper elements of tourism. The latter focus mainly on the attraction element of the definition to process it as viable (Vrancken, 2011:615). To complicate things further, marine tourism and coastal tourism are used interchangeably by authors who often refer to both in the same context. There is however a difference as coastal tourism refers to tourism and recreational activities (i.e. cruising, swimming, snorkelling, catering events, accommodation luxuries and recreational fishing) in and around coastal areas (Hall, 2001:601), while marine tourism involves ocean-based activities with activities mainly in and on ocean waters (Orams, 1999a: 9).

The most generally used definition of marine tourism was formulated by Orams (1999a:9) who describes marine tourism as “those recreational activities that involve travel 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)”. Furthermore, Page and Connell (2009:645) state that marine tourism is activities that occur in a marine environment, e.g. the beach. Another author constructed a definition for marine tourism as a certain sector of tourism that is based on tourists taking part in leisure holiday pursuits (active or passive) or travelling on or in the shorelines and coastal waters (Foyle & Lough, 2007:2). Adding to this definition, Saayman (2017) defined marine tourism as “intentional travel to participate and experience water-based areas and/or activities”. These water-based areas could include marinas, oceans, lakes, rivers and dams.

Considering all the definitions mentioned above, the following summary can be concluded: marine tourism is the travel from one place to another, partaking in activities that are water-based or occur in coastal areas while creating a marine experience. Since there are different perceptions and meanings ascribed to the term marine tourism, it may be clear that different sectors are present in this specific tourism industry. To fully understand the meaning of marine tourism, the sub-sectors should be explained and taken into consideration.

2.2.3 Sub-sectors within marine tourism

Because there are so many different perceptions of marine tourism, the sub-sectors are still expanding and changing as research progress and develop. The most recent sub-sectors are identified in the literature by authors (Seymour, 2012; Schoeman, 2015; Geldenhuys, 2018; Cater & Cater, 2007; Orams & Lueck, 2016; Biggs, Hlcks, Cinner & Hall, 2015), which are illustrated in the following figure (Figure 2.3):

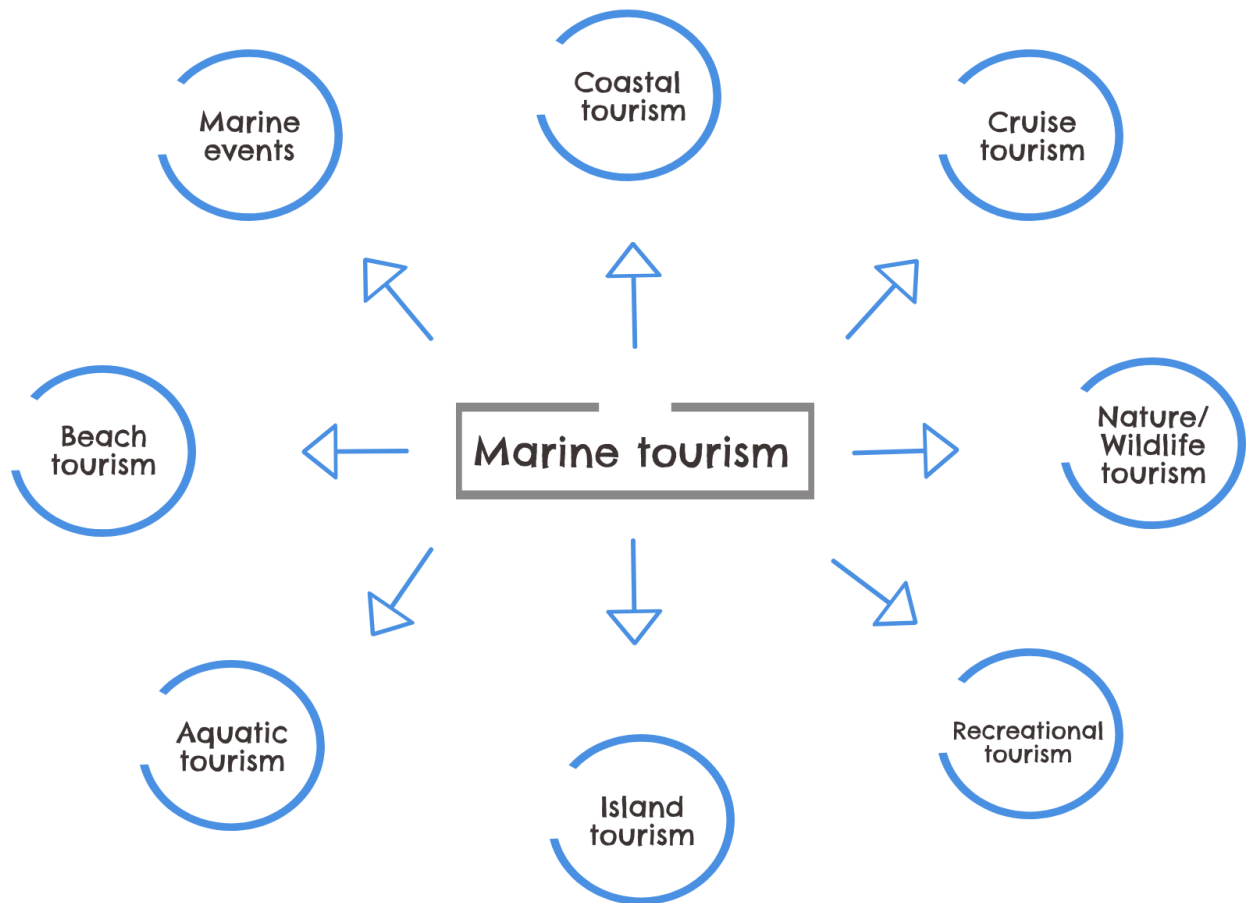


Figure 2.3: Sub-sectors of marine tourism

Source: Seymour (2012); Schoeman (2015); Orams and Lueck (2016); Geldenhuys (2018); Herbst (2019)

All these sectors contribute differently to marine tourism and to comprehend the impact the sectors are discussed more in detail:



Coastal tourism

Coastal tourism can be defined as “beach-based recreation and tourism (e.g. swimming, surfing, sunbathing), and non-beach related land-based tourism in the coastal area (all other tourism and recreation activities that take place in the coastal area for which the proximity of the sea is a condition), as well as the supplies and manufacturing industries associated to these activities.” (ECROYS, 2013). Snorkelling, swimming, sunbathing and coastal walks are all activities identified with coastal tourism (Needham & Szuster, 2011:733).



Cruise tourism

Cruise tourism can be defined as a “luxurious form of travel, involving an all-inclusive holiday on a cruise ship of at least 48 hours, according to a specific itinerary, in which the cruise ship calls at several ports or cities” (Research centre for coastal tourism, 2012). Another author describes cruise tourism as “the use of ships for pleasure cruising and not merely for transportation, being unique in the manner in which it provides a combination of transportation, accommodation,

entertainment, retail and destination services” (UNWTO, 1997). Different types of cruise tourism can be identified such as yacht sailing, cruise ships, ferry trips and large luxury cruise ships mostly used by companies such as MSC cruises (Papageorgiou, 2016:46, Mak, Sheehey & Toriki, 2010:19).



Nature/wildlife-based tourism

Nature/wildlife-based tourism can be described as “a form of non-consumptive tourism that focuses on the observation of marine species and habits and in some cases even direct human-animal interaction” (Trave, Brunnschweiler, Sheaves, Diedrich & Barnett, 2017:212). Bentz, Lopes, Calado and Dearden (2016:76) explain the activities involved in nature/wildlife-based tourism based in a marine area as whale watching, manta ray excursions, scuba diving with sea turtles and viewing of birds (Inman, Brooker, Dolman, McCann & Wilson, 2016:133; Pratt & Suntikul, 2016:869). South Africa has an abundance of wildlife-based destinations, and two examples of these are Hermanus and Sodwana Bay. Hermanus is seen as the whale-watching capital of the world as the whales can be seen from the cliffs (Louskitt, 2015). Sodwana Bay is known for magical diving experiences and is rated as one of the top diving sites in South Africa (PadiTravel, 2019).



Recreational tourism

Recreational tourism can be seen as a sub-set of leisure. To define recreation, leisure should first be identified (Hall & Page, 2006:6). Leisure is defined as the free time to partake in a recreational activity of one's own choice (Russel, 2017:16). Reeder and Brown (2005:1) explain recreational tourism as a person travelling to a certain destination with the intent of partaking in recreational/leisure activities in order to create an experience. Examples of recreational tourism activities can be specified as scuba diving, recreational fishing, surfing, paddling boarding and kite surfing (Lama, 2013). In Cape Town, South Africa, professional kite surfers from all around the world come to experience the Cape winds as it is seen as one of the best kite surfing destinations around the globe (SA Venues, 2019).



Island tourism

Sharpley (2012:167) describes island tourism as a landmass surrounded by water that lures tourists through the remoteness, relaxation, mystery, separateness, adventure, fantasy and escape it offers. The author further states that island tourism are facing some challenges such as sustainability (land, water and energy supply) and development problems, but still the tourists create an abundant economic benefit to the islands which is seen as positive (Sharpley, 2012:167). The islands offer different activities such as snorkelling, fishing, windsurfing, kayaking, boating and swimming, which creates economically beneficial opportunities (Jaafar & Maideen, 2012:18). According to Jaafar and Maideen (2012:18) other activities that have

recently become significant can also be classified under island tourism, for example, round island trips, resorts (accommodation and spa facilities), ecoventures and jungle trekking. Examples of the most beautiful islands in the world are the Maldives, Bora Bora and Palawan in the Philippines (TMW, 2019). South Africa also offers tourism islands such as Robben Island, Duiker Island and Seal Island, to name a few.



Aquatic tourism

Aquatic tourism dates back to 1853 when tourists showed an interest in public aquaria. Karydiss (2011:370) describes aquariums as rectangle concrete tanks with glass in front of these tanks for viewing purposes. As tourists' interests in aquatic tourism grew larger, aquariums changed their appearances to irregular shaped tanks fitting the geometry of the ocean floor. Habitats of the animals were recreated to make them feel more at ease (Karydiss, 2011:370). This created a more aquatic atmosphere for tourists and animals. Karydiss (2011:370) further explains that aquariums are designed to include education, recreational activities and conservation. Examples of the largest aquariums are Georgia Aquarium in Atlanta and Dubai Mall Aquarium. In South Africa, uShaka Marine World, situated in Durban is home to the largest aquarium on the continent (O'Donnel, 2013).



Marine events

Gallagher and Pike (2011:158) identify marine events as tourists partaking in socio-cultural and sports activities with a maritime focus. These authors further explain that these events or festivals can have positive and negative impacts on the area, mostly coastal, where the event is held. The negative impacts should be managed in order for these areas' resources to be sustainable for the long term (Gallagher & Pike, 2011:160). South Africa is well known for its maritime events such as the Billabong Pro surfing competition that is held annually in Jeffreys Bay, the Cape to Rio yacht race and Sardine Run expedition to name a few (Marine Scene, 2019).



Beach tourism

Beaches can be described as dynamic areas/environments that are drivers for local economies and recreation (Domínguez-Tejo, Metternicht, Johnston & Hedge, 2018:380). These authors state that beaches attract tourists to take part in recreational activities such as walking, swimming and surfing. Seymour (2012) further argues that beach tourism not only represents the recreational activities offered at beaches, but it offers the exceptional experience of close-up contact with the sea creatures and animals. Beach tourism was already identified in 2001 by Hall (2001:602) as a large component of marine tourism and as the development of beach resorts increased, the marine tourism industry increased in popularity. In South Africa, beaches

such as Camps Bay, Sodwana Bay and Ballito are well known for their beauty and activities offered (Paul, 2018).

It is clear from the description of these sub-sectors that they form a unique umbrella which captures the marine tourism industry as a whole. The sub-sectors may be described as similar, but each sector has a characteristic which sets it apart from one other. Examples are beach tourism and coastal tourism which both occur in marine areas. Coastal tourism involves activities which are based in the ocean such as kayaking and jet skiing and not on the beach. Papageorgiou (2016:47) agrees with this statement as he identifies coastal and marine tourism as one sector. It is evident that the sectors are interlinked with each other and that they aid in creating economic opportunities together.

2.3 BEACH TOURISM

For the purpose of this study, the focus of this section will be on beach tourism as part of marine tourism. Here it is important to investigate the definition, history, activities and sub-sectors.

2.3.1 Defining beach tourism

Beaches can be seen as resources that significantly enhance the tourism offerings of countries located along coastlines. These marine areas can also be seen as vast open spaces that have a scenic view and serves as a comfortable area for recreational activities, relaxation and rest (Morgan, 2018:562). Nishad (2019:2) refer to beaches as the “aggregation of materials along the beach, generally characterised as lying between the most astounding point come to by the tempest waves and the low water spring tide line”. These beaches represent as a natural, social, economic and recreational resource (Zadel, 2016:178). Another author (Jusoh, 2018:142) describes beaches as “multidimensional systems where human and biophysical subsystems are in a continuous, dynamic and complex relationship”. Therefore, beaches can be defined as “a cluster of unconsolidated material (e.g. sand, gravel, clay or mixtures thereof), extending from the land edge of beach, which can be slopes of dunes or seawall, to the depths of the sea, where there is no significant movement of sediment” (Williams & Micaleff, 2009). Saayman and Saayman (2017:1432) further describe beaches as “diverse, productive, and unique ecosystems rich in biodiversity, made up of macrofauna, meiofauna, and insects”. Beaches are also considered as indirect (e.g. food and intertidal sources) and direct (e.g. access between land and ocean for others) resources (Morgan, 2018:563).

Beaches can, therefore, be classified within three dimensions, as shown in the following Figure 2.4:

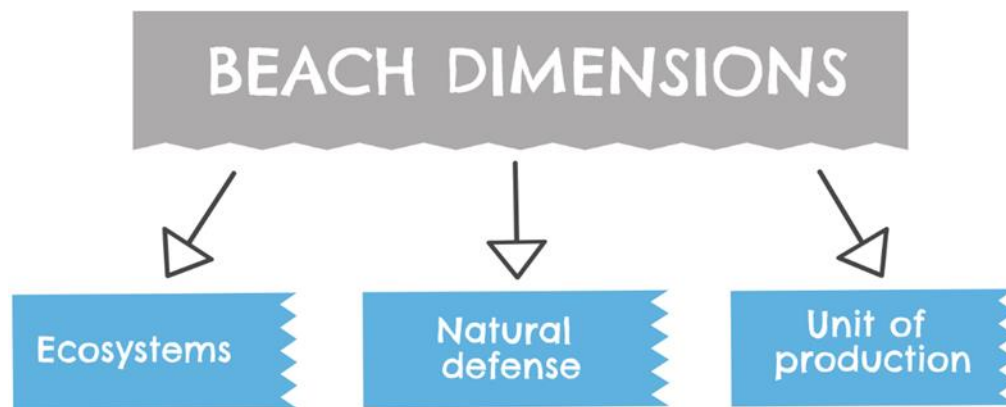


Figure 2.4: Beach dimensions

Source: Botero, Cervantes and Finkl (2017:6)

The first dimension is that beaches can be classified as ecosystems. Botero *et al.* (2017:6) describe these ecosystems as ecological hubs with links to other coastal systems such as coral reefs and dunes. Secondly, beaches can be described as natural defences. This marine area protects the inland community from natural flooding and extreme climate events. These systems can recover when it is harmed, making it a sustainable ecosystem source (Botero *et al.*, 2017:6). Lastly, Botero *et al.* (2017:6) claim beaches as a unit of production. This is in terms of food production, transportation, resources (e.g. water supply), development (e.g. real estate) and most importantly revenue generation mainly from the tourism industry.

Zielinski, Botero and Yanes (2019:391) define tourist beaches as resources that are based mostly in coastal areas. These resources are thus developed and managed to attract tourists to these destinations mainly for the sun, sand and sea activities offered at these destinations. Authors (Setyaningsih, Yuliani, & Winarto, 2019) further refer to beach tourism as “tourism that is widely associated with activities on the water, such as lakes, beaches, bays, or sea, which are managed in an integrated and planned manner”. Jusoh (2018:142) also defines beach tourism as visitors travelling for leisure, recreational and business purposes specifically on the beach area. Ikhsan, Sejati and Mutiana (2019:44) describe beach tourism as tourism in a beach area which attracts tourists according to the physical factors, services, attractions and facilities offered by this area. Syamnath (2015:84) also explain beach tourism as developing a coastal area for recreational and leisure purposes by taking full advantage of the tourism aspects associated with beach destinations. Saayman and Saayman (2017) further define beach tourism as participation in recreational activities on the beach area or with the beach area as their main focus. It is clear that beach tourism is seen as:

“travelling to a beach destination with the main focus or aim to participate in recreational activities, attractions or facilities offered by the beach area.”

Zadel (2016:120) states that beaches are of high value to an area/country as it is economically beneficial. Jusoh (2018:142) further explains that beaches are the main and most important capital resources located in the marine environment. Beaches can also be classified as coastal

ecosystems that generate more than half of the world's tourism revenue (Botero *et al.*, 2017:6). Dodds and Holmes (2019:160) describe beaches as main recreational areas that attract tourists to its waters and provide business opportunities for the surrounding communities. This economic aspect can be enhanced through tourism as the beaches attract tourists to these beaches for the sun, good weather and good quality water (Zadel, 2016:120). Based on these aspects, beaches have been classified as five types by Williams (2011) and Zadel (2016:120) as displayed in Table 2.1.

Table 2.1: Types of beaches

TYPE OF BEACH	DESCRIPTION	ACTIVITIES OFFERED AT BEACH
1. Resort beach	The majority of this beach area is adjacent to accommodation facilities. A large amount of beach users are usually residents and manages these accommodation types. An entrance fee may also be charged for visitors.	• Jet-skis, • Jumping castles • Pedal boats • Para-sailing • Surfing • Water sailing • Sailing • Diving
2. Urban beach	This beach area is mainly adjacent to urban areas such as public areas e.g. schools, harbours banks, generally the central business district. This area usually has open access to the public. It also serves a large population of community with resources and services.	• Fishing • Boating • Walking • Swimming • Sports-related activities
3. Local/Village beach	These beaches are mainly found outside of urban environments. Its hosts a smaller population community and can still be reached by public transportation. Usually there are villages that are occupied by tourists in the summer months.	• Walking • Swimming • Fishing
4. Rural beach	This beach area is located local/village environment. It hosts a small population and has minimal virtual facilities such as a small shop. This beach cannot be reached by public transport. It is therefore cherished by tourists for the secludedness and quietness of the beach area.	• Jet skiing • Swimming • Boating • Resort related activities • Walking
5. Remote beach	These beaches are known for their difficulty of access. They can either be accessed by boat or on foot. This area can also be located adjacent to village areas. Permanent residents are scare in these areas.	• Walking • Boating • Swimming

Source: Williams, 2011; Zadel, 2016.

It is therefore evident from Table 2.1 that beaches cater for the arrival of different tourists. The authors (Zadel, 2016:120 & Williams, 2011) agree that tourism is seen as an important aspect for the beaches to be sustained for future use. Saayman and Saayman (2017) compose beaches as large tourism industries that generate revenue for the surrounding areas, especially in South Africa. The latter further state that beach destinations are seen as one of the main and favourite vacation or travelling destinations of world travellers (Saayman & Saayman, 2017). Confirming this statement, a study conducted by Expedia in 2016 concluded that beaches are world travellers' most popular holiday destination (Houston, 2018). The author (Houston, 2018) further explains that American beaches are their leading tourist destination. In South Africa, Saayman and Saayman (2017) concluded that beaches are a large tourist attraction for visitors travelling to South Africa. Lucrezi and Van der Walt (2016:81) explain that beaches are mostly utilised for tourism and recreational purposes because of the area's economic development and a variety of settlements along the coastline.

Different terms exist for beach tourism within the literature such as sandy beach tourism, sun and beach tourism, seaside tourism and closely linked to coastal and marine tourism as tourists are searching for the sea, sand and sun experience confirmed by various literature studies (Stupart & Shipley, 2012; Şahin, 2010, Lucrezi & Van der Walt, 2016; Zielinski *et al.*, 2019; Mestanza, Botero, Anfuso, Chica-Ruiz, Pranzini & Mooser, 2019; Jusoh, 2018). The latter therefore refer to beach tourism as sandy beach tourism (Lucrezi & Van der Walt, 2016:81) and sun and beach tourism (Stupart & Shipley, 2012:3) indicating that these terms are accepted within the research literature. To fully understand the existence of beach tourism and the various terms associated with it, the history of beach tourism will be discussed in the following section.

2.3.2 History of beach tourism

Beach tourism is seen as one of the earliest modern types of tourism, starting a little more than 200 years ago. (Picken, 2017:135). Research shows that the beach did not become desirable for enjoyment until the early 19th century (Picken, 2017:135). Adding to this statement, Jusoh (2018:141) states that beach tourism is one of the oldest tourism activities worldwide.

Picken (2017:136) explains that the beach seemed undesirable as myths and tales cautioned people not to visit the beach, therefore, restricting the opportunity for beach tourism to develop and effectively develop. The author further states that people were known to interpret the ocean as an unknown mass of water that causes havoc on surrounding areas (Picken, 2017:136). Religious beliefs aligned the beach with the terms "dangerous and undesirable" (Picken, 2017:136).

In the middle of the 18th century, the ocean and beach area became a wellness destination where the wealthy came to relax and "improve their bodies" (Picken, 2017:136; Hazbun,

2010:202). Visitors acknowledged the beach area as a healing place where people could rest and relax their bodies, sunbathe for a brighter skin tone and swim in the ocean for physical exercise (Hazbun, 2011:202). Urbain (2003) explains that the visitors to the seaside experienced the ocean as an intimidating entity seeing as it was much larger than normal individuals. The author further states that visitors recognised the sea as mystical being that ejects monsters onto the shore (Urbain, 2003). The wealthy took along their servants and entourages to the beach, which developed expectations and opportunities for beach developments, services and entertainment such as beach resorts (Picken, 2017:136).

When these beach destinations took advantage of these opportunities, the beach was formed into a place of pleasure and a place with endless experiences (Picken, 2017:136). The author further explains that the beach was seen as a place of rejuvenation and reinvention, a cautionary place of excitement. Urbain (2003) states that during the 19th century, visitors began to stroll along the beach and sunbathed, but did not necessarily use the sea for activities. When referring to a beach holiday, the visitors spoke of the activities offered in the vicinity of the beach and not necessarily visiting the beach as the main motivation for the vacation (Urbain, 2003).

As this progressed through the years, the beach destination became more popular and received more visitors partaking in activities. The beach destination was therefore seen as the place for bodily disclosure, sexual possibilities and freedom of the soul (Picken, 2017:136; Hazbun; 2010:202). The latter describes that nudism, surfing and rituals were activities that visitors partook in at the beach. The activities were performed as part of a philosophy of freeing the body and soul from its daily routines and troubles.

Activities boosted tourism, as visitors travelled to beach destinations to take part in the activities, embracing the philosophy. On the Gold Coast, tourists travelled to the beach with horse and coach or with ferries to arrive at these destinations (Gold Coast Tourist Parks, 2015). It was only in the late 19th century that the railway and cars could transport tourists to their destinations to enjoy their beach holidays.



Figure 2.5: Gold Coast beach in the 19th century

Source: Gold Coast Tourist Parks (2015)

In Figure 2.5, beach tourists in the 19th century are displayed enjoying the Gold Coast beach destination. The main reason for illustrating this image is to show the number of vehicles in the background at this destination.

With the growth of beach tourism, authorities were made aware of certain opportunities and threats. Opportunities became evident as tourism grew and therefore developments at beaches started to increase. Developments such as resorts, accommodation and restaurants became popular as the tourists increased in numbers thus investments and income were eminent at beach locations (Beachapedia, 2015). Residents of beach locations such as California expressed their concern about the profusion of development. However, these developments created numerous job opportunities increasing the GDP of the country and resulting in improved living standards for the beach area (Beachapedia, 2015). Laclé, Dragozet and Novotny (2019) also explain that these developments generate income, adding to the blue economy which is positive for the future of beaches.

Recreational activities at beaches are also identified as an opportunity which arose from tourism development. Orams (2003:75) explain that recreational activities, including the 3 S's (Sea, sand and sex) led to an interest in other activities such as surfing, fishing and swimming and even a willingness to pay for these activities King (2002). This generated an income for the local area as visitors not only spent on these activities but spend further money on the local businesses (e.g. restaurants, accommodation and souvenir shops) (King, 2002).

In terms of threats developed because of tourism, Roser (2019) researched visitors to beaches and concluded that in the 1950s, 25 million tourists visited beaches internationally. In 2018 the number of visitors increased to 1.4 billion which can be seen as "overcrowding" as the resources become depleted and areas become over-occupied. Lucrezi, Saayman and Van der

Merwe (2016:2) add to this statement explaining that the environment and ecosystems can be affected if proper management is not applied on beaches. As seen in Figure 2.5, numerous cars can be identified, which states that parking is essential at beaches. Gelibter (2019) identified parking as another threat at beaches, as development increase the population increase and therefore parking spaces also become limited. Gelibter (2019) claims that especially in the high seasons, the visitors park unsafely and obstruct certain areas such as protected marine areas.

Picken (2017:136) explained that beaches were transformed in an attempt to accommodate the visitors, meet their needs and attract more tourists. Infrastructure became a factor for beach areas as different beaches portrayed different purposes. The infrastructure had to fit the purpose of the different beach destinations (Hazbun, 2010:205).

When looking at South Africa, apartheid played a major role in the development of beach tourism by restricting certain cultures from visiting specific areas (Thompson, 2011:2115). Because of segregation beach development was biased towards a specific market. However, after the first democratic elections in 1994, a boom in the number of beachgoers occurred which poses positive and negative impacts on popular beaches (Thompson, 2011:2115). Impacts such as overcrowding, safety concerns and pollution were new management issues faced by beach management. On the positive side there were now higher economic benefits and new entrepreneurial opportunities to take advantage of (Prochazka & Kruger, 2001:25).

In the 1900s, the city council of Durban decided to install protective closures to counter the power of the waves and to curb shark attacks (KwaZulu-Natal Sharks Board, 2019). This clearly shows that tourism on beaches was becoming a popular idea leading authorities to consider the safety of surfers and swimmers. In the 1940s, shark attacks were prominent in the Durban beach areas, which also could have affected tourism to these beach locations (KwaZulu-Natal Sharks Board, 2019). Still, in the 1900s, the beach was not fully taken advantage of in terms of tourism and recreational activities as seen in Figure 2.6. The beachgoers were hesitant about using the beach for recreational activities especially swimming in the ocean.



Figure 2.6: Humewood Beach in the 1950s

Source: MillersLocal (2013)

It was evident that tourism managers focussed more on the protection of marine resources to establish sustainability following the growing numbers. The new approach paid off, and in 2001, South Africa became the first country outside of Europe to receive a Blue Flag status for four beaches (Brand South Africa, 2013). This was a great milestone for the South African beach tourism industry as beaches were managed to match the criteria of this status. The beach activities also increased on these beach destinations which attracts more and more tourists to the locations.

2.3.3 Beach tourism activities

It was evident that going to the beach merely to bathe in the sun was not enough and entrepreneurs jumped on the opportunity to provide activities to answer the need (Blei, 2016).

Marzetti, Disegna, Koutrakis, Sapounidis, Marin, Martino, Roussel, Rey-Valette, and Paoli, (2016:100) describe that tourists visit beaches worldwide for the recreational activities offered by at these beaches (e.g. swimming, camping and surfing). Other activities, such as beach sports, sunbathing, photography, picnics, and enjoying the landscape, are also offered by beach destinations for tourists to participate in (Lui *et al.*, 2019:63). Jusoh (2018:142) state that beaches offer opportunities for relaxation and numerous activities such as bird watching. Lucrezi and Van der Walt (2016:81) indicate that tourists, choose beach destinations to relax, escape and partake in the recreational activities offered by these destinations. Authors (Chen & Bau, 2016:88) also identify sightseeing, angling and jet skiing as activities of beach tourism. Dodds and Holmes (2019:160) explain that beaches that offer water sports and activities, as well as a relaxing atmosphere has a competitive advantage over other beach destinations.

De Sousa, Pereira, Da Costa and Jiménez (2014:545) explain that beaches in the Amazon region are isolated and not easily accessible for tourists which affect their visitor numbers. The authors (De Sousa *et al.*, 2014:545) also state that even though the beaches offer the main activities sought by tourists, the lack of accessibility constricts their visits to the beaches.

In South Africa, different beaches can also be identified that offer a variety of beach activities such as Mossel Bay, Muizenberg, Langebaan and Margate (SA Places, 2019). These beaches also offer activities such as angling and surfing. Certain South African beaches are ideal for attracting tourists in terms of the activities offered (Paul, 2018). Plettenberg Bay has different beaches which offer a variety of beach activities attracting tourists in a variety of markets. Paul (2018) further states that Camps Bay is ideal for beach activities such as volleyball, walking on the beach and horse riding, which makes it unique and captures tourists' attention. Although these activities attract a variety of tourists, the activities also may have an effect on the beaches, if not managed properly.

In terms of management, Chen and Bau (2016:88) state that there is an increase in beach activities, and the effect is starting to show on the environment and should be managed. This in return has a ripple effect on the experience of tourists. The effects on the environment can be identified as litter, erosion, habitat removal in terms of beachfront developments and ecosystem disruptions. Lui *et al.* (2019:64) explain that the beach destinations attract many tourists with these activities, but has an effect on the environment and the local community as well. The pollution, overcrowdedness of the beaches and sustainable use of resources, have been identified as problems faced by locals living in the vicinity of these beach destinations (Lui *et al.*, 2019:64). Some tourists become more environmentally conscious especially when travelling to the beach destinations. They seek a higher quality beach and service, and they want to have a unique experience when visiting these destinations (Dodds & Holmes, 2019:160). Tourists are more willing to protect the beaches they visit as they have developed an emotional attachment to the beach environment (Lui *et al.*, 2019:64). Mestanza, Botero, Anfuso, Chica-Ruiz, Pranzini and Mooser (2019:573) therefore confirm that littering has affected tourist numbers as the beach quality and image is degraded.

To ensure successful management and usage of resources on the beach, these destinations should be managed sustainably (Rudan & Krstinić Nižić, 2018:219). This management should not only focus on the environmental aspect of the beach but also the activity specification and accessibility. For example, the amazon beaches should be managed more effectively by making them more accessible and by marketing the beauty of the beaches to the right market (De Sousa *et al.*, 2014:545). Beaches are one of the most important resources of the destination and should not be neglected and at the same time not be ruined (Rudan & Krstinić Nižić, 2018:219). Therefore McLachlan, Defeo, Jaramillo and Short (2013) clarifies that certain beach areas should be kept conserved, limiting human development at these areas.

The authors further state that the beaches should be managed by taking into consideration the needs of both the local community and the visitors. For the management and marketing of beach destinations to be effective, the role-players responsible for this important aspect should be identified and discussed.

2.3.4 Beach tourism role-players

In this section, the role-layers of the beach tourism industry will also be referred to as the stakeholders of the industry, as they play an essential role in this industry.

Nicolaides and Surujlal (2012:474) suggest that the stakeholders of this industry play an important role in terms of beach management, the development of optimum growth models of beach tourism and the promotion of beach tourism to domestic and international visitors. Therefore, the author also identifies civil society and local and national government, as stakeholders (Nicolaides & Surujlal, 2012:474). Rudan and Krstinić Nižić (2018:219) further recognise residents, merchants and general users as role-players that aid in beach tourism management in terms of a sustainable beach environment.

The government plays a major role in the management of beaches as different stakeholders and role-players have economic funds to aid beaches. Mestanza *et al.* (2019:575) state that the private sector, government and NGOs (Non-government organisations) aid in regulation, investment and law enforcement, building a beach management framework. In terms of a beach governance point of view, Alexandrakis, Manasakis and Kampanis (2015:3) identify local, regional and national governance institutions, academic researchers and consulting industries as role-players in maintaining sustainable governance, coastal environmental sustainability and socio-economic development of the beach destinations. Lui *et al.* (2019:64) also imply that the local government, enterprises and policymakers should take responsibility and action in terms of beach protection.

Local role-players of beach tourism also play a role in this industry as they are most affected by the management of these beaches (Alexandrakis *et al.*, 2015:3). The authors identify cafes, restaurants, hotels and souvenir shops as the local stakeholders situated at the beaches and making an income from tourism. Zielinski *et al.* (2019:391) also recognise beach managers as part of the role-players. Chen and Bau (2016:89), believe that beach managers should understand what factors affect the beach environment and what is needed to create a sustainable beach tourism environment.

With many role-players and stakeholders identified in this industry, some issues and setbacks may arise if proper co-operation is not applied. Ariza, Lindeman, Mozumder and Suman (2014:83) elaborate on some of the issues, identifying them as 1) development that is too close

to the beach, 2) lack of administration, 3) communication, 4) follow through and 5) visible control of permits issued on the beach. These issues may have an impact on the experience of tourists when visiting the beach.

The authors (Ariza *et al.*, 2014:83) further explain that stakeholders and role-players should acquire better management skills through education, as well as a better understanding of the environment and economic issues. Thus, the managers will effectively manage these destinations if they have acquired the necessary knowledge and skills. Chen and Bau (2016:90) also suggest that a beach management committee should perform different functions which could include environmental audits, setting up a master plan for beaches, the management of environmental measures, skills and education training and finding solutions to interconnected challenges facing the beach destinations.

It is not only management that is an important aspect of effective tourism at beach destinations, but promotion and marketing should also be considered as part of the stakeholders' responsibilities. Dodds and Holmes (2019:160) explain that sufficient promotion of beaches, especially Blue Flag beaches, should be enforced by the beach managers to attract more visitors to these beach destinations. Mestanza *et al.* (2019:574) also state that beach managers could improve the quality of beaches by implementing a service for cleaning and prohibiting residents and visitors from littering.

Therefore, the stakeholders and role-players could effectively manage a sustainable beach tourism industry and destination if effective skills and education are applied.

2.4 RESEARCH ON MARINE AND BEACH TOURISM

For the purpose of this chapter, research conducted on the marine and beach tourism industry was examined in-depth to gain a broader insight into the industries. It was selected based on the keywords and titles concerning marine and beach tourism. Thus this section is divided into two tables namely Table 2.2, a summary of international and national (South Africa) studies of marine tourism and Table 2.3, a summary of international and national (South Africa) studies of beach tourism.

Table 2.2: Summary of marine tourism studies

YEAR	AUTHORS	TITLE	DESCRIPTION	FOCUS
INTERNATIONAL STUDIES				
1991	Basiron, M.N. & Laut, J.R.	Marine tourism industry-trends and prospects.	Determining the trends and growths within the marine tourism sector. Also stating the difficulty of the extent of the marine tourism sector.	Marine tourism (Trends and growth)
2001	Hall, C.M.	Trends in ocean and coastal tourism: the end of the last frontier?	Examining the effects tourism has on marine and coastal environments Providing different management strategies for sustainable tourism to be effective.	Coastal and marine tourism (Management of tourism in marine tourism)
2001	James, R.J.	From beaches to beach environments: linking the ecology, human-use and management of beaches in Australia.	Researching beach environments to properly establish management strategies for ecological and environmental sustainability.	Beach tourism (beach environments management)
2003	Garrod, B. & Wilson, J.C.	Marine ecotourism: issues and experiences.	Finding the balance between marine resources and human activity to benefit ecotourism.	Marine ecotourism (Relationship between marine, humans and eco-life)
2009	Page, S.J. & Connell, J.	Tourism: a modern synthesis.	Focussing on how tourism has modernised and to adapt its sectors in an economical fashion.	Economic marine tourism (growth and adaptation)
2009	Phillips, M.R. & House, C.	An evaluation of priorities for beach tourism: case studies from South Whales, UK.	Identifying the factors that will influence beachgoers and surfers' choice to visit a certain beach. Different markets had different needs for specific beach selection.	Beach tourism (Factors influencing tourists choice of beach preference)
2009	Semeniuk, C.A.D., Haider, W., Beardmore, B. & Rothley, K.	A multi-attribute trade-off approach for advancing the management of marine wildlife tourism: a quantitative assessment of heterogeneous visitor preferences.	Establishing a balance between tourist experience and environment management sustainability. Creating management strategies that fit the visitors' preferences at marine destinations.	Marine wildlife tourism (Finding a balance between tourism experience and ecological sustainability)

2010	Mak, J., Sheehey, C. & Toriki, S.	The passenger vessel services act and America's cruise tourism industry.	To argue the law that limits vessel services to stop at foreign countries decreasing passenger numbers and tourism economics.	Cruise tourism (Legislation constricting tourism)
2012	Research centre for coastal tourism	Cruise Tourism from a broad perspective to a focus on Zeeland.	Identifying the cruise tourism industry thoroughly and assessing their growth values within certain countries such as the Netherlands and Zeeland.	Cruise tourism (Growth in the industry)
2013	ECORYS	Study in support of policy measures for maritime and coastal tourism at EU level.	To identify maritime and coastal tourism problems and develop a framework for the policies to function effectively.	Coastal tourism (Framework to solve coastal problems)
2013	Lama, A.V.	Coastal tourism.	Explaining coastal tourism and how it is distributed across the globe involving recreational activities.	Recreational tourism/coastal tourism (Activities and definitions)
2013	Nandkumar N.S., Dishanta S.M. & Kailas D.G.	Beach tourism and its socio-cultural impacts – a study of perspectives of rural community – Agonda, Goa – India.	Examining the effects of tourism in coastal/beach tourist destinations. Also, seeing if the community agrees that tourism may positive and negative impacts on the surrounding areas.	Beach tourism (Impacts of tourism on communities)
2014	Foley, N.S., Corless, R., Escapa, M., Fahy, F. & Fernandez-Macho, J.	Developing a comparative marine socio-economic framework for the European Atlantic area.	Identify socio-economic data to compare different marine sectors. A framework was developed to compare these sectors in different destinations.	Marine tourism (Marine policies on socio-economic data)
2014	Isa, S.M. & Ramli, L.	Factors influencing tourist visitation in marine tourism: lessons learned from FRI Aquarium Penang, Malaysia.	Understanding why tourists visit marine tourism destinations according to the image of this destination. These results could improve the marketing of these destinations.	Marine tourism (Motivation to visit marine tourism destination)
2014	Jeong, C.	Marine tourist motivations: comparing push and pull factors.	Comparing the push and pull factors of tourists to marine destinations in terms of the activities that are offered at these destinations.	Marine tourism (Push and pull factors to a marine destination)

2015	Bentz, J.	Optimal strategies for marine wildlife tourism in small islands.	Assessing the profiles of wildlife tourists to access the potential of destinations for better management policies and practises. This will aid in identifying the strengths and weaknesses of certain destinations in terms of marketing to a certain group of tourists.	Marine wildlife tourism (Profiles of whale watchers to increase destination management)
2015	Daly, C.A.K., Fraser, G. & Snowball, J.D.	Willingness to pay for marine-based tourism in the Ponta do Ouro Partial Marine Reserve, Mozambique.	Identifying the reasons why the tourists are not willing to pay for Marine Protected Areas/Marine reserve. To establish the correlation between conservation and revenue generation in these areas/reserves.	Marine tourism (Economic impact of MPA's)
2015	Mir-Gual, M., Pons, G.X., Martín-Prieto, J.A. & Rodríguez-Perea, A.	A critical view of the Blue Flag beaches in Spain using environmental variables.	Determining if the blue flag beaches contribute to the environment status of the beach, if it focusses on maintaining the natural resources as well.	Beach tourism (Blue flag influence on the environment)
2016	Bentz, J., Lopes, F., Calado, H. & Dearden, P.	Managing marine wildlife tourism activities: Analysis of motivations and specialisation levels of divers and whale watchers.	Researching the correlation between divers and whale watchers and how the species react to tourists' interactions.	Nature/wildlife tourism (Preferences and animal behaviour towards tourism)
2016	Inman, A., Brooker, E., Dolman, S., McCann, R. & Wilson, A.M.W.	The use of marine wildlife-watching codes and their role in managing activities within marine protected areas in Scotland.	Examining the impacts of whale watching in certain marine protected areas and how well certain codes of conduct are being applied in certain areas.	Nature/wildlife tourism (Marine protection and impacts on wildlife)
2016	Papageorgiou, M.	Coastal and marine tourism: A challenging factor in marine spatial planning.	Developing a new procedure Marine Spatial Planning (MSP) in order to combat the environmental and ecological problems that may occur during cruise tourism.	Cruise tourism (Framework to solve the effects of cruise tourism)
2016	Khajeshahkouhi, A., Sahneh, B. & Mousavei, S. K.	The Role of Beach Tourism in Sustainable Living of Rural Families: A Study in Mahmoud Abad Township, Iran.	Researching how beach tourism has affected the community in regard to economic, social and environmental aspects.	Beach tourism (Sustainable tourism)
2016	Pratt, S. & Suntikul, W.	Can marine wildlife tourism provide an "edutaining"	Examining the correlation between tourists' education of dolphin species while partaking in	Nature/wildlife tourism (Influence of recreational

		experience?	the recreational activity on how it influences their pro-environmental behaviour.	activities on animals)
2017	Rhormens, M.S., Pedrini, A. & Ghilardi-Lopes, A.P.	Implementation feasibility of a marine ecotourism product on the reef environments of the marine protected areas of Tinhare and Boipeba islands (Cairu, Bahia, Brazil).	To determine the efficiency of a marine education product in terms of creating awareness of marine life and gaining income for environmental sustainability.	Marine ecotourism (Economic versus environmental sustainability)
2017	Sankrusme, S.	Potential development strategies on Marine and Beach Tourism.	Focussing on specific marine destinations such as Thailand, by improving the marine/beach destination to create higher demand and satisfaction of the tourists.	Marine/beach tourism (Higher satisfaction and demand towards destination)
2017	Trave, C., Brunnschweiler, J., Sheaves, M., Diedrich, A. & Barnett, A.	Are we killing them with kindness? Evaluation of sustainable marine wildlife tourism.	Identify successful cases where wildlife had positive reactions in marine tourism areas. Also explaining the extent of certain marine types that should be conserved for long term sustainability.	Nature-based tourism (Conservation and wildlife reaction to tourism)
2018	Gössling, S., Hall, C.M. & Scott, D.	Coastal and Ocean Tourism.	Researching the effects tourism has on resources at the coastal zones. Also showcasing how management tools in these coastal zones are implemented and if they are effective.	Coastal tourism (Resources exploitation and management techniques)
SOUTH AFRICAN STUDIES				
1997	Attwood, C.G., Harris, J.M. & Williams, A.J.	International experience of marine protected areas and their relevance to South Africa.	Investigating the impacts of successful marine protected areas. Improving marine protection and environmental management strategies amongst the marine protected areas.	Marine tourism (Marine protected area impacts and successful management thereof)
1997	Hockey, P.A.R. & Branch, G.M.	Criteria, objectives and methodology for evaluating marine protected areas in South Africa.	Evaluating the efficacy of the marine protected areas in the marine destination with the aid of a protocol (COMPARE). To make the most of the benefits gained from the protocol.	Marine tourism (Evaluation of marine protected areas)

2007	Mograbi, J. & Rogerson, C.M.	Maximising the local pro-poor impacts of dive tourism: Sodwana Bay, South Africa.	Examining the impacts of dive tourism in the local communities. Stating recommendations for improving the management skills of tourism in the areas.	Marine tourism (Impacts of diving tourism on local communities)
2009	Dicken, M.L. & Hosking, S.G.	Socio-economic aspects of the tiger shark diving industry within the Aliwal Shoal Marine Protected Area, South Africa.	Understanding the socio-economic aspects of the diving industry and its management aspects of the Marine protected area. A further examination will be conducted on the experiences and expenditures of the tourists visiting this marine destination.	Marine tourism (Socio-economic aspects and divers experiences)
2010	Dicken, M.L.	Socio-economic aspects of boat-based ecotourism during the sardine run within the Pondoland Marine Protected Area, South Africa.	Investigating the socio-economic aspects and impacts of the sardine run. Advising the sardine run on further improvements in terms of marketing and tourism experiences.	Marine tourism (Impacts of the event on the environment and marine resources)
2010	Griffiths, C.L., Robinson, T. B., Lange, L. & Mead, A.	Marine biodiversity in South Africa: an evaluation of current states of knowledge.	Comparing different coastlines with South African coastline concerning the exploitation of marine life resources. Examining how different activities such as recreational fishing affects marine resources.	Recreational marine tourism (Resources exploitation, fishing)
2010	Oberholzer, S., Saayman, M., Saayman, A. & Slabbert, E.	The socio-economic impact of South Africa's oldest marine park.	Researching the economic impact of this marine park to improve further marine activities available for tourists.	Marine tourism (Economic impact of the marine park)
2010	Sowman, M. & Cardoso, P.	Small-scale fisheries and food security strategies in countries in the Benguela Current Large Marine Ecosystem (BCLME) region: Angola, Namibia and South Africa.	Assisting in marine protected areas planning and management to achieve resource sustainability. Human depletion of marine resources are the main concern/focus area.	Marine tourism (MPA protection and resource management focusing on fishing)
2011	Tiedt, L.	Travel motivations of tourists to selected marine national parks.	Compiling a visitors' profile of tourists to these marine national parks. Further comparisons were completed between the different parks' visitors researched.	Marine tourism (Travel motivations to marine parks)

2011	Van der Merwe, P., Slabbert, E. & Saayman, M.	Travel motivations of tourists to selected marine destinations.	Understanding why tourists travel to South African beaches to market more effectively.	Marine tourism (Motivations and preferences to beach destinations)
2011	Vrancken, P.H.G.	Introductory perspectives on marine tourism in South African law.	Examining the legal aspect concerning the marine tourism industry to protect the sector economically and ecologically.	Marine tourism (Legislation for marine protection)
2013a	Lucrezi, S., Saayman, M. & van der Merwe, P.	Managing diving impacts on reef ecosystems: Analysis of putative influences of motivations, marine life preferences and experience on divers' environmental perceptions.	Showcasing the scuba diving preferences and motivations to participate in this activity. If marine life plays in a role in their motivation to scuba dive.	Marine tourism (Scuba diving preferences and motivations)
2013b	Lucrezi, S., Saayman, M. & Van der Merwe, P.	Perceived diving impacts and management implications at a popular South African reef.	Investigating divers' perceptions on the impacts of their diving excursions in regard to coral reefs. Also assessing their diving behaviour and knowledge concerning the coral reefs.	Marine tourism (Scuba divers impact on coral reefs)
2014	Geldenhuys, L.L., Van der Merwe, P. & Slabbert, E.	Who is the scuba diver that visits Sodwana Bay and why?	Understanding the travel motives of scuba-divers to South Africa in order to develop an appropriate product to attract the true scuba divers markets.	Marine tourism (Scuba divers profile and travel motivation)
2014	Lucrezi, S. & van der Merwe, P.	Beachgoers' awareness and evaluation of the Blue Flag award in South Africa.	Studying the awareness and perceptions of beachgoers about the Blue Flag award at various South African beaches. Also, how the Blue Flag award influences their motivation to visit beaches.	Marine tourism (Blue flag beaches, preferences)
2015	Burgin, S. & Hardiman, N.	Effects of non-consumptive wildlife-oriented tourism on marine species and prospects for their sustainable management.	Researching the effects of provisional feeding of marine wildlife species to attract wildlife for wildlife viewing. Explaining the positive and negative effects of these activities and tourism.	Wildlife marine tourism (Feeding of species to attract tourists)
2015	Scholtz, M., Kruger, M. & Saayman, M.	Determinants of visitor length of stay at three coastal parks in South Africa.	Determining the tourists' length of stay at the coastal parks. The impacts of these tourists visiting the parks in an economic and social	Marine tourism (Visitors profile to coastal parks)

			manner.	
2017	Saayman, M.	Blue economy: tourism challenges.	Defining the blue economy and its influences in the marine industry.	Blue economy (Definitions and aspects)
2018	Blamey, L.K. & Bolton, J.J.	The economic value of South African kelp forests and temperate reefs: past, present and future.	Examining the role marine ecosystems play in the economic, social and environmental contribution for South Africa. Understanding how certain activities such as fishing affect these marine ecosystems and provide economic benefits for the country.	Marine tourism/eco-tourism (Economic and sustainability)
2018	Dorrington, R.A., Lombard, A.T., Bornman, T.G., Adams, J.B., Cawthra, H.C., Deyzel, S.H., Goschen, W.S., Liu, K., Mahler-Coetzee, J., Matcher, G.F. & McQuaid, C.	Working together for our oceans: a marine spatial plan for Algoa Bay, South Africa.	Investigating the effect of human activities African on marine resources. Stating the effectiveness of Operation Phakisa in correlation with the sustaining of marine resources.	Marine tourism (Resources management, marine framework)
2018	Herbst, M.	Motivation-based segmentation of scuba divers at Ponta do Ouro.	Studying the motivations of scuba divers at Ponta do Ouro. Segmenting the respondents into clusters to form profiles of the scuba divers.	Marine tourism (Segmentation of motivations)
2018	Jacobs, C.	Determining leisure qualities associated with surfing.	Examining the leisure qualities related to surfing in South Africa. To increase the surf competitiveness of South Africa as a surfing destination.	Marine tourism (Leisure qualities)
2018	Wilson, O.	Assessing the aspects to create a memorable scuba diving experience.	Determining the aspects in order to create a memorable scuba diving experience for tourists. The aspects include the dive site, dive attributes and dive operators which needs to be assessed.	Marine tourism (Memorable experience)

It is evident from Table 2.2 that only a few studies focused on the beach tourism industry as part of the marine tourism industry (Khajehshahkouhi, Sahneh & Mousavei, 2013:194; Mir-Gual, Pons, Martín-Prieto & Rodríguez-Perea, 2015:106).

At the beginning of the '90s the international market started identifying marine tourism and conducted studies regarding this topic. The South African market followed in the international market's footsteps and an interest in marine tourism was sparked in the late '90s researching marine tourism. The international market has shown a gap in research between 2003 and 2009. In 2016, the research output for this market was maximised as it published many studies. The international market presented recurring research themes, namely the economic and sustainable aspect of tourism in marine destinations. Numerous studies (Attwood *et al.*, 1997:18; Hall, 2001; James, 2001:495; Blamey & Bolton, 2010:172; Griffiths *et al.*, 2010; Bentz, 2015; Khajehshahkouhi *et al.*, 2016; Rhormens *et al.*, 2017:2; Gössling *et al.*, 2018:773; Sowman & Cardoso, 2018:1163) have emphasised sustainable tourism and the management thereof. The resource management of marine destinations as well as the implications of tourism on these destinations were some of the main concerns focused on in these studies. Lastly, the economic impact of these marine destinations was analysed as economic benefits should accompany resource sustainability. Without income, sustainability may not be effectively managed.

The South African market produced studies at a steady rate throughout the years. Despite the slow start in publishing studies, the process rate increased in 2007, and South Africa gradually completed research on the marine tourism industry. Compared to the international market, South Africa's research output peaked at an earlier stage in 2010. This set the pace for publication onwards. Regular themes were identified in the South African market as research started to focus on resource management and marine protected areas and the management thereof. Resource depletion is one of the concerns revealed in the South African market especially in marine protected areas (Attwood, *et al.*, 1997:18; Mograbi & Rogerson, 2007:85; Dicken, 2010:405; Griffiths *et al.*, 2010; Sowman & Cardoso, 2010:1163; Vrancken, 2011:613; Blamey & Bolton, 2018:172; Dorrington *et al.*, 2018:1). It was found that tourists are not fully informed about the implications of their behaviour in these marine areas. Furthermore, marine protected areas are not effectively managed which in return increases resource depletion at these marine destinations.

With regards to this study, the South African market will be the main focus. At least two studies investigate the motivations of beachgoers who visit South African beaches which correlates with the goal of this study (Van der Merwe *et al.*, 2011; Lucrezi & van der Merwe, 2014). Van der Merwe *et al.* (2011) examined the concept of why tourists visited South African beaches. Five destinations were evaluated, and data were collected from the beachgoers. The latter concluded that beachgoers travel to these destinations to relax and escape from their daily

routines (Van der Merwe *et al.*, 2011). However, the authors argue that beachgoers' motives are influenced by how they distribute their time at the destination, whether it is attending an event or visiting family and friends. Finally, Van der Merwe *et al.* (2011) concluded that push and pull factors (e.g. safety and relaxation) should be incorporated in the marketing strategies which can increase the visitation of beachgoers to destinations.

Lucrezi, Saayman and Van der Merwe (2015) investigated the perceptions of beachgoers regarding blue flag status. The authors studied blue flag beaches such as Margate beach, to gain perspective on beachgoers' insight of blue flag beaches. The results prevailed that beachgoers' motivation to visit a destination is not influenced by the blue flag status as the beachgoers' understanding of blue flag status beaches are lacking. In conclusion, these beach awards can attract more visitors to the destinations when they are fully informed about the beach awards (Lucrezi *et al.*, 2015).

Therefore, to understand the beachgoers and the beach tourism industry more in-depth, the following Table 2.3, illustrates a summary of studies conducted internationally and nationally (South Africa) regarding the beach tourism industry.

Table 2.3: Summary of beach tourism studies

YEAR	AUTHORS	TITLE	DESCRIPTION	FOCUS
INTERNATIONAL STUDIES				
2001	James, R.J.	From beaches to beach environments: linking the ecology, human-use and management of beaches in Australia.	Researching beach environments in order to properly establish management strategies for ecological and environmental sustainability.	Beach tourism (Beach environments management)
2009	Phillips, M.R. & House, C.	An evaluation of priorities for beach tourism: case studies from South Whales, UK.	Identifying the factors that will influence beachgoers and surfers' choice to visit a certain beach. Different markets had different needs for specific beach selection.	Beach tourism (Factors influencing tourists choice of beach preference)
2010	Moreno, A.	Mediterranean tourism and climate (change): A survey-based study.	Researching the effects climate change has on tourists visiting beach destinations. Concluding the perfect weather which tourists prefer for beach destinations to visit.	Beach tourism (Climate change influencing tourists)
2010	Oh, C.O., Draper, J. & Dixon, A.W.	Comparing resident and tourist preferences for public beach access and related amenities.	Studying the needs and preferences of beach tourists amongst local communities. Identifying the resources used by tourists amongst public access beaches and managing these usages for future sustainability.	Beach tourism (Sustainable management for future expansion)
2010	Perch-Nielsen, S.L.	The vulnerability of beach tourism to climate change—an index approach.	Discussing the vulnerability of beach tourism at 51 different countries to climate change. Assessing what effects climate change has at the different beaches on the tourism industry.	Beach tourism (Climate change impact on tourism)
2011	Ibarra, E.M.	The use of webcam images to determine tourist–climate aptitude: favourable weather types for sun and beach tourism on the Alicante coast (Spain).	Examining the relationship between tourists visiting the beach and the climate changes. Establishing the enjoyment threshold of the tourists during a certain type of weather present at the beach destinations.	Beach tourism (Climate in correlation with number of tourists on the beach)
2012	Fuentes, M., González, G. & Morini, M.	Measuring efficiency of sun & beach tourism destinations.	Understanding the resources of the destination which can be used to increase competitiveness amongst other beach destinations.	Beach tourism (Competitiveness)
2013	Franklin, A., Picken, F. & Osbaldiston, N.	Conceptualizing the Changing Nature of Australian Beach Tourism in a Low	Discussing the impacts of beach tourism on low-carbon societies such as Australia. If	Beach tourism (Climate change and impacts of mass beach tourism areas)

		Carbon Society.	vacationers keep moving to the coast, the climate may change and this may affect other destinations in becoming mass tourism beach destinations.	
2013	Nandkumar N.S., Dishanta S.M. & Kailas D.G.	Beach tourism and its socio cultural impacts – a study of perspectives of rural community – Agonda, Goa – India.	Examining the effects of tourism in coastal/beach tourist destinations. Also, seeing if the community agrees that tourism may positive and negative impacts on the surrounding areas.	Beach tourism (Impacts of tourism on communities)
2014	Alves, B., Benavente, J. & Ferreira, Ó.	Beach users' profile, perceptions and willingness to pay for beach management in Cadiz (SW Spain).	Determining if the visitors are willing to pay more for increased conservation and quality of the beaches in Spain. The study also identified the visitors profile and perceptions of the beach areas.	Beach tourism (WTP and profile and perceptions of beachgoers)
2014	Amengual, A., Homar, V., Romero, R., Ramis, C. & Alonso, S.	Projections for the 21st century of the climate potential for beach-based tourism in the Mediterranean.	Examining the climate changes of certain beach tourism destinations in the Mediterranean. Also developing management tools for stakeholders to effectively manage with climate changes in the tourism destinations	Beach-based tourism (Climate affecting beach tourism destinations)
2014	De Sousa, R.C., Pereira, L. C., da Costa, R.M. & Jiménez, J.A.	Tourism carrying capacity on estuarine beaches in the Brazilian Amazon region.	Researching the carrying capacity of Amazon beaches and how it affects certain aspects of the beach. Also, developing management tools for stakeholders to effectively manage these impacts and to aid in tourist accessibility and visitation at these destinations.	Beach tourism (Carrying capacity of beaches and effects thereof)
2014	Hyman, T-A.	Assessing the vulnerability of beach tourism and non-beach tourism to climate change: a case study from Jamaica.	Identifying the effects climate has on tourism in the Jamaican beach areas. Also comparing the vulnerability of beach and non-beach products in the area.	Beach tourism (Climate changes affecting tourism)
2015	Mir-Gual, M., Pons, G.X., Martín-Prieto, J.A. & Rodríguez-Perea, A.	A critical view of the Blue Flag beaches in Spain using environmental variables.	Determining if the blue flag beaches contribute to the environment status of the beach, if it focusses on maintaining the natural resources as well.	Beach tourism (Blue flag influence on the environment)
2015	Syamnath, R.S.	Beach tourism and coastal Conservation in Kerala.	Examining the beachgoers' enjoyment of the beach environment. Also identifying environmental problems and providing solutions	Beach tourism (beach environment management and visitor enjoyment on the beach)

			or management tools for these problems.	
2016	Arcila Garrido, M., López Sánchez, J.A., Chica Ruiz, A. & Pérez-Cayeyro, M.L.	Moroccan tourism strategy: Its repercussions on sun and beach tourism in the Tangier-Tetouan Region.	Identifying the impacts that the Moroccan tourism strategy has on sun and beach tourism. Also redeveloping the sustainable model of sun and beach tourism in order to effectively manage and market this industry.	Sun and beach tourism (Impacts of tourism on sun and beach tourism)
2016	Chen, C.L. & Bau, Y.P.	Establishing a multi-criteria evaluation structure for tourist beaches in Taiwan: A foundation for sustainable beach tourism.	Exploring a structure to sufficiently distribute resources in order to create a sustainable beach environment. It especially focusses on the managers of tourist beaches to control the resources in these environments.	Beach tourism (sustainable resource management)
2016	Khajehshahkouhi, A., Sahneh, B. & Mousavei, S. K.	The Role of Beach Tourism in Sustainable Living of Rural Families: A Study in Mahmoud Abad Township, Iran.	Researching how beach tourism has affected the community in regards to economic, social and environmental aspects.	Beach tourism (Sustainable tourism)
2016	Sadar, S. & Rekha, R.S.	Students' Attitude towards Beach Tourism in Bangladesh: A Study on Saint Martin and Cox's Bazar Sea Beaches.	Examining the student beachgoers' attitude and value of beaches in Bangladesh. Also, by developing tools for beach managers and marketers to utilise and satisfy the beachgoers' needs.	Beach tourism (Attitude and value of beaches from beachgoers)
2016	Zadel, Z.	Beaches in the function of primary resource of the beach tourism product.	Distinguishing between the high population and tourism activity in order to find a sustainable rate at which resources are used and gained. Also to gain maximum economic benefits from the beach area in form of tourism.	Beach tourism (Beach products and beach classifications)
2017	Picken, F.	Beach tourism.	Discussing the history of beach tourism and how it was discovered with focus on the United Kingdom. Also discussing the model for beach resorts and how to maintain it as a country.	Beach tourism (History and resort model)
2017	Sankrusme, S.	Potential development strategies on Marine and Beach Tourism.	Focussing on specific marine destinations such as Thailand, by improving the marine/beach destination in order to create a higher demand and satisfaction of the tourists.	Marine/beach tourism (Higher satisfaction and demand towards destination)
2018	Astuti, W.W., Si, D.S.S., Si, M. & Maulida, Y.	Level of attractiveness of beach tourism object in Sijuk district,	Identifying the attraction value of different beaches in Indonesia. Also how beachgoers perceive the facilities and accessibility of the	Beach tourism (Attraction, facilities and accessibility value of beaches)

		Belitung regency, Indonesia.	different beaches.	
2018	Georgopoulou, E., Mirasgedis, S., Sarafidis, Y., Hontou, V., Gakis, N. & Lalas, D.P.	Climatic preferences for beach tourism: an empirical study on Greek islands.	Examining the climate preference of beach visitors at the Greek Islands. Also determining the climate at which tourists feel the most comfortable to visit the beach.	Beach tourism (Climate preferences of beach tourists)
2018	González-Reverté, F., Díaz-Luque, P., Gomis-López, J. & Morales-Pérez, S.	Tourists' risk perception and the use of mobile devices in beach tourism destinations.	Analysing the beachgoers' perception in terms of risk and value of using mobile devices while on their beach holiday. Also aiding the beach developments such as beach resorts in managing their DMO's effectively towards the perceptions of the beachgoers.	Beach tourism (Beachgoers risk and value of smartphones on vacation)
2018	Jusoh, H.	Family-friendly beach tourism in Malaysia: whether physical or man-made determinants.	Identifying the profile of family friendly beach-users at Malaysian beaches. Also examining the determinants of these beaches in terms of the tourism aspect and if their preferences are based on the physical or man-made beach environment.	Beach tourism (Profile of family friendly beach-users and the determinants of such beach)
2018	Morgan, D.	Counting Beach Visitors: Tools, Methods and Management Applications	Developing tools used by beach managers to effectively manage and sustain beaches globally, nationally and locally. Mainly focussing on sustainability of the beach environments and ecosystems located in these areas.	Beach tourism (Management tools for sustainability of the beach environments)
2018	Rudan, E. & Krstinić Nižić, M.	The Role of Beaches in the Tourism Offering: The Case Study of the Municipality of Lovran.	Analysing the beaches in the Lovran district by examining their tourism potential, the type of visitor it attracts. Also identifying the management tools for stakeholders on the beaches to effectively manage these tourism destinations.	Beach tourism (Analysis of beaches and thematization)
2019	Dodds, R. & Holmes, M.R.	Beach tourists; what factors satisfy them and drive them to return.	Identifying the beach visitors' satisfaction level of the beach areas. Also examining the aspects that influence their satisfaction such as demographics or type of beach.	Beach tourism (Satisfaction and perceptions of beach visitors)
2019	Liu, J., Liu, N., Zhang, Y., Qu, Z. & Yu, J.	Evaluation of the non-use value of beach tourism resources: A case study of Qingdao coastal scenic area, China.	Studying the effects of beach tourism on the beach areas especially in the China scenic area. Mainly focussing on beach erosion as an impact of tourism. Also investigating the tourists	Beach tourism (WTP and effects of tourism on beaches)

			WTP (Willingness to pay) towards the beach resources located in the scenic areas.	
2019	Mestanza, C., Botero, C.M., Anfuso, G., Chica-Ruiz, J. A., Pranzini, E. & Mooser, A.	Beach litter in Ecuador and the Galapagos islands: A baseline to enhance environmental conservation and sustainable beach tourism.	Examining sustainable management tools for beach environments especially focussing on beach litter. Discussing the different beaches in terms of their conservation and sustainability.	Beach tourism (Litter pollution and sustainable management strategies)
2019	Setyaningsih, W., Yuliani, S. & Winarto, Y.	Beach Tourism Development Strategy through Ecological Architecture Approach in Pacitan, East Java–Indonesia	Developing sustainable management strategies in the beach areas of Indonesia. To use an ecological architectural approach to effectively develop infrastructure on the beach destinations.	Beach tourism (Sustainable management and development on beaches)
SOUTH AFRICAN STUDIES				
1995	De Ruyck, A.M.C., Soares, A.G. & McLachlan, A.	Factors influencing human beach choice on three South African beaches: a multivariate analysis.	Identifying the factors that influence visitors' choice to South African beaches according to the different developments found on the beaches. Also examining the importance of certain beach characteristics when visiting the beach.	Beach tourism (Beach choice or preference importance of different beach characteristics)
1997	De Ruyck, A.M.C., Soares, A.G. & McLachlan, A.	Social carrying capacity as a management tool for sandy beaches.	Determining the social density on certain South African beaches and examining the extent of these crowds in the development of beaches. Also developing and implement management tools to control the impacts of these crowds on beaches.	Sandy beach recreational tourism (Beach density and the influence and management thereof)
2000	Ballance, A., Ryan, P.G. & Turpie, J.K.	How much is a clean beach worth? The impact of litter on beach users in the Cape Peninsula, South Africa.	Assessing the value of clean beaches on visitors to South African beaches. Also, examining the impact of beach litter on the surrounding areas of the beaches.	Beach tourism (Value of clean beaches to visitors and surrounding areas)
2012	Nicolaides, A. & Surujlal, J.	Beach tourism in KwaZulu-Natal Province: an evaluation of push and pull factors motivating black domestic tourists from the Gauteng Province: recreation and tourism.	Examining the push and pull factors of beachgoers that motivate them to visit beaches in KwaZulu-Natal. Identifying what encourages them to travel to these beaches.	Beach tourism (Push and pull factors motivating tourists to beaches)

2014	Lucrezi, S. & van der Merwe, P.	Beachgoers' awareness and evaluation of the Blue Flag award in South Africa.	Studying the awareness and perceptions of beachgoers about the Blue Flag award at various South African beaches. Also how the Blue Flag award influences their motivation to visit beaches.	Beach tourism (Blue flag beaches, preferences)
2014	Lucrezi, S. & Saayman, M.	Beachgoers' demands vs. Blue flag aims in South Africa.	Identifying the perceived beach attributes of beachgoers' and measuring the influence thereof on their knowledge about Blue Flag status.	Beach tourism (beach attributes and their knowledge about Blue Flags)
2016	Lucrezi, S., Saayman, M. & Van der Merwe, P.	An assessment tool for sandy beaches: A case study for integrating beach description, human dimension, and economic factors to identify priority management issues.	By designing a tool in order to achieve certain goals such as investigating beach environmental aspects, identify priority management skills and compare the different beaches researched in South Africa. Planning of conservation strategies for the sandy beaches of South Africa.	Sandy beach tourism (Management of beaches in terms of tourism impacts)
2016	Lucrezi, S. & Van der Walt, M.F.	Beachgoers' perceptions of sandy beach conditions: demographic and attitudinal influences, and the implications for beach ecosystem management.	Examining the perception of beachgoers on the conditions of sandy beaches in South Africa. Different visitors were surveyed to identify different perceptions of the beach' condition.	Sandy beach tourism (Tourist aspects influencing perception of beach conditions)

It is apparent from Table 2.3 that the studies are focussing on beach tourism but lacks focus on the importance of beach tourism as an aspect of marine tourism and part of the blue economy.

Table 2.3 also illustrates that most studies focus on the climate of the beaches and how it affects the visitor's numbers and beach preferences and push and pull factors which will be further discussed in Chapter 3 (Moreno, 2010; Perch-Nielsen, 2010; Ibarra, 2011; Franklin, Picken & Osbaldiston, 2013; Amengual *et al.*, 2014; Hyman, 2014; Georgopoulou *et al.*, 2018). These authors discuss the effect that climate has on beach destinations. Good weather such as sunny weather is preferred by visitors when visiting the beach (Franklin *et al.*, 2013; Hyman, 2014). The authors also indicate in their studies that even though climate cannot be controlled, beach destinations can be promoted in the preferred climate seasons to attract more visitors to the beach locations (Georgopoulou *et al.*, 2018; Franklin *et al.*, 2013).

The studies further focus on the sustainability and environmental management of the beach destinations (De Ruyck *et al.*, 1997; Balance *et al.*, 2000; James, 2001; Oh *et al.*, 2010; Syamnath, 2015; Chen & Bau, 2016; Khajehshahkouhi *et al.*, 2016; Lucrezi *et al.*, 2016; Morgan, 2018; Mestanza *et al.*, 2019; Setyaningsih *et al.*, 2019). These authors suggest that environmental management is vital for sufficient visitor numbers (Chen & Bau, 2016; Mestanza *et al.*, 2019). Visitors seek clean, safe beaches which are managed well (Khajehshahkouhi *et al.*, 2016; De Ruyck *et al.*, 1997). The studies also conclude that certain beach destinations should upgrade their management processes as it could impact the return visits of tourists to these destinations (Oh *et al.*, 2010; Syamnath, 2015).

Table 2.3 further shows that the studies focus on the preferences of the visitors in terms of the beach destination and the profile of these visitors (De Ruyck *et al.*, 1995; Phillips & House, 2009; Alves *et al.*, 2014; Lucrezi & Van der Merwe, 2014; Lucrezi, & Van der Walt, 2016; Sadar & Rekha, 2016; Zadel, 2016; Sankrusme, 2017; Astuti *et al.*, 2018; Jusoh, 2018). These studies suggest that beach managers should identify the profile of visitors in order to market and manage beaches efficiently (De Ruyck *et al.*, 1995; Zadel, 2016; Jusoh, 2018). The visitors also prefer certain beach destinations in terms of the activities offered on the beaches or the type of visitors (Sadar & Rekha, 2016; Astuti *et al.*, 2018). Therefore, beach managers and stakeholders can efficiently market the unique aspects of certain beaches which captures the attention of the visitors.

Lastly, we can conclude that research on beach tourism in South Africa focussed on different aspects, this study based on motivation research can add value to understanding the ever-changing markets of the tourism industry.

2.5 CONCLUSION

This chapter focused on explaining marine tourism as part of tourism, defining marine tourism, its activities and sub-sectors. Thereafter, beach tourism was described as part of marine tourism and thus discussed in depth.

Chapter 2 also explained the beach tourism industry in full. The researcher discussed the beginning of beach tourism locally and internationally, the activities found within the industry and the role-players and stakeholders playing an important role in managing the beach destinations. To conclude the chapter, a literature review was conducted on the national and international marine and beach tourism research published over the years.

Chapter 3 will focus on gaining an in-depth understanding of motivation and market segmentation in the marine tourism industry. This will be done through a literature review of the topics, focussing on segmentation models in the marine tourism industry.

Chapter 3

Understanding motivation and market segmentation of marine tourism: A literature review

3.1 INTRODUCTION

Tourists travel in order to satisfy a need, whether it is to see the unknown or travel to new destinations (Van Vuuren & Slabbert, 2012:295). Destinations, therefore, serve tourists by offering products or services to these travellers, fulfilling their need or want (Jaafar & Rasoolimanesh, 2015:683). In order to attract tourists, marketing should be effective and specifically targeted at the right market for a specific destination. Marketing can, therefore, be described as advertising what the destination has to offer in terms of product or services. It is about finding opportunities to exchange ideas that will satisfy the tourists' wants or needs (Dolnicar, Grün & Leisch, 2018; Saayman, 2006).

Thus, to identify tourists' needs and wants as well as what motivates them to travel are important tools in marketing. As early as 1998, Pearce, Morrison and Rutledge (1998:3) defined travel motivation as internal wants and needs that impel people to travel through changed behaviour. The authors also explain that by knowing the motives of travellers, marine destinations such as beaches can more effectively develop their destinations and marketing strategies (Pearce *et al.*, 1998:3).

Once the travel motives are known, the markets can be segmented into smaller groups through market segmentation. According to Wedel and Kamakura (2012:6), market segmentation is defined as the process of using a heterogeneous market of travellers and grouping the travellers into smaller segments that are homogenous in terms of certain segmentation bases. These bases can be identified as socio-demographical, geographical, psychological and behavioural segments. The researchers also identify market segmentation as another important tool in marketing and improving destination developments as the destinations can focus on marketing the appropriate segments (Wedel & Kamakura, 2012:6).

Tourism is a combination where personalities and preferences link together to influence a tourist's travel motives. If these travel motives are known, it can be advantageous for destinations in terms of creating more effective marketing strategies. The destination marketers can, therefore, identify specific needs and wants of the tourists thus creating a competitive advantage over other destinations.

This chapter will focus on analysing motivational theories, travel motives especially at marine destinations and giving insight into the process of market segmentation.

The following conceptual framework (Figure 3.1) illustrates the topics discussed in this chapter:

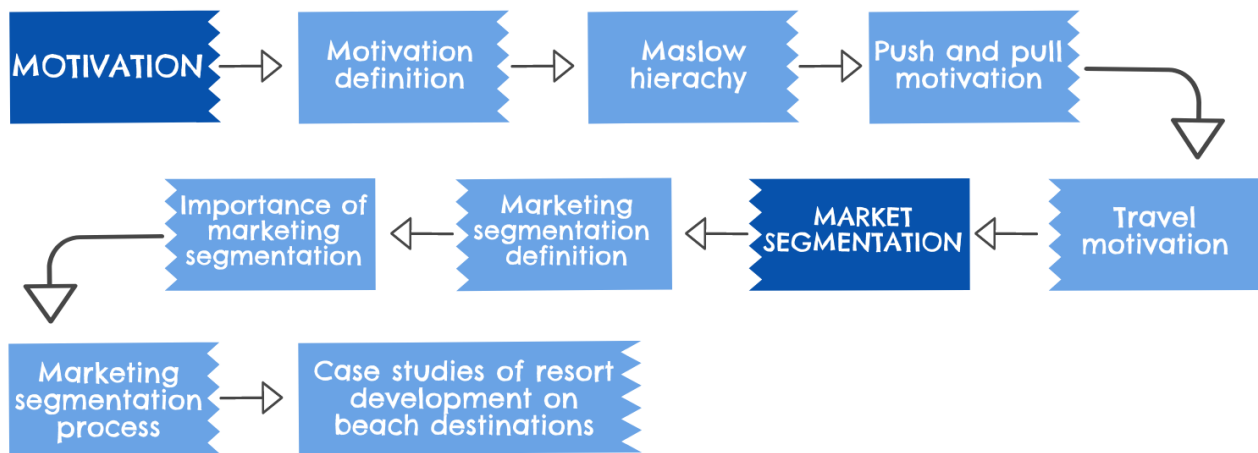


Figure 3.1: Conceptual framework for chapter 3

Source: Author

The chapter concludes by examining and analysing previous research and case studies about resort development and improvement achieved through appropriate segmentation and identifying tourist motives.

3.2 MOTIVATION

In the following section, the researcher will describe motivation in-depth, more specifically travel motivation of tourists to different destinations, especially marine destinations. Lastly, studies conducted on travel motivation to marine destinations, specifically beach destinations, will be examined. It is, therefore, important to define the term motivation and fully understand the travel motivation of tourists to beach destinations.

3.2.1 Defining motivation

Motivation has been a popular focus which has been researched in a variety of areas such as psychology and sociology (Yousefi & Marzuki, 2015:40). Motivation originates from the Latin word *movere*, which means to move (Yousefi & Marzuki, 2015:40). In the early 1960s, Murray (1964) defined a motive as “an internal factor that arouses, directs, and integrates a person’s behaviour”. Therefore, Viviers, Botha and Perl (2013:212) state that a motive is a driving force behind all human behaviour. Li and Cai (2012:473) describe that there is a difference between motive and motivation. The authors describe motive as various forms of behaviours which triggers the motivation to complete the desired goal (Li & Cai, 2012:473).

Motivation can thus be defined as a driving force within humans which impels them to take action or to move (Yousefi & Marzuki, 2015:40). Khuong and Ha (2014:490) also explain

motivation as one of the main driving forces that are used to interpret an individual's behaviour. The authors further describe motivation as the reason why an individual is doing something or pursuing something. Motivation can also be defined as “forces acting either on or within a person to initiate behaviour” (Ball, 2013:2). Sasson (2019) further describes motivation as the burning fire inside an individual that keeps him or her motivated to reach goals. The author also states that motivation is “the inner power that pushes you toward taking action and toward achievement” (Sasson, 2019). Hsu, Lee and Chen (2017:14) explain motivation as the drivers to act in order to satisfy an individual's needs and also to reduce tension. Tiedt (2011) also explains motivation as “that which influences the arousal, selection, direction and maintenance of all human behaviour”. Therefore, a definition of motivation can be constructed as:

“A driving force within an individual that pushes this individual to take action or pursue a goal therefore portraying certain behaviour.”

In-depth research (Ball, 2013; Richie, Tkaczynski & Faulks, 2010; Correia, Kozak & Ferradeira, 2013) on the motivation topic revealed that different kinds of motivation can be identified. Figure 3.2 illustrates the kinds of motivation concluded from literature:

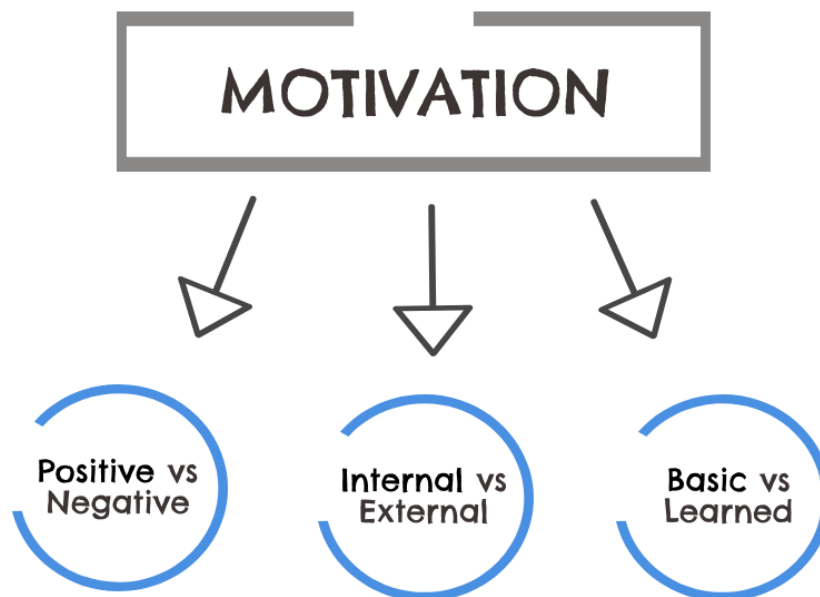


Figure 3.2: Kinds of motivation

Source: Ball (2013); Richie *et al.* (2010); Correia *et al.* (2013)

In Figure 3.2, three kinds or groups of motivation are displayed. These three groups (positive vs negative, internal vs external and basic vs learned) need to be discussed to understand the topic of motivation thoroughly:



Positive vs Negative motivation

Ball (2013:2) and Puri (2011) describe positive motivation as positive behaviour possessed by an individual in order to reach a goal or to do something good or positive. For example, wanting to do a project because the person loves the work and the people he/she is working with. Negative motivation is explained as negative behaviour, driving an individual away from his or her desired goal (Ball, 2013:2; Puri, 2011). For example, only working on the project because the person has to and only to gain marks from the project.



Internal vs External motivation

Internal motivation can be defined as “an internal state that impels one to act towards achieving a certain goal” (Ball, 2013:3; Richie *et al.*, 2010:410). For example, an individual works on a project as a matter of pride or in order to be creative. It is also linked with intrinsic and push motivations which will be discussed further on in the chapter. Ball (2013:3) and Correia *et al.* (2013:412) describe external motivation as “external goal (surroundings) which influences one’s behaviour towards them”. For example, an individual is required to complete the project to pass his or her grade, the surrounding expects the goal from the individual. Therefore, it correlates with extrinsic or pull motivation which will also be discussed later in this chapter.



Basic vs Learned motivation

Cofer and Petri (2018) and Ball (2013:3) state that basic or primary motives are values or motivations which are unlearned and common to an individual (e.g. hunger, fear and aggression). Learned or secondary motives are described as studied or learned motivations gained from other individuals or in different situations (e.g. achievement, leadership and recognition).

Li and Cai (2012:474) state that motivation forms part of an individual’s values and needs. This assists in evaluating the potential of certain objects, situations and events such as a tourism destination which will satisfy their values or needs. The authors further state that the values and needs are acquired within an individual’s everyday life where they are exposed to different groups of people and situations (Li & Cai, 2012:474). Tiedt (2011) also adds that once an individual’s goal - which was set by the motivation - has been achieved, the need diminishes, and the individual will return to normal until a new need arises.

Motivation not only consists of kinds of motivations but also theories and for the purpose of this study, the main focus will be on the needs theories. Other theories were identified by researchers (Ball, 2013:3; Schmitz, 2012) Alderfer’s ERG model, Herzberg two-factor theory, McClelland’s achievement motivation theory, Skinner’s reinforcement theory, Vroom’s expectancy theory, Adam’s equity theory, Locke’s goal-setting theory and Maslow’s hierarchy of needs. Only a few of these are discussed below:

- **Alderfer's ERG model** has converted Maslow's theory into smaller categories consisting only of three needs, namely existence, relatedness and growth (Ball, 2013:3). The ERG model does not have a ranking order for the needs as they may occur at any particular time (Schmitz, 2012). The author also implies that an individual can have more than one need at the same time (Schmitz, 2012).
- **Herzberg two-factor theory** splits into two-factor groups, namely the hygiene and motivational factors (Ball, 2013:3). Schmitz (2012) states that it is the most widely used theory in the business industry. Herzberg, Mausner and Snyderman (1959) explain the two groups as satisfaction and dissatisfaction in the workplace. The author further states that the hygiene factors (e.g. safety, salary and security) are the dissatisfaction factors in the workplace and motivational factors (e.g. achievement, recognition and advancement) are the satisfaction factors found within in the workplace (Herzberg *et al.*, 1959).
- **McClelland's achievement motivation theory** is divided into three different categories, namely achievement motivation, authority/power motivation and affiliation motivation (Ball, 2013:4). The theory states that an individual's needs develop because of a certain life experience (Ball, 2013:4). In this theory, an individual can possess a combination of these needs, usually in the workplace (Schmitz, 2012). McClelland and Boyatzis (1982:737) state that this theory has received the most support in a business environment.
- **Maslow's hierarchy of needs** forms a pyramid of needs that motivates individuals as these needs are met from the bottom to the top (Ball, 2013:4). Schmitz (2012) explains that this ranking order consists of five needs where if a low-need is satisfied within an individual, the individual moves to a higher-tiered need as the lower need is no longer viable as a motivation. Maslow (1954) explains that only one need can be satisfied at a time.

Mohammad and Som (2010:44) state that the Maslow hierarchy of needs theory is one of the most applied theories of needs in tourism literature. Therefore, the Maslow hierarchy of needs will be discussed in-depth in the following section.

3.3 THEORIES OF TRAVEL MOTIVES

The following section will examine the various theories that aid in identifying the travel motives of tourists:

3.3.1 Maslow Hierarchy of needs

Abraham Maslow was known as a clinical psychologist who stated that if individuals were in an environment where their needs were not met, they were not able to function as healthy individuals (Kaur, 2013:1061). In 1943, Maslow stated that no definite model for motivation had been developed (Milheim, 2012:160). Therefore, Maslow proposed a hierarchy theory containing five need levels which explain how individuals' needs are met (Maslow, 1943:370).

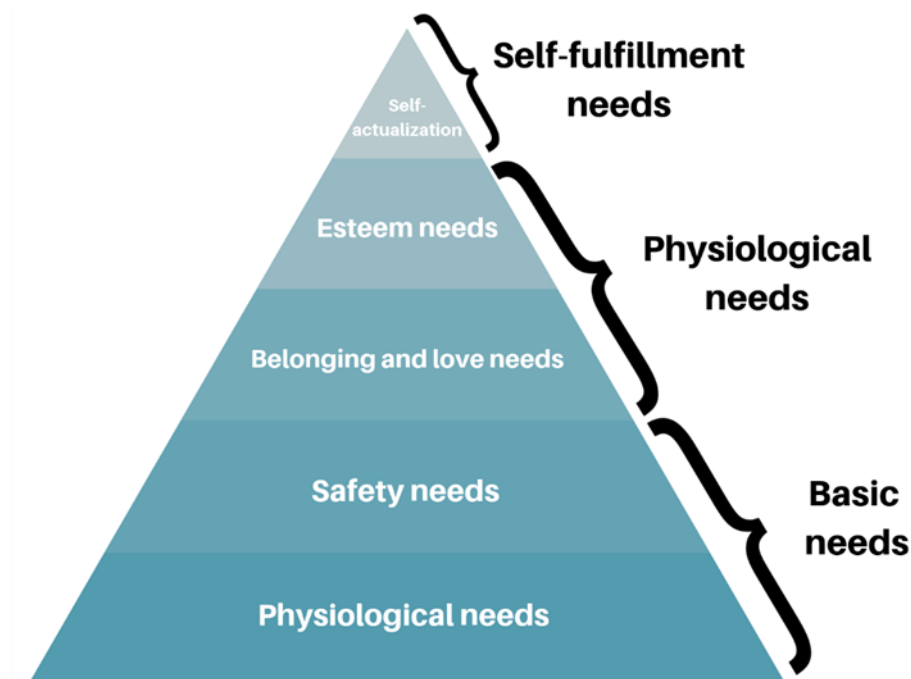


Figure 3.3: Maslow's Hierarchy of needs

Source: Sadri and Bowen (2011); Poston (2009); Kaur (2013); Maslow (1943)

Figure 3.3 displays Maslow's hierarchy of needs categorised into five different tiers (self-actualisation, esteem needs, belonging and love needs, safety needs and physiological needs). These needs can also be grouped in three different needs groups, namely self-fulfilment, psychological and basic (Poston, 2009:350). Maslow explains this hierarchy as an individual's first need to satisfy one level of need before progressing to the next level of motivation (Maslow, 1943:370). The hierarchy operates from bottom to top as the bottom needs should first be satisfied until the top tier is reached (Datta, 2014:54). The following section describes Maslow's hierarchy of needs according to the five needs illustrated in Figure 3.3. After that the theory as it relates to tourism will be discussed.

1. Physiological needs

Maslow explained this bottom tier as the most basic needs for individuals to survive (Sadri & Bowen, 2011:45; Milheim, 2012:161). This includes the needs for fundamental biological sustenance such as food, water, air and shelter (Jerome, 2013:41; Kaur, 2013:1063; Sadri & Bowen, 2011:45). Jerome (2013:41) explains that this tier contains the strongest needs for an individual as the physiological needs come first when an individual is deprived of all needs.

2. Safety needs

On the second level, the safety needs are activated once the physiological needs have been met by the individual (Kaur, 2013:1063). Maslow explains this level as the need to be safe from physical and psychological harm (Sadri & Bowen, 2011:45). The physical need can, therefore, be referred to as a safe place to live, such as security at an individual's home (Poston,

2009:350; Sadri & Bowen, 2011:45). The psychological factors may include a secure working environment such a steady job which allows one to be economically safe in the future (Jerome, 2013:41; Kaur, 2013:1063). Maslow further states that without safety, individuals begin to feel uncertain and anxious about their lives which reverts to level one for satisfaction (Milheim, 2012:161).

3. Belonging and love needs

Moving up in the hierarchy, authors refer to this level as the social needs level (Poston, 2009:350; Kaur, 2013:1063). Maslow describes this level as an individual's need for belonging and being accepted by others, the need for affection and belonging (Sadri & Bowen, 2011:45; Milheim, 2012:161). For example, starting and maintaining relationships with others, such as a romantic relationship or a friendship (Poston, 2009:350). Poston (2009:350) states that although the need to belong or be loved, occurs at any stage in an individual's life, it is influenced by certain factors such as the individual's educational level and the state of the individual's upbringing. Jerome (2013:41) adds that this need involves more effort as both giving and receiving of love, affection and the sense of belonging is required to satisfy this need.

4. Esteem needs

Once the needs of physiology, safety and belonging are met, the needs for an individual's self-esteem becomes dominant. Maslow explains that this level includes the needs for responsibility, prestige, recognition, reputation and most importantly respect and validation from others (Sadri & Bowen, 2011:45; Kaur, 2013:1063, Milheim, 2012:161). Maslow further categorises this need into a high and low level of self-esteem (Poston, 2009:350). The high level of self-esteem reflects that of self-respect and requires less maintenance. These individuals usually like who they are and have a high level of confidence (Poston, 2009:350). The lower level of self-esteem reflects a strong need to be respected by others. This requires a lot of work and maintenance (Poston, 2009:350).

5. Self-actualisation needs

The last tier of Maslow's hierarchy is the need for self-actualisation. Maslow describes this need as a need for self-fulfilment and being the best one can be, to do what a person was born to do. (Jerome, 2013:41; Sadri & Bowen, 2011:45; Kaur, 2013:1063). Poston (2009:350) explains that in order to attain the fulfilment of this level of need, an individual would have achieved some establishment or satisfaction before reaching this level of need. Maslow explains this level as an individual's opportunity to grow and to establish his or her identity (Milheim, 2012:161).

Later in Maslow's life, the psychologist decided the last tier (self-actualization) was not sufficient and therefore created another top tier as spiritual needs (transpersonal psychology) (Datta, 2014:54). Therefore, motivation is seen as psychological needs that need to be met, as

mentioned in the explanation of Maslow's hierarchy. Scholtz, Kruger and Saayman (2013:2) state that a trip or a travel experience could potentially satisfy these psychological needs. In the following section, Maslow's hierarchy will be adapted according to the tourism industry.

3.3.2 Maslow's hierarchy in tourism

Many researchers have used Maslow's hierarchy of needs as a basis for their theoretical background to understand travel motivation better (Yousefi & Marzuki, 2015; Hsu & Huang, 2008; Chen & Chen, 2015; Scholtz *et al.*, 2013; Mohammad & Som, 2010). According to Maslow, the need to travel is at the very top of the hierarchy of needs (self-actualisation) as it reflects an individual's fundamental and potential needs (Boo & Jones, 2009:61; Esichaikul, 2012:49). It can, therefore, be assumed that tourists travel when their basic needs (e.g. food, water) are met, and employment is secure (Scholtz *et al.*, 2013:1). So if a new experience or new adventure were analysed, it would reflect that travelling or taking a vacation is near the top of an individual's self-actualisation level (Boo & Jones, 2009:61).

Šimková and Holzner (2014) conducted a study explaining Maslow's hierarchy of needs in terms of rural tourism. The authors described Maslow's five stages in terms of tourism as the following:

Stage 1: Physiological needs: In tourism, the basic needs (physiological needs) are represented by cuisine and accommodation. This may include fruits, vegetables, home-made bread, herbal tea and organic bio-products which relates to the adherent location or destination.

Stage 2: Safety needs: This stage resembles the destination's character and risks. The tourists' safety is the main concern in the tourism industry, and therefore the tourist needs to feel safe and be safe. Tourism businesses should also provide a calm and peaceful atmosphere for tourists to enjoy their stay at the destination.

Stage 3 & 4: Social needs: In this combined stage, the destination should utilise hospitality, uniqueness, friendliness and host courtesy. The tourism sector should be encouraged and passionate about the industry but also possess the elements of professionalism and responsibility. Communication skills are also a viable aspect to have when working with tourists.

Stage 5: Self-actualisation needs: This final stage represents the type of service received by tourists at different destinations. There should be experienced gained from other destinations, and therefore growth is eminent in this stage.

These stages explain how Maslow's hierarchy of needs can relate to tourism.

The researcher could further determine from the literature that push and pull factors are major factors/motives in identifying the decision-making criteria of people when it comes to travel (Yousefi & Marzuki, 2015; McCartney & Ge, 2016; Boo & Jones, 2009; Prayag, 2012; Jeong, 2014). McCartney and Ge (2016:42) further describe that researchers in tourism were drawn to identify push and pull factors as it aids in designing products and services offered to ensure positive impressions and total visitor satisfaction

In order to study the concept of push and pull factors, different motivational theories were identified by researchers (Sung, Chang & Sung 2016; Boo & Jones, 2009; Crompton, 1979; Dann, 1977; Iso-Ahola, 1982; Gray, 1970, Prayag, 2012; Prayag & Ryan, 2011, Smith, Costello & Muenchen, 2010; Chen & Chen, 2015; Musa & Sim, 2010; Caber & Albayrak, 2016; Li & Cai, 2012; Assiouras, Skourtis, Koniordos & Giannopoulos, 2015; Kassean & Gassita, 2013; Dayour, 2013; Nikjoo & Ketabi, 2015, Scholtz *et al.*, 2013; Jang *et al.*, 2009; Tiedt, 2011; Boksberger & Laesser, 2009; Prayag & Ryan, 2011; Šimková & Holzner, 2014) which helps in classifying and understanding the motivation of tourists to travel.

These theories can then be identified as Dann's push and pull, Crompton's push and pull motives, Iso-Ahola's push motives and Gray's wanderlust and sun lust motivations.



Dann's push and pull theory

In 1977, Dann identified push and pull factors that lead individuals to travel or take a vacation (Dann, 1977). Push factors can be described as internal forces of psychological needs that “push” tourists to travel or motivate tourists to travel. Pull factors are described as certain aspects of tourist destination that attract tourists (Sung *et al.*, 2016; Yousefi & Marzuki, 2015; Jang *et al.*, 2009; Boo & Jones, 2009; Crompton, 1979; Baloglu & Uysal, 1996; Oh, Uysal & Weaver, 1995; Prayag & Ryan, 2011; Smith *et al.*, 2010; Chen & Chen, 2015; Jeong, 2014; Caber & Albayrak, 2016; Ritchie *et al.*, 2010; Assiouras *et al.*, 2015; Dayour, 2013; Scholtz *et al.*, 2013; Mohammad & Som, 2010, Peter & Anandkumar, 2016; Kim, Goh & Yuan, 2010; Jang *et al.*, 2009; Tiedt, 2011; Dann, 1981). In this context, Yoon and Uysal (2005:46) describe pull factors as “external, situational or cognitive aspects” that influence an individual to travel to a specific destination. Prayag (2010:214) describes push and pull factors differently in terms of different needs being met and different travel requirements revealed. The author defines push factors as motivations where there is a need for novelty, escape and social interactions. Pull factors are described as factors that influence an individual's when, where and how they travel (Prayag & Ryan, 2011:122; Mill & Morrison, 1985). Jang *et al.* (2009:52) further state that the destination pulls the visitors after the push motivation had been introduced.

Boo and Jones (200:619) highlight the importance of push and pull factors in terms of understanding the attractiveness of the products offered to the different markets. Chen and

Chen (2015:417) further highlight these factors as variable predictors in assessing the tourists' satisfaction levels.

Furthermore, Dann identified two factors for travelling namely anomie and ego-enhancement (Prayag, 2012; Prayag & Ryan, 2011; Fodness, 1994; Jeong, 2014; Ritchie *et al.*, 2010; Assiouras *et al.*, 2015, Nikjoo & Ketabi, 2015). Anomie can be described as the need to escape because an individual is feeling isolated or wants to get away from everyday life. Ego-enhancement is described as the need for a higher social position and recognition or the need to enhance their knowledge about the world (Dann, 1977; Prayag, 2012; Prayag & Ryan, 2011; Jeong, 2014).

McCartney and Ge (2016:43) explain that pull factors are often found in marketing and promotional specials pertaining to the services and products offered at a specific destination. The researchers Caber & Albayrak (2016) and Prayag & Ryan (2011) describe that pull factors aid researchers in gaining insight into when, where and how individuals travel. The following Table 3.1 displays the different push and pull factors identified by various authors.

Table 3.1: Tourism-related push and pull factors

AUTHORS	PUSH FACTORS	PULL FACTORS
Dann, 1977; Kim <i>et al.</i> , 2010; Ritchie <i>et al.</i> , 2010; Smith <i>et al.</i> , 2010; Prayag & Ryan, 2011; Slabbert & Viviers, 2012; Tiedt, 2011; Dayour, 2013; Scholtz <i>et al.</i> , 2013; Viviers <i>et al.</i> , 2013; Jeong, 2014; Khuong & Ha, 2014; Chen & Chen, 2015; Caber & Albayrak, 2016; Sung <i>et al.</i> , 2016.	Desire for escape	Destination attributes
	Relaxation	Leisure
	Adventure	Infrastructure
	Novelty	Beaches
	Social interaction	Weather
	Prestige	Accessibility
	Fitness	Attractions
	Exploration of a new area	Accommodation and transportation
	Enhancement of personal relationships	Marketing and promotion
	Knowledge-seeking	Social opportunities
	To be entertained	Natural and cultural amenities
	Need to indulge in their personal hobbies	Recreational Activities
	Family togetherness	Entertainment
	Self-exploration	Cost
	Spiritual needs	Natural and historical environment
	Personal gain	Events
		Shopping opportunities
		Cuisine
		Educational value

Source: Authors own compilation

Researchers examined push and pull factors associated with tourists' motivation and concluded that logically and analytically, push factors exceed pull factors in terms of motivation (Dann, 1977; Prayag & Ryan, 2011; Musa & Sim, 2010). Although the main focus for this study is beaches which is recognised as a pull factor, the literature indicates that push factors are more responsible for tourists visiting destinations.

Authors (Wu & Pearce, 2014; Caber & Albayrak, 2016; Scholtz *et al.*, 2013; Yousefi & Marzuki, 2015) suggest that creating a desirable image of a destination combines push and pull factors to attract and retain potential tourists to the destination. For this reason, Yoon and Uysal (2005:46) developed a hypothetical causal model (Figure 3.4) to illustrate the combination of push and pull motives in terms of destination loyalty and tourist satisfaction.

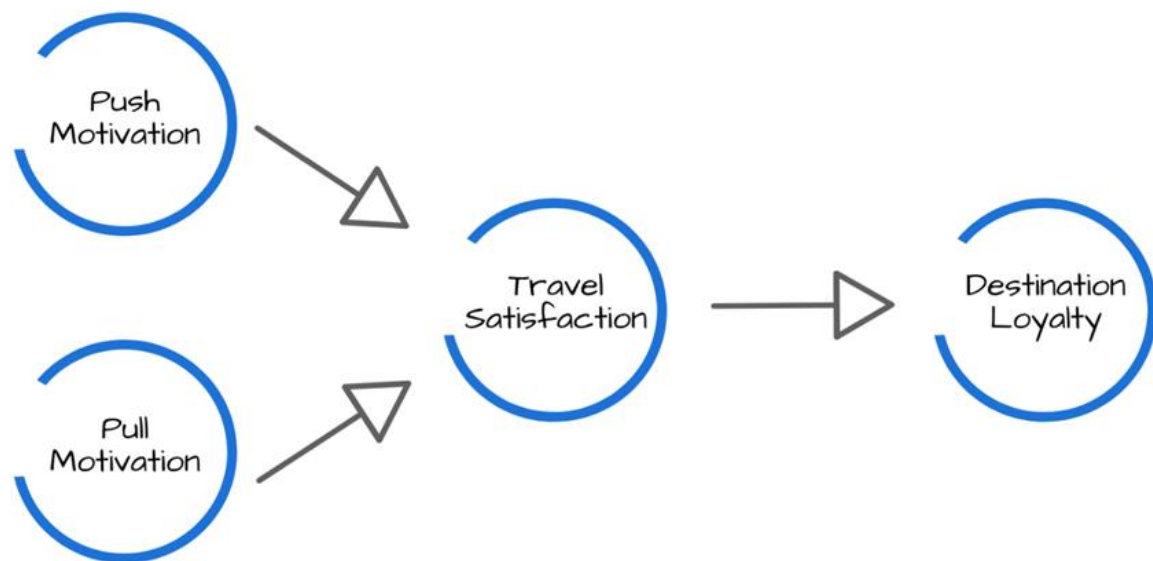


Figure 3.4: a Proposed hypothetical model

Source: Yoon and Uysal (2005)

Yoon and Uysal (2005:46) illustrate in this model (Figure 3.4) the relationship between push and pull motives transforming in destination loyalty. The authors state that these motives have an influence on the tourists' satisfaction which in turn influences their destination loyalty or image (Yoon & Uysal, 2005:46). Therefore, it is eminent to offer the applicable motivations to attract the true tourist market that will be satisfied and loyal towards the destination.



Crompton's push and pull motives

In 1979, two years after Dann identified the push and pull factors, Crompton stated that more focus should be set on the socio-psychological needs as to why people want to travel (Crompton, 1979:408). Therefore, in 1979, Crompton identified seven push factors and two pull factors. The push factors are: escape from the daily routine or environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and

the facilitation of social interaction (Crompton, 1979; Assiouras *et al.*, 2015; Mohammad & Som, 2010; Jang *et al.*, 2009; Boksberger & Laesser, 2009; Prayag & Ryan, 2011; Jeong, 2014). The push factors are the cultural motives of novelty and education (Crompton, 1979; Assiouras *et al.*, 2015; Jang *et al.*, 2009; Boksberger & Laesser, 2009; Prayag & Ryan, 2011; Jeong, 2014). Crompton further explains the relationship between travel motivations and people's needs/motivations (Boo & Jones, 2009:61). He elaborates on this statement by stating that any disturbance of balance motivates an individual to choose a course of action which is expected to satisfy this motive and restore the balance (Boo & Jones, 2009:61; Crompton, 1979:408). Crompton, therefore, paid attention to motives in different travel settings as well (e.g. accessibility, family-friendliness and facilities).



Iso- Ahola's push factors

After Dann and Crompton proposed the different motivational theories, Iso-Ahola identified two basic motivational push factors (escape and seeking) of tourist's travelling behaviour in 1982 (Iso-Ahola, 1982; Nikjoo & Ketabi, 2015; Jang *et al.*, 2009; Prayag & Ryan, 2011; Jeong, 2014). The tourists therefore seek intrinsic rewards and need or want to escape from their routine environments (Iso-Ahola, 1982:257; Caber & Albayrak, 2016:75; Prayag & Ryan, 2011:122). Researchers explain the theory in terms of an individual who plans a trip in order to escape from their personal life (e.g. daily routine) and in return seek psychological experiences and satisfaction (McCartney & Ge, 2016:42; Jang *et al.*, 2009:52). Iso-Ahola further investigated the motivation behind tourists travelling and found two motivational dimensions, namely interpersonal and intrapersonal (Nikjoo & Ketabi, 2015:589). According to Saayman (2006), these dimensions can be interlinked with the escape and seeking motivations. Either the tourist wants to escape its intrapersonal environments such as failures and problems or seek personal rewards such as rest and relaxation (Saayman, 2006). The other dimension focusses on the tourists escaping their interpersonal environment, for example, friends and co-workers or seeking interpersonal rewards, for example, social interaction with others (Saayman, 2006; Nikjoo & Ketabi, 2015:589). The motivations and dimensions can thus be divided into four quadrants as illustrated in Figure 3.5:

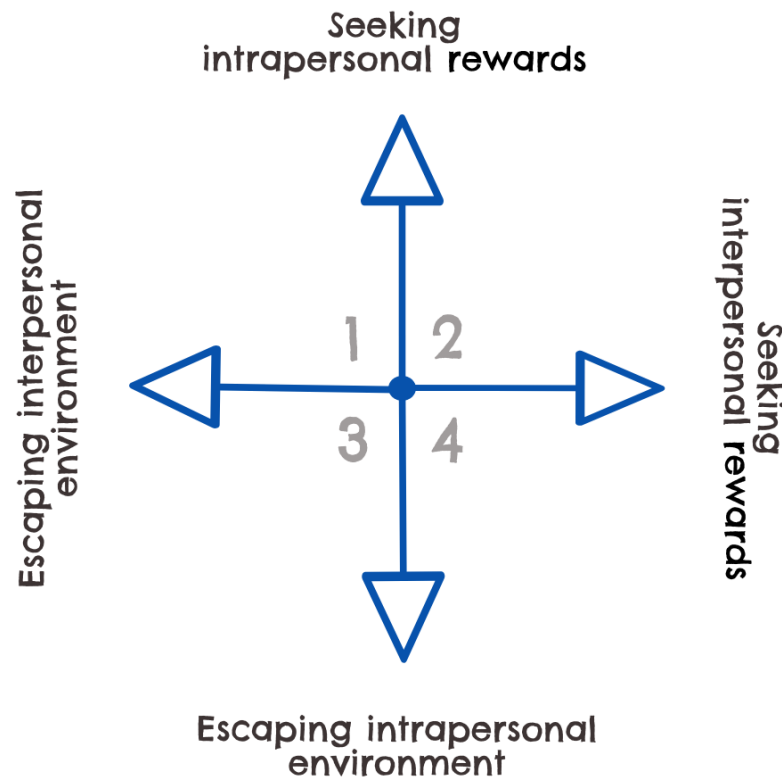


Figure 3.5: The dimensions and motivations of Iso-Ahola's leisure motivation

Source: Saayman (2006)

Saayman (2006) further states that these quadrants reflect the relationship between the dimensions and motivations, which may result in a primary motivation to travel. According to Iso-Ahola, the tourists can change from one quadrant to another during their vacation or trip which makes it essential for destinations to be prepared for every quadrant (Iso-Ahola, 1989:257).



Gray's sun lust and wanderlust theory

With the study's focus on the marine industry, the sun lust and wanderlust theory needs to be discussed. In 1970, Gray identified two types of tourism which motivate different tourists for different reasons (Gray, 1970; Tiedt, 2011; Prayag & Ryan, 2011:122). The first type is the sun lust tourists who are motivated by the need to rest, relax and most importantly by the 3S's (sun, sea and sand) (Tiedt, 2011; Boksberger & Laesser, 2009:312). The second type of tourist is the wanderlust tourist with the desire to travel and experience different cultures and people (Tiedt, 2011; Boksberger & Laesser, 2009:312). According to Saayman (2006), wanderlust tourists tend to be part of international tourism, whereas sunlust forms part of local tourism. Therefore, Saayman (2006) concluded a list of characteristics commonly found in wanderlust and sunlust tourists from the theory of Gray (1970).

Table 3.2: Characteristics of sunlust and wanderlust tourists

Sunlust	Wanderlust
Refuge, vacation	Tourist business
Visit only one country	Visit maybe more than one country
Searching for local attractions and facilities	Searching for different cultures, various institutions and the art of cooking
Special natural characteristics are important (especially climate)	Special physical characterises are important (climate less essential)
Travelling is an irrelevant consideration after arriving at destination	Travelling is an essential part throughout the trip
Either enjoy rest and relax or very active	Not relaxed or sporting but probably educational

Source: Saayman (2006)

Table 3.2 illustrates the characteristics found within the two types of tourists as identified by Saayman (2006) and Gray (1970). It is evident from Table 3.2 that sunlust and wanderlust tourists do differ, whether it is in their motivation for the trip or the characteristics of the trip. Thus the various destinations should consider the characteristics of these tourists in order to successfully market for these tourists.

These different theories identify the tourist's motivation to travel which is a vital component in marketing destinations (Chen & Chen, 2015:418; Caber & Albayrak, 2016:76). Tiedt (2011) further adds that motivation is the starting point for understanding tourists' motivation to travel and especially understanding different systems of tourism. Thus, effective marketing and sustainable management of tourist destinations can be improved if the motivation or travel motivation of tourists are known (Kruger & Saayman, 2010:94). Therefore, for the purpose of this study the researcher will further investigate travel motivation.

3.3.3 Defining travel motivation

Kim and Ritchie (2012:252) explain that tourists embark on a travel journey in order to relieve uncomfortable tension occurring from unsatisfied travel motives and needs. Li and Cai (2012:474), Yousefi and Marzuki (2015:41) and Ritchie *et al.* (2010:410) explain that travel motivation has drawn a substantial amount of attention in tourism literature since the 1960s. Travel motivation occurs when an individual is aware of a need deficiency and perceives that travel or a trip will satisfy this need (Yousefi & Marzuki, 2015:41; Jang *et al.*, 2009:52).

As early as 1979, Pizam, Neumann and Reichel defined travel motivation as "a set of needs and attitudes which predisposes a person to act in a specific touristic goal-directed way". Thereafter, Dann (1981:187) described travel motivation as "a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision". Thereafter, Geen, Beatty and

Arkin (1984) explain travel motivation as the process of intrapersonal decisions that direct, activate and maintain an individual's behaviour. Jang *et al.* (2009:52) describe that travel motivation arises when the tourist is made aware of the need deficiency. This need deficiency can be correlated with Maslow's hierarchy of needs theory. Travel motivation can be defined as a set of needs/goals that causes an individual to participate in different tourist activities (Scholtz *et al.*, 2013:2; Van der Merwe & Saayman, 2008;155; Kruger, Saayman and Ellis, 2014:650). Boo and Jones (2009;61) explain travel motivation as motivational variables that aid in determining the need for a travel experience. Khuong and Ha (2014:490) and Dayour (2013:2) describe that tourists travel in order to achieve their goals and then in return expecting satisfaction of this need. Motivation is very important within tourism as some of the studies are illustrated in Table 3.3:

Table 3.3: Travel motivations for tourists

Authors	Title	Travel motivations	Tourism sector
Van der Merwe & Saayman, 2008	Travel motivations of tourists visiting Kruger National Park	Relaxation Novelty Prestige Education about nature Participation in recreational activities	Nature-based tourism
Saayman & Saayman, 2009	Why travel motivation and socio-demographics matter in managing a national park	Activities Photography Nature Family	Nature-based tourism
Kruger & Saayman, 2010	Travel motivation of tourists to Kruger and Tsitsikamma National Parks: A comparative study	Knowledge Park attributes Novelty	Nature-based tourism
Streicher & Saayman, 2010	Travel motives of participants in the Cape argus pick n pay cycle tour	Socialitation Event attractiveness Personal motivation Escape and relax	Sport tourism
Van Vuuren & Slabbert, 2012	Travel motivations and behaviour of tourists to a South African resort	Recreational activities Resting and relaxation Personal values Social experiences Enriching and learning experiences	Destination-based tourism
Esichaikul, 2012	Travel motivations, behavior and requirements of European senior tourists to Thailand	Social interactions with others Visit new places Improve health and well being Learn new experiences	Destination-based tourism
Hermann & du	Travel motives of visitors to the	Self-exploration	Nature-based tourism

Plessis, 2014	National Zoological Gardens of South Africa	Children and conservation Enhancing relationships Education and learning	
Chikuta, du Plessis & Saayman, 2017	Nature-based travel motivations for people with disabilities	Enrichment Escape Adventure	Nature-based tourism
Rita, Brochado & Dimova, 2018	Millennials' travel motivations and desired activities within destinations: A comparative study of the US and the UK	Visiting new places Visiting friends and family Enhance knowledge	Destination-based tourism
Mapingure, du Plessis & Saayman, 2019	Travel motivations of domestic tourists: The case of Zimbabwe	Nature seeking Socialisation Novelty	Domestic-tourism

Source: Authors own compilation

Kruger *et al.* (2014:650) explain that travel motivation is a complex process as travel motives differ from one tourist to another and from one tourist sector and product to the other. Ritchie *et al.* (2010:410) further add that tourists travel for different reasons and choose destinations for the different aspects offered.

Travel motives can also be defined differently by researchers. Scholtz *et al.* (2013:2) describe travel motives as factors that stimulate the need to travel. Therefore, travel motives can be defined as the motive that impels tourists to act in other words, a motive sets motion to the travel motivation (Peter & Anandkumar, 2016:142). Although travel motives and travel motivation can be described differently, their importance if known is crucial to a destination and its managers.

Geldenhuys *et al.* (2014) compiled a list from various researchers (Pan & Ryan, 2007; Fodness, 1994; Burns & Holden, 1995; Beh & Bruyere, 2007; Saayman, 2006; Kruger & Saayman, 2010; Wu, Zhu & Xu, 2000) identifying the advantages of known travel motives:

- More effective marketing strategies and the development of a sustainable management plan for various destinations.
- Assists in creating awareness through marketing campaigns which therefore attracts more visitors.
- Helps to identify the desires and needs of the target market in the tourism industry (e.g. beach-goers) especially focussing on why they chose certain destinations.
- Improve marketing efforts by taking into consideration the crucial factors in the tourism industry and in return developing marketing strategies suitable for the destinations.
- Gaining a competitive advantage over other destinations.
- Establishing products and services in the appropriate market for the destinations to be profitable and competitive.

Kassean and Gassita (2013:1) explain that without the motivation of a tourist to travel, there would have been no travel destinations or industry. This makes travel motivation a viable aspect of the tourism industry. Van der Merwe and Saayman (2008:155) state that different destinations attract different tourists possessing different needs and goals; therefore travel motives may not be the same for each destination. In terms of marketing, Kruger *et al.* (2014:650) describe travel motives as a key component for marketing because it reveals the reason why individuals travel or attend events and exhibitions.

Crompton and McKay (1997:426) described three main reasons why known motives are important to destination managers (Smith *et al.*, 2010:18; Peter & Anandkumar, 2016:142):

- Aids in designing custom offerings for visitors
- The main link to visitor satisfaction
- A key variable to understanding the decision-making process of visitors

With the discussion of the different travel motives to different travel destinations, the travel motives to marine destinations are a viable aspect for this study. Travel motives to marine destinations may differ from other destinations as the main focus of these tourists can be identified as the beach and its recreational surroundings. The following table (Table 3.4) illustrates the different travel motivations to marine destinations identified by several authors.

Table 3.4: Travel motivations to marine destinations

Authors	Title	Travel motivations to marine destinations	Tourism sector
Kozak, 2002	Comparative analysis of tourist motivations by nationality and destinations	Relaxation Culture Pleasure seeking Physical activities	Marine destination tourism
Bansal & Eiselt, 2004	Exploratory research of tourist motivations and planning	Climate Adventure Relaxation Personal (Social)	Marine tourism
Yoon & Usyal, 2005	An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	Natural scenery Activities Atmosphere Climate	Destination tourism
Molero & Albaladejo, 2007	Profiling segments if tourists in rural areas of South-Eastern Spain	Nature Peacefulness Activities Family	Rural marine tourism
Saayman, Slabbert & Van der Merwe, 2009	Travel motivation: a tale of two marine destinations in South Africa	Escape and relaxation Destination attractiveness Socialisation	Marine tourism

Van der Merwe <i>et al.</i> , 2011	Travel motivations of tourists to selected marine destinations	Destination attractiveness Escape and relaxation Time utilization	Marine tourism
Jeong, 2014	Marine tourist motivations comparing push and pull factors	Marine activities Escape Novelty	Marine tourism
Scholtz, Kruger & Saayman, 2015	Determinants of visitor length of stay at three coastal parks in South Africa	Park attributes Education Escape	Marine tourism
Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., Villagómez Buele & Arteaga Penafiel, 2018	The tourist demand from the perspective of the motivation, assessment and satisfaction in a sun and beach destination: The Manta case. Ecuador	Resting Beach activities Tourist attractions Night life	Beach tourism
Geldenhuys, 2018	A sustainable management framework for marine adventure tourism products	Experience Marine wildlife Lifestyle Personal achievement	Marine adventure tourism

Source: Authors own compilation

From Table 3.4, the following became apparent: Kozak (2002) and Molero and Albaladejo (2007) conducted studies regarding the travel motivation to marine destinations in Spain and recognised culture, pleasure-seeking, relaxation and physical motivation amongst the tourists. Molera and Albaladejo (2007) identified five travel motives, namely nature and peacefulness, physical and cultural activities, family, trip features and rural life. Yoon and Uysal (2005) researched the travel motives of tourists travelling to Northern Cyprus (at the Mediterranean Sea). The researchers found various travel motives such as relaxation, family togetherness, escape, climate, natural scenery and culture just to name a few. Lastly in South Africa, researchers Saayman *et al.* (2009) identified five travel motivations of tourists travelling to two different marine destinations, escape and relaxation, destination attractiveness, socialisation, personal attachment, site attributes and trip features.

When analysing the travel motives of marine destinations, it is evident that different destinations attract different travellers. Carvache-Franco, Carvache-Franco, Carvache-Franco and Hernández-Lara (2019) differ from Saayman *et al.* (2009) by adding that the main motivations for tourists visiting marine destinations (e.g. beach) can be identified as rest and recreation. Tiedt (2011), therefore clarifies that motives can be seen as a product or are destination-specific which implies that each destination has its special characteristics which attracts the attention of tourists.

In South Africa, several marine destinations are popular amongst tourists. Van der Merwe *et al.* (2011) identified five most popular marine destinations amongst tourists visiting South Africa, namely Plettenberg Bay, Jeffreys Bay, Hartenbos, Margate and Amanzimtoti. They describe

these destinations as offering a variety of activities such as surfing, water sports, events, natural beauty and wildlife sightings. The destinations differ in location, water temperature and activities offered, and therefore, have the potential to attract specific markets searching for the specific attributes offered. Jeffreys Bay is well-known for surfing because of the impeccable waves, Plettenberg Bay is known for its family holidays and relaxing climate, Sodwana Bay is popular for its diving sites as well as adventure activities (Paul, 2018).

Because each of these destinations differs in terms of location, activities, etc., marketers should have specific guidelines in terms of marketing. In connection to this point, managers of these destinations should identify their target market in order to sustain customer loyalty. According to Li and Cai (2012:474), motivation is also used as a viable tool in order to divide the target markets into smaller meaningful segments, making it easier for managers to reach the market's expectations. Therefore, market segmentation needs to be discussed to establish the different segments suitable for the beach market.

3.4 MARKET SEGMENTATION

In the following section, the researcher will define market segmentation in full, discuss the process of market segmentation and analyse literature of previous studies conducted on beach market segmentation.

3.4.1 Defining market segmentation

Market segmentation can be described as the process of dividing a group of tourists into several smaller, internally homogenous groups with similar needs and products or service requirements (Boo & Jones, 2009; Rogerson & Kotze, 2011; Rid, Ezeuduji & Pröbstl-Haider, 2014; Prayag, 2010; Sixaba, 2013). Agreeing with this statement, Sung *et al.* (2016:862) and Sixaba (2013) state that tourists are divided into segments according to their principal motivation to travel. Since the early 1970s, researchers have attempted to differentiate markets according to geographical aspects (Blattberg, Peacock & Sen, 1976:144) and descriptive characteristics such as men or women, buyer or non-buyer (Plummer, 1974:34). Wind (1978:318) subsequently recognised two approaches of market segmentation, namely *priori* and *post-hoc* approaches. A *priori* approach first chooses some variables of interest and then segment the market accordingly (Paker & Vural, 2016; Konu & Kajala, 2012; Prayag, 2010). This may create a risk as not all tourists will respond to the variable in the same manner (Paker & Vural, 2016). The *post-hoc* approach firstly collects the data, depending on a selected set of variables and then attempts to segment the market into smaller groups where similarities within the groups are high (Wind, 1978:318; Konu & Kajala, 2012; Prayag, 2010:214). The purpose of market segmentation is to identify the most profitable group of customers and offer products and services which they are attracted to (Park & Yoon, 2009:100). Therefore, marketing segmentation may be seen as an important tool for destination managers.

Market segmentation offers a competitive advantage to users, as its importance lies in the fact that most resources should not be wasted in trying to cover the entire market with no clear objective (Carvache-Franco *et al.*, 2019:237). Thus, Pesonen (2012:70) explains destinations can only satisfy certain types of demands and needs, and therefore the destinations should be aware of the markets in order to allocate the resources efficiently. Park and Yoon (2009:100) adds to this statement by identifying market segmentation as an important tool which is used to develop appropriate marketing strategies and plans. The outcomes of market segmentation are, competitive advantage, pricing and promotion strategies and product placement which will satisfy the needs of the tourists (Ritchie *et al.*, 2010:410).

It is important to consider all factors regarding market segmentation as it consists of various criterion and factors in order to analyse the tourists' needs (Prayag, 2010:214). This can be overwhelming to some researches, which results in incorrect criteria used to analyse the market, and the wrong market is therefore grouped for a destination (Prayag, 2010:214). For the purpose of this study on beach tourism, the socio-demographic and behavioural factors should be identified in order to create a beachgoer profile. These will be discussed further on.

In terms of beach destinations, tourists' visitation to sun and beach destinations are multipurpose, as the tourists combine beach-based attractions with activities in other places of interest located in the vicinity of the destination (Bujosa, Riera & Pons, 2015:781), which reveals the importance of segmenting this demand.

3.4.2 Market segmentation factors

Researchers Middleton, Morgan, Morgan and Ranchhod (2009); Konu and Kajala (2012) and Kruger *et al.* (2011) identified four of the most commonly-used segmentation factors namely socio-demographic, geographical, behavioural and psychographic (Figure 3.6). According to Konu and Kajala (2012), socio-demographic and geographical data are easy to obtain from individuals. This may explain why these factors are used so often. However, Saayman and Dieske (2015:79) argue that the most commonly used segmentation factors are socio-demographic and behavioural. Although these authors have identified the most commonly used market segmentation factors, Kruger *et al.* (2011:512) state that there is no ideal single market segmentation factor that suits every situation.

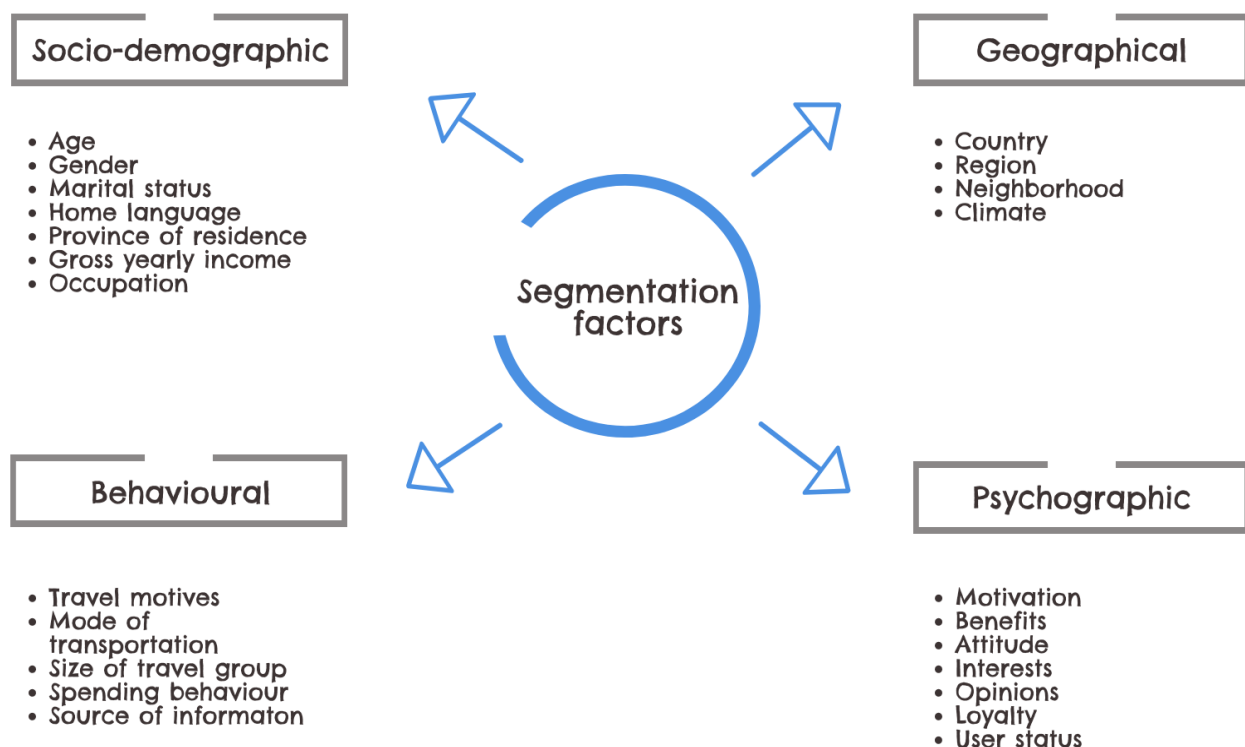


Figure 3.6: Market segmentation factors and examples thereof

Source: Saayman and Dieske (2015); Dolnicar *et al.*, 2018; Herbst, 2019

Paker and Vural (2016:157) explain that in today's markets it is nearly impossible to provide products or services that appeal to all travellers due to their highly heterogeneous needs and expectations, therefore trying to group these tourists according to an identified set of variables may make it easier.

Therefore, in 1996, Morrison identified eight key points for effective market segmentation (Konu & Kajala, 2012; Chand, 2019; Marketing-Insider, 2019). These were supported by other researchers in the years to follow:

1. Tourists within a segment should be similar to each other, but segments should not be similar - different as far as possible from each other.
2. The tourist segments should be groups with a sensible degree of accuracy.
3. Each tourist segment should be substantial in size in order to make an impact on the market.
4. The tourist segments should differ from the characteristics most wanted by the destinations so that different marketing approaches can be examined.
5. The tourists within the segments should be easily accessible by the destinations.
6. The different tourist segments should be interested in the products and services offered by the destination.
7. The newly identified segments should be compatible with the existing markets of the destination.

8. The identified tourists segments should be durable over the long-term, meaning that the segments need to remain relevant over a period of time.

From analysing the criteria and searching for more information in improving market segmentation for destinations, Herbst (2019) researched various authors' studies (Kotler, Brown & Makens, 1999; Saayman, 2006; Gavett, 2014; Dolnicar *et al.*, 2018; McDonald & Dunbar, 2010) and developed a process for marketing segmentation. According to the author (Herbst, 2019), the process consists of three different phases namely segmentation, targeting and positioning. The following figure (Figure 3.7) illustrates the process of marketing segmentation:

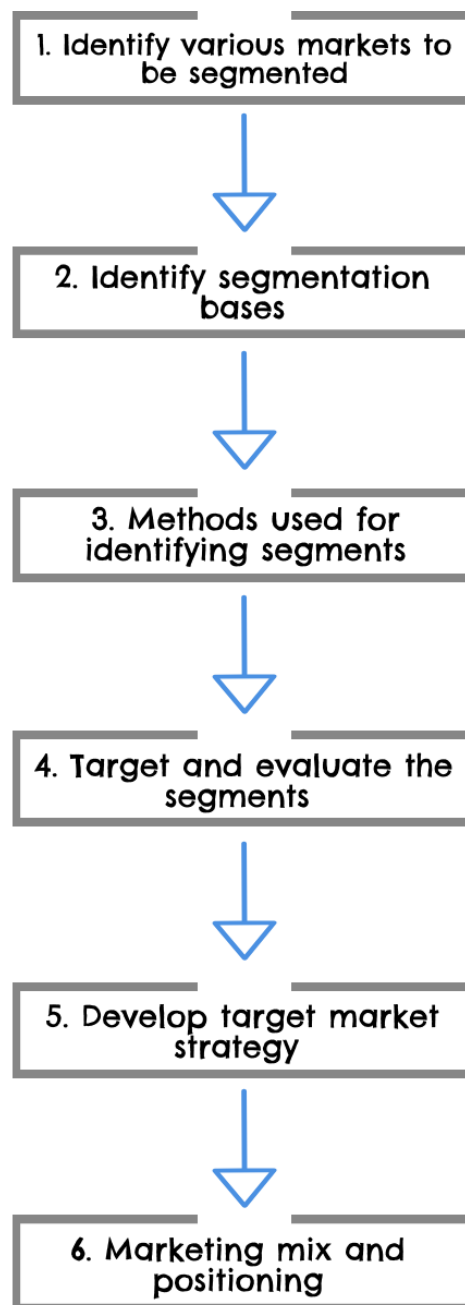


Figure 3.7: Process of marketing segmentation

Source: Herbst (2019)

Figure 3.7 displays the different steps of the process according to market researchers (Dolnicar *et al.*, 2018; Wedel & Kamakura, 2012; Tan, Steinbach & Kumar, 2006; Myburgh, 2014) which will be discussed below:

Step 1: Identifying various markets to segment

The first step involves eliminating the unwanted and not suitable markets for the product/service offered by a destination (Wedel & Kamakura, 2012; Saayman, 2006).

Step 2: Identifying segmentation bases

The second step includes the identification of different segmentation bases, based on Figure 3.6 (socio-demographic, geographical, behavioural and psychographic). Destinations can either use one base or use a combination of bases. The aim of this step is to minimise the similarities between the tourists of each market and maximise the similarities between the markets (Dolnicar *et al.*, 2018; Wedel & Kamakura, 2012).

Step 3: Methods used for identifying segments

In the third step, different methods can be used for identifying the segments, but for the purpose of this study, the clustering analysis method will be sufficient. Agreeing with the statement, Herbst (2019) confirms that the clustering technique is sufficient to identify segments of marine destinations. Clustering analysis consists of types, namely observable versus unobservable and general versus specific (Sarstedt & Mooi, 2014). Observable clustering can directly be measured where unobservable can be measured through self-assessment by tourists or observing the tourists (Herbst, 2019). General variables include the product or services independently, and specific variables focus on the product or services and the tourists (Sarstedt & Mooi, 2014). Clustering also consists of different styles namely *k*-means, hierarchical and density clustering (Tan *et al.*, 2006).

Step 4: Targeting and evaluating the various segments

The fourth step selects and evaluates the segments suitable for the destination's evaluation. Herbst (2019) states that the segment will be targeted according to their demographics, travel behaviour, expenses or relevance to the destination. The clusters will be evaluated according to the travel motives (travel behaviour) for the purpose of this study.

Step 5: Developing a target market strategy

In the fifth step, the destinations should select a suitable marketing strategy which will attract the correct segments. Myburgh (2014) asks whether the destinations should market to the overall market or market to different segments or market to individual tourists only, when creating a diverse spread for marketing. Therefore, the author identifies three strategies that

can be utilised namely *undifferential targeting strategy* (appealing to the market as one), *concentrated targeting strategy* (one strategy focussing on a few markets) and *differentiated targeting strategy* (specific strategy for a specific market) (Myburgh, 2014). Various examples of targeting strategies can, therefore, be identified, such as (Herbst, 2019; Saayman, 2006; Dolnicar *et al.*, 2018):

- *Awareness Strategy*: Increasing awareness of the destination amongst tourists.
- *Maintenance strategy*: Maintaining tourists through loyalty and return visits.
- *Needs-stimulation strategy*: Pertaining to the needs of the tourists.
- *Market penetration strategy*: Offering low tariffs at the destination to attract more tourists.
- *Spending versus volume strategy*: Focussing on the high spenders, but in turn attract a lower volume of tourists.

Although the latter is mostly marketing orientated, management strategies can also be formed. In 1995, Chon and Singh (1995:464) identified product development as part of market segmentation. As the study focusses on beaches, beach resorts will be introduced as the product and services developed from identified market segments. Liao, Chen and Deng (2015:4213) explain that product development is evident in tourism as tourists need change and products need to be adapted to sustain the tourists' needs. The researchers (Liao *et al.*, 2015:4213) state that it is important to constantly receive feedback from tourists in order to fully understand the tourists' knowledge about their motives.

Step 6: Marketing mix and positioning

In the last step, the destination needs to be positioned amongst the competitors and in the market. This is usually based on one or a few variables and attributes that differentiate the destination from others (Cooper, 2013). Researchers Myburgh (2014), Herbst (2019), Binter, Ferjan and Neves (2016) and Payne (2016) suggest that the marketers of the destination should develop a marketing mix consisting of the 4 P's (Price, Product, Promotion and Place) to effectively target the segments. The 4 P's will briefly be discussed below:



Price: The price of the destination's product and services should match the tourists' willingness to pay (Myburgh, 2014). The destination can, therefore, offer different pricing ranges or specials to appeal to the markets. When the destination is positioned amongst the competitors, a certain price range will be preliminary set for the destination and its offerings (Herbst, 2019).



Product: This refers to what the destination has to offer in terms of products or services and product development (Dolnicar *et al.*, 2018). Product development is described by Xu

(2010:607) as the process of developing a product to satisfy the needs of tourists. This product, therefore, needs to be promoted to tourists in order to showcase the change that the product has made to satisfy the tourists' needs (Xu, 2010:607). This is an important aspect of the blue economy and marine destinations.



Promotion: The destination should be promoted or advertised effectively to the market pertaining to their wants and needs. This involves active communication and interaction between the marketers of the destination and the tourists (Herbst, 2019). The marketers, therefore, sell the destination to the tourists.



Place: This involves the destination physically being promoted to tourists or through distribution channels such as social media (Dolnicar *et al.*, 2018). According to Martin (2014), the accessibility of the destination or its products and services is also an important component in marketing. This can either be physically or online through websites and advertisements.

As attention was given to the destinations as part of the segmentation and following the theme of this study, marine destinations are important. Therefore, the development of destinations as a result of known motives or segmentation seems eminent for discussion.

3.5 PRODUCT DEVELOPMENT BASED ON SEGMENTATION BY REFERRING TO BEACH CASE STUDIES

The following case studies describe research conducted on product development developed from known travel motives and segmentation:



CASE STUDY 1: MARKETING RESORTS TO 2000: REVIEW OF TRENDS IN THE USA

As early as 1995, Chon and Singh (1995:464) identified that beach products can be developed from the known market segments of beachgoers (Chon & Singh, 1995:464). The authors researched Club Med as an example of product development due to market segmentation. As more tourists were more inclined to meetings and incentive travel, Club Med adapted their products at beach resorts in Mexico, to offer more meetings, incentives, facilities and packages (Chon & Singh, 1995:464). The researchers further explained that the lifestyles of tourists are changing and therefore the products and services offered by beach resorts need to change in order to attract the different market segments and not only focus on sun, sea and sex segments.



CASE STUDY 2: UNDERSTANDING RESORT VISITORS THROUGH SEGMENTATION

In 2005, Inbakaran and Jackson conducted a study focusing on the segmentation of visitors to resorts and the effect it has on the development of the resort in terms of social, economic and

environmental factors. The authors state that resort segmentation has not been a popular topic amongst researchers (Inbakaran & Jackson, 2005:53). The research was conducted amongst the resorts in Australia, and various travellers were segmented into clusters that were appropriate for the market of the resorts. The authors utilised these results and improved the resort development and marketing to be more focussed on the appropriate travellers and attract sustainable markets (Inbakaran & Jackson, 2005:53).



CASE STUDY 3: A STUDY OF INTELLECTUAL CAPITAL IN THE HOSPITALITY INDUSTRY IN THE CARIBBEAN

Sandals beach resorts are seen as 5-star, award-winning resorts that cater to different markets in tropical beach settings (Dombrowski, 2016). In order to identify why and how these beach resorts gain their success, Carrington (2009) conducted research on them. He explained that these resorts adapted their products in order to cater to tourist segments, for example, resorts that are only based on romantic couples searching for relaxation and escape. Another resort also caters for families that want to enjoy the beach and the activities offered. Therefore, the author concluded that Sandals resorts based their products on the different segments attracted by the locations and activities offered by the beaches (Carrington, 2009).



CASE STUDY 4: TRAVEL MOTIVATIONS AND BEHAVIOUR OF TOURISTS TO A SOUTH AFRICAN RESORTS

Focussing on South African resorts, researchers (Van Vuuren & Slabbert, 2012) studied various resorts in order to gather information about the travel motives and behaviour of visitors. The researchers identified travel motives such as resting, relaxation and recreation as the main travel motives of visitors. The researchers, therefore, used these results to increase the numbers of visitors to these resorts. The marketing of these resorts can also be more effectively targeted at the motives of attracting visitors to these destinations (Van Vuuren & Slabbert, 2012:295).

3.4 CONCLUSION

The objective of this chapter was to analyse the literature on travel motives and market segmentation. The literature revealed different motivations and travel motivations used in tourism, but most importantly at marine destinations specifically at beaches. The motivations of Maslow, Iso-Ahola, Dann's push and pull, Crompton's push and pull and Gray's sunlust and wanderlust were analysed. Travel motives of visitors at marine destinations and beaches such as rest and relaxation, recreation and escape were identified and are displayed in Table 3.2. Furthermore, the researcher defined market segmentation and identified the process of market segmentation to ensure that the markets have effectively been segmented. Lastly, the

researcher concluded results from studies conducted at resorts in marine destinations where segmentation was successfully used to improve development and increase tourist numbers.

Chapter 4

Methodology and Empirical results

4.1 INTRODUCTION

The purpose of this study is to identify the travel motives of visitors to South African beaches, which will be identified through segmentation. In this chapter, objective 3 will be met by conducting surveys at the various South African beach destinations in order to identify the profile of the beachgoer their travel behaviour and motives. Firstly, the method of research will be discussed by briefly explaining the research design, data collection, sampling and data analysis. A comprehensive discussion on the method of research was conducted in Chapter 1. Secondly, the results will be discussed according to the different sections, namely socio-demographics and travel motives. The socio-demographics include aspects such as age, occupation, spending behaviour and activities to participate in. The results will also be presented in terms of the data analysis which will include descriptive analysis, clustering analysis, *t*-Tests and ANOVAs.

4.2 METHODOLOGY

The following section will discuss the research design, method of data collection, sampling and data analysis. As these aspects were discussed in Chapter 1, the researcher will briefly explain these sections.

4.2.1 Research design and method of collection

This study utilised an exploratory research design as it explores the issues in the research field regarding the travel motives of the beachgoers in South Africa. The researcher made use of a quantitative method in order to collect information from respondents. When referring to the definition of quantitative data collection, it can be summarised as a large data collection method focussing on a generalised population (Yilmaz, 2013). As this study included a large sample size, quantitative data collection method was utilised.

Referring back to Chapter 1, the questionnaire was constructed from previous literature Lucrezi and Van der Walt (2016), Saayman *et al.* (2009), Van der Merwe *et al.* (2011) and Lucrezi *et al.* (2015) for the purpose of identifying the profile of visitors and their motives for traveling to the different beaches in South Africa.

4.2.2 Sampling

The population for this study was tourists visiting different South African beaches. A non-probability sampling method was followed by the research and convenience sampling was implemented to identify the visitors at different beaches. The following beach destinations were utilised for data collection as displayed in Figure 4.1:



Figure 4.1: Beach destinations used in the survey

Source: Author

As mentioned in Chapter 1, fieldworkers were trained to approach tourists and effectively disperse these questionnaires amongst the population. As convenience sampling was implemented, the fieldworkers approached a variety of tourists ranging in race, age and gender. Therefore, the sample was the visitors at these beaches who were willing to complete a questionnaire. These different beach destinations were chosen as it is seen as popular beaches amongst visitors to South Africa (Collison, 2017) as explained in Chapter 1.

4.2.3 Collection of data

The questionnaire was distributed by trained fieldworkers to the visitors at the various beach destinations mentioned previously. The survey was executed from December 2016 up until July 2018. The following Table 4.1 illustrates the number of questionnaires distributed at the different beach destinations:

Table 4.1: Sample size and beach destinations

DESTINATIONS	QUANTITY OF QUESTIONNAIRES/ SAMPLE SIZE FOR DATA ANALYSIS
Port Elizabeth	156
Cape Town	460
Hartenbos	47
Jeffreys Bay	93
Durban	256
Muizenberg	126
TOTAL QUESTIONNAIRES	1138

As seen in Table 4.1, a vast amount of data was collected from the visitors. In total 1200 questionnaires were distributed to respondents and 1138 questionnaires were completed. Four or five trained fieldworkers approached the beachgoers relaxing on the beach. The fieldworkers therefore explained the reasons for the survey and why it is important for research in tourism. If the respondent was willing to complete the questionnaire, the fieldworker collected the questionnaire twenty minutes after distribution to the respondent. The fieldworkers were divided into different strata of the beach, thus pertaining to a large section of the beach. Respondents older than 18 years were approached to partake in the survey.

It is also clear from Table 4.1 that the larger beach areas resulted in larger amounts of questionnaires collected. This is the result from certain areas such as Cape Town being more popular than other areas. The sample sized therefore differed as some areas such as Cape Town are more popular than others, the climate was more favourable at that time of the survey conduction.

4.2.4 Data analysis

As Microsoft Excel was used to capture the data, SPSS processed and analysed the data captured. Descriptive analysis was used for describing the socio-demographic results and the results of the motivation aspects. A factor analysis was performed to identify factors according to the motivational aspects. Thereafter, the researcher used clustering based on the motivation aspects and *t*-Test analyses and ANOVAs to compare the clusters and factors, in order to identify the travel motives of the beachgoers to South African beaches.

Pallant (2016:182) describes exploratory factor analysis as research where information is gathered to explore the interrelationship amongst a group of variables. This type of analysis helps the researcher in exploring the items and generating a theory for these results, constructed from a represented set of items (Williams, Onsman & Brown, 2010:2).

t-Tests are used when two sets of data are compared according to the mean score values (Pallant, 2016:182). This test indicates if there is a statistical difference or a practical difference between the two sets of data therefore if the sets of data differ in meaning.

Lane (s.a.) explains an ANOVA (One-way analysis of variance) as a comparison between two or more sets of data in terms of mean values. Pallant (2016:182) also elaborates stating that an ANOVA will indicate if the sets of data differ according to the mean values.

A cluster analysis can be described as a technique that divides a set of values into two or more groups based on the similarity of the values for a set of specific characteristics (Ilango, Subramanian & Vasudevan, 2011:3064). Therefore, a cluster analysis is used to identify more refined characteristics of each cluster (Tan, Steinbach & Kumar, 2013:488).

4.3 RESULTS

In the following section, the results are discussed from the data that was collected. The results are divided into two sections, namely descriptive results and exploratory results.

4.3.1 Descriptive results

Descriptive results entail the describing of results in order to draw a useful conclusion from these results (Pallant, 2016:182). Pallant (2016:182) also states that descriptive results are useful as it describes the characteristics of your sample and addresses your specific research questions.

For the purpose of this study, the results of the two different sections will be described. The first section comprises the socio-demographics of the respondents and the second section includes the motivational aspects of the respondents for visiting the beach areas.

4.3.1.1 Socio-demographic results

The following section discusses the aspects regarding gender, age, education, province of residence, marital status and occupation. Sifers, Puddy, Warren and Roberts (2002:20) state that the socio-demographics should be in order to create a profile of the respondents and compare this profile with other research findings. This section also describes the respondents' travelling group, how many people the respondents were paying for, if the respondents are local residents or resided in another town or even country, the respondents' spending behaviour, how many times the respondents visit the beach, what activities the respondents participate in at the beach, what the respondents are searching for when selecting a beach and what the respondents perceive as a great risk when visiting the beach. The following division portrays the results from the captured data:

4.3.1.1.1 Gender

More than half of the respondents were female (58%), while forty-two percent (42%) were male as illustrated in Figure 4.2.

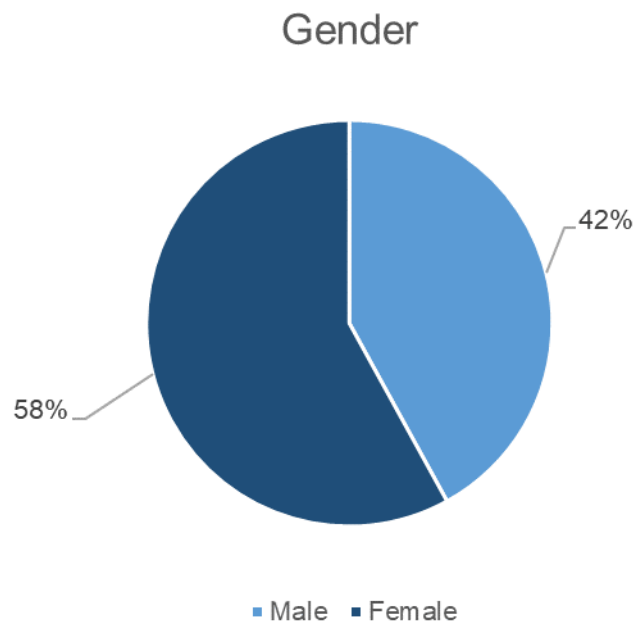


Figure 4.2: Gender of respondents

This finding is therefore supported by researchers (Heaney, Sams, Dufour, Brenner, Haugland, Chern, Wing, Marshall, Love, Serre & Noble, 2012; Williamson, Hatfield, Sherker, Brander & Hayen, 2012) that also found that the majority of beach visitors are mostly female.

4.3.1.1.2 Age

In Table 4.2, six different age categories are displayed. The majority of the respondents are between the ages of eighteen and twenty-nine years, at thirty-six percent (36%). Twenty-three percent (23%) of respondents were between the ages of thirty and thirty-nine years. Fourteen percent (14%) of the respondents were between the ages of forty and forty-nine years.

Table 4.2 Age of respondents

Age group	Frequency
18-29 years	47%
30-39 years	23%
40-49 years	14%
50-59 years	10%
60+ years	6%
Average age	35 years

The average age for the respondents was 35 years. Lucrezi *et al.* (2015) found similar results where beachgoers to South African beaches have an average age in the thirties.

4.3.1.1.3 Home language

In this section, the respondents had to indicate their home language. The results in Figure 4.3 showed that more than half of the respondents were English (55%) speaking. Twenty-eight (28%) of the respondents indicated other languages such as German, Dutch and French. These results indicate that a high percentage of tourists speak European languages which correlate with the origin of the respondents as described in Figure 4.4. Lastly, seventeen percent (17%) of the respondents specified that their home language was Afrikaans.

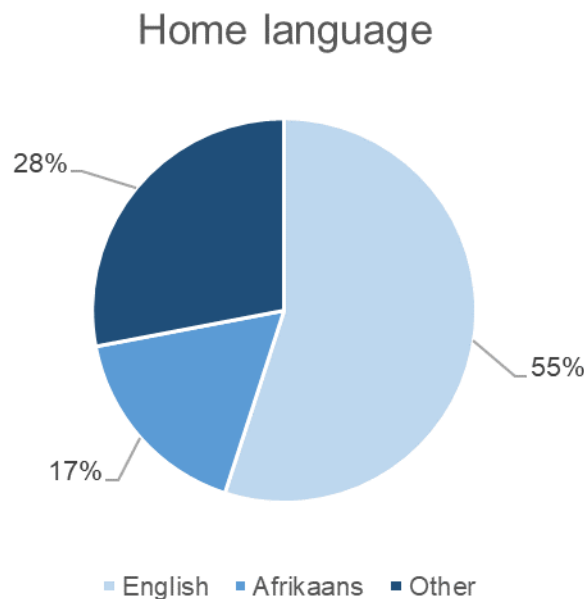


Figure 4.3: Home language of respondents

Geldenhuys (2018) researched marine adventure tourists and the author indicated that Germany is amongst the top five international countries from where tourists visit South Africa supporting the results, indicating a large European visitor group.

4.3.1.1.4 Level of education

Thirty-four percent (34%) of the respondents indicated that their highest level of education is a diploma and/or a degree, while twenty-six percent (26%) indicated that Grade 12/Matric was their highest level of education. Furthermore, Table 4.3 displayed that seventeen percent (17%) of the respondents indicated post-graduate studies as their highest level of education. This corresponds with the results of Lucrezi and van der Merwe (2014) from a study conducted on beachgoers' awareness of blue flags, stating that the beach visitors either have a diploma or graduated with a degree. The aspect referring to still in school includes the respondents older than 18 years but still in school or European visitors portraying university or college as schooling.

Table 4.3: Level of education of respondents

Level of education	Frequency
No school	2%
Still in school	6%
Matric	26%
Diploma &/ degree	34%
Post-graduate	17%
Professional	15%

It is evident from the results that beachgoers in South Africa are educated.

4.3.1.1.5 Province of residence

Regarding the province of residence, twenty-nine percent (29%) of the respondents indicated that they originate from the Western Cape Province. There were also visitors from outside of the South African border such as Germany and the USA. As displayed in Figure 4.4, fourteen percent (14%) of the respondents reside in KwaZulu-Natal, while twelve percent (12%) of the respondents originate from the Eastern Cape.



Figure 4.4: Residence of respondents

It can, therefore, be concluded from the results that the majority of the respondents originate from the Western Cape Province. It should be added that a large area covered by the survey is part of the Western Cape Province.

4.3.1.1.6 Marital status

In this section, the respondents had to indicate their marital status; the results are shown in Table 4.4. Fifty-five percent (54%) of the respondents are single, and thirty-six percent (36%) are married. In accordance with these results, Lucrezi and Van der Walt (2016) stated in a study on beachgoers' perceptions of beach conditions, that thirty-nine percent (39%) of the respondents were also single.

Table 4.4: Marital status of respondents

Marital status	Frequency
Single	54%
Married	36%
Divorced	4%
Widow/er	2%
Other (in a relationship, engaged)	4%

Lastly, four percent (4%) of the respondents indicated that they are divorced as well as indicated other relationships, which includes aspects such as in a relationship or engaged.

4.3.1.1.7 Occupation

Sixty-one percent (61%) of the respondents indicated that they are paid workers (employed) while twenty-two percent (22%) of respondents are students. As seen in Figure 4.5, only eight percent (8%) of the respondents are retired.

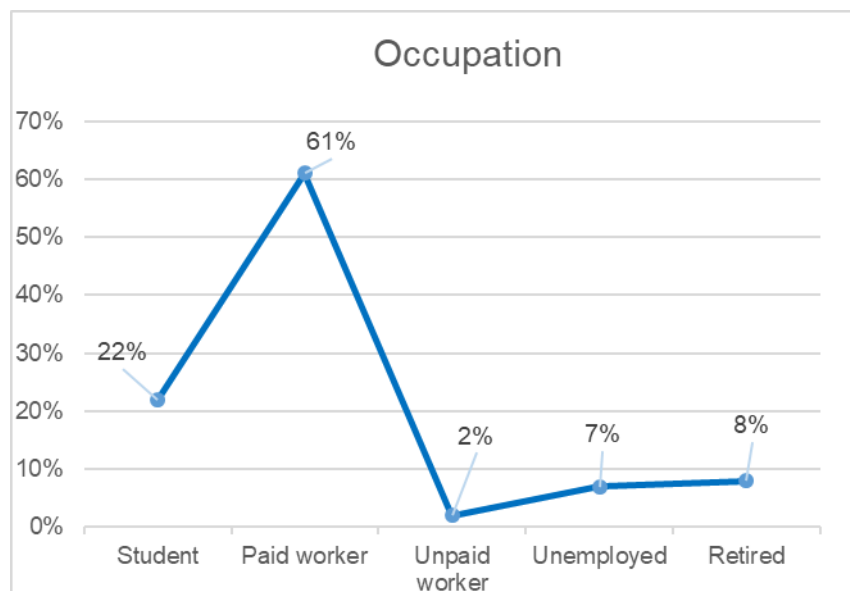


Figure 4.5: Occupation of respondents

Seven percent (7%) of the respondents indicated that they are unemployed while two percent (2%) of the respondents are unpaid workers (e.g. volunteer work).

4.3.1.1.8 Travelling group

In terms of the size of the travel group, thirty-eight percent (38%) of the respondents indicated that their group size consisted of two people, while fourteen percent (14%) of the respondents' group size consisted of three people as well as fourteen percent (14%) of the respondents' indicated four people were in their travel group. The average travel group size included four people.

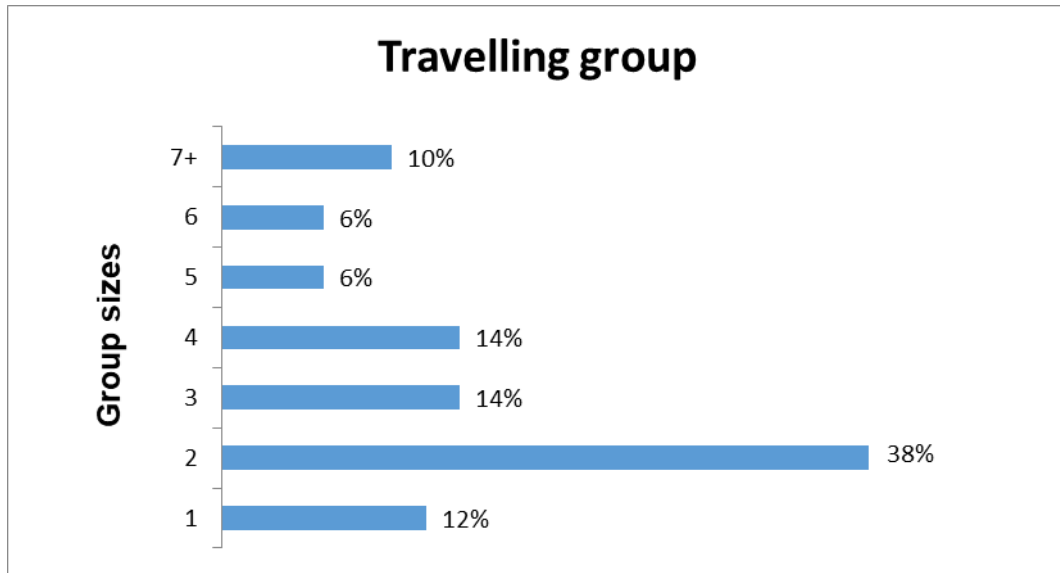


Figure 4.6: Travelling group sizes of respondents

It was also evident in the research of Van der Merwe *et al.* (2011) focusing on the travel motives of tourists to marine destinations, that the average number of respondents in a travel group to marine destinations was between four and five people.

4.3.1.1.9 Number of people paid for

With regards to the number of people paid for, thirty-five percent (35%) of the respondents indicated that they only pay for one person that day to be at the beach, while twenty-three percent (23%) of the respondent stated that they pay for two people to be at the beach. Still at a high percentage, eighteen percent (18%) of the respondents indicated that they paid for no one to be at the beach, indicating that they were paying for themselves. The average number of people that the respondents paid for was two people.

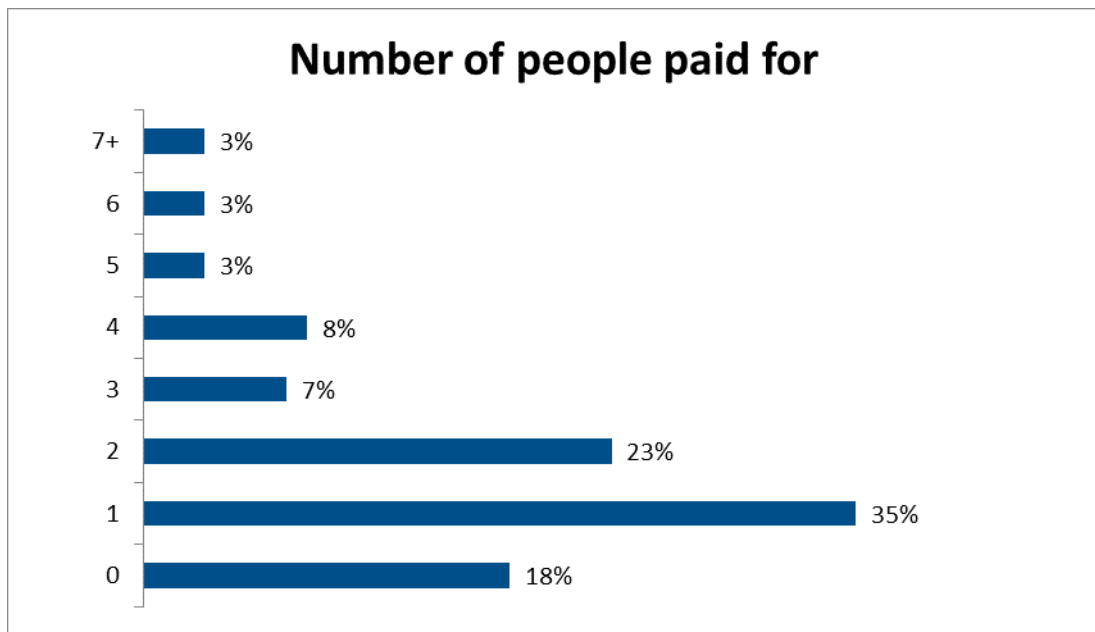


Figure 4.7: Number of people paid for by respondents

Geldenhuys and Van der Merwe (2014) conducted a study in 2014 to identify the profile of visitors to the beach, and the researchers concluded that the average number of visitors are responsible for four people. This differs from the results of the study, which may be attributed to increasing travel and accommodation as well as the younger respondent not having families yet.

4.3.1.1.10 Local resident

The majority of respondents (63%) indicated that they are local residents from the specific areas of the survey. Thirty-seven (37%) of the respondents are not local residents, as displayed in Figure 4.7. This can be compared with the study of Saayman and Saayman (2017) where the researchers focussed on how important blue flag status is in tourists' beach choice, and found that beachgoers are mostly locals visiting South African beaches.

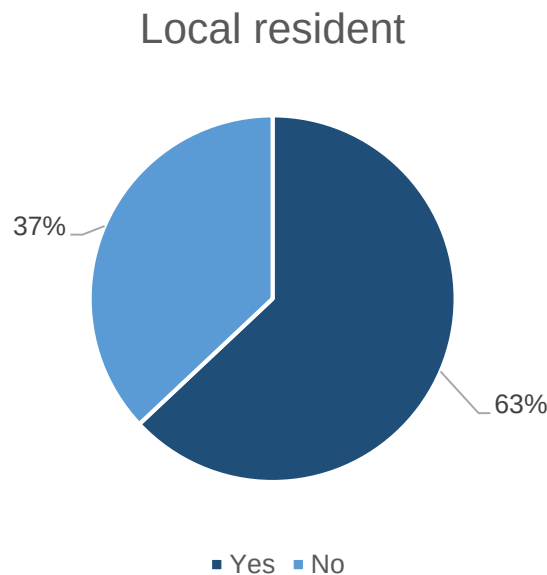


Figure 4.8: Local resident

These results correspond with the province of residence as the majority of the respondents reside in the Western Cape Province, where the biggest part of the survey was conducted. The results may differ in the peak season which is in December.

4.3.1.1.11 Number of nights in the area

In Table 4.5, the number of nights stayed in the area is displayed. Twenty-eight percent (28%) of the respondents indicated that they stay more than ten nights in the area. Fourteen percent (14%) of the respondents do not spend the night in the area which may result in only day visitors at the beach. Eleven percent (11%) of the respondents spend seven nights in the area. The respondents that indicated they do not spend the night in the area are seen as excursionists but still visitors who have an impact on the data as they visit the beach area. Researchers Lucrezi and Saayman (2014) concluded in the study focussing on beachgoers' demand versus the aims of blue flags, that beachgoers spend eight to nine nights in the area which corresponds with the results as respondents also spend a significant number of nights in the area. The respondents therefore spend an average of fourteen nights in the area.

Table 4.5: Number of nights stayed in the area

Nights stayed	Frequency
0	14%
1	5%
2	7%
3	8%
4	8%
5	8%
6	6%
7	11%
8	3%
9	2%
10+	28%

These results correlate with the spending in Table 4.6 as the accommodation is seen as the aspect with the highest spending as respondents spend a period of time in the area.

4.3.1.1.12 Spending behaviour

In terms of visitors' spending, it is evident from Table 4.6 that the visitors spend the most on accommodation with average spending of R5 506,10 for the duration of the visit to the area. The visitors also spend an average of R1 910,90 on shopping such as clothing and R1 554,40 are spent on restaurants. The transport cost suggest that most visitors are from within the proximity of the Cape Provinces correlating with 4.3.1.5 and 4.3.1.9 results. The total average spent for visitors is R11 946,43 for their trip.

Table 4.6: Spending behaviour of respondents

Aspects	Average spending
Accommodation	R 5506.10
Shopping (food, clothing etc.)	R 1910.90
Restaurants	R 1554.40
Transport (to and at destination)	R 1405.41
Activities (all paid-for activities)	R 896.07
Entertainment	R 317.39
Curios/souvenirs	R 189.40
Other (skippers, work, medicine)	R 166.78
Total average spending	R 11946.43

The average spending for the beachgoers is high due to the significant amount of nights spent in the area as well as the high number of international visitors spending in the local area.

4.3.1.1.13 Number of visits to the beach

In this question, the respondents were required to indicate the number of times they visit the beach in the summer season and also in the winter season. By asking the respondents on how frequently they visited the beach, it was clear that it is very seasonally based and motivated. In the summer, the respondents indicated that they visit the beach one to four times during the season whereas in the winter season they visit the beach zero to one time. Seasonality is a key aspect in tourism (Cannas, 2012) which is demonstrated in these responses.

4.3.1.1.14 Activities participated in at the beach

In this open question, certain activities were listed from which respondents could indicate the activities they participated in at the beach. As seen in Table 4.7, the respondents indicated their top three activities as sunbathing (60%), walking (57%) and swimming (54%) to participate in at the beach. Other activities in which respondents took part in at the beach included fishing and meditating (12%).

Table 4.7: Activities respondents participate in at the beach

Activities	Frequency
Sunbathe	60%
Swim	54%
Surf	17%
Walk	57%
Other	12%

*Table does not add up to 100%, respondents could select more than one option.

Basterretxea-Iribar, Sotés and Maruri (2019) researched beachgoers' capacity at overcrowded beaches, the results from the study confirm this finding as beachgoers identify sunbathing as one of their main leisure activities while visiting the beach.

4.3.1.1.15 Preferences for selecting a beach

In this open-question, the respondents had to indicate the attributes they seek for when selecting a beach to visit. More than half of the respondents want a beach that is clean, safe and quiet (not overcrowded). This supports the motive that the visitors would want to relax in a beach area that is not too crowded.

4.3.1.1.16 Risks perceived at the beach

The last open-question relating to the demographic details of the respondents, the respondents identified their greatest perceived risks when visiting the beach. The respondents indicated that crime (theft), sunburn, sharks and drowning were their greatest risks when visiting the beach.

As the respondents indicated that they mostly enjoy sunbathing on the beach, sunburn can be expected as a risk from the respondents.

4.3.1.2 Motives for visiting the beach

In the following section, the respondents were asked to indicate the extent to which the various motives displayed in Table 4.8 played a role in their decision to visit the beach. Twenty-two motives were measured according to a five-point Likert scale, where 1 represents “disagree”, and 5 represents “I do not know”.

When the researcher consulted with the statistician, the “I do not know” scale was eliminated as it did not contribute to the perception of importance against the motives. This was also considered as the data set used is secondary data. The element of “disagree” was deemed strong enough to determine the difference from “agree” and “strongly agree”. Thus, the frequencies are displayed in Table 4.8, followed by the mean and standard deviation values in Table 4.9. The mean value (*M*) is described as it represents the distribution of the values according to the Likert scales whereas standard deviation (*SD*) indicates the dispersion of the mean values (Barde & Barde, 2012; Pallant, 2016).

Table 4.8: Frequency distribution of motivations for visiting the beach

Motivation for visiting the beach	Percentage (%)				
	Disagree	Neutral	Agree	Strongly agree	I do not know
This beach has blue flag status	12	17	22	14	35
This beach is popular/highly rated	3	13	39	35	10
This beach has a beautiful natural setting	3	9	39	44	5
This beach is in close proximity to where I stay	15	12	32	33	8
I feel a special connection to this beach	14	27	27	23	9
It has good swimming conditions	14	22	32	23	9
To break away from my everyday routine	6	15	36	34	9
I had good previous experiences	7	17	34	32	10
It is not too crowded	8	20	34	31	7
Many people come to this beach	8	23	32	26	11
The types of people who come here	18	27	29	17	9
I feel safe here	4	17	46	28	5

The overall water quality is good	5	18	42	25	10
It provides safe swimming conditions for children	9	26	33	19	13
The sea produces good waves	7	23	35	25	10
It is easily accessible	5	15	43	30	7
There is more than enough parking	13	23	33	21	10
There are a high number of water activities on offer	19	26	29	14	12
This beach is well managed	5	21	37	25	12
Various events (music, sport etc.) Are hosted here	12	23	26	18	21
I wanted to explore new places	12	23	30	28	7
This beach is clean	5	14	39	36	6

In Table 4.9, the “I do not know” was eliminated and the mean and standard deviation values were recalculated. Table 4.9 is discussed below:

Table 4.9 Mean and standard deviation values of motivations for visiting the beach

Motivation for visiting the beach	Mean	Standard deviation
This beach has blue flag status	2,57	1,020
This beach is popular/highly rated	3,18	0,795
This beach has a beautiful natural setting	3,30	0,768
This beach is in close proximity to where I stay	2,92	1,052
I feel a special connection to this beach	2,64	1,019
It has good swimming conditions	2,71	1,003
To break away from my everyday routine	3,08	0,895
I had good previous experiences	3,00	0,930
It is not too crowded	2,95	0,945
Many people come to this beach	2,85	0,944
The types of people who come here	2,50	1,011
I feel safe here	3,03	0,792
The overall water quality is good	2,97	0,829
It provides safe swimming conditions for children	2,70	0,927
The sea produces good waves	2,87	0,913

It is easily accessible	3,05	0,834
There is more than enough parking	2,68	0,992
There are a high number of water activities on offer	2,43	0,999
This beach is well managed	2,92	0,870
Various events (music, sport etc.) Are hosted here	2,63	0,988
I wanted to explore new places	2,79	1,016
This beach is clean	3,12	0,862

In Table 4.9, the mean and standard deviation values of the motivational aspects are displayed in terms of a four-point Likert scale (1= Disagree; 2= Neutral, 3= Agree; 4= Strongly agree).

The beach has a beautiful natural setting ($M= 3,30$; $SD= 0,768$), the beach is popular/highly rated ($M= 3,18$; $SD= 0,795$), the beach is clean ($M= 3,12$; $SD= 0,862$) and to break away from my everyday routine ($M= 3,08$; $SD= 0,895$) were amongst the top four most important motives for visiting the beach which respondents agreed with.

The least important motivational aspects which respondents neither agreed nor disagreed with, are that they have a special connection to the beach ($M= 2,64$; $SD= 1,019$), various events (music, sports etc.) are hosted there ($M=2,63$; $SD= 0,988$), the type of people who come to the beach ($M= 2,50$; $SD= 1,011$) and that there is a high number of water activities on offer ($M= 2,43$; $SD= 0,999$).

Correia, Oom do Valle and Moço (2007); Saayman *et al.* (2009); Van der Merwe *et al.* (2011) and Houston (2013) supported these results by stating that the natural setting, esthetical beauty and destination attractiveness were important for travellers visiting the beach. Although the results of the study indicated that activities ($M= 2,43$; $SD= 0,999$) offered at the beach was not an important aspect for the visitors, Saayman *et al.* (2009) identified leisure activities as an important motive for beachgoers contradicting the result identified in this study in terms of activities which support the results in Table 4.7 which indicates the leisure activities. What was interesting is that blue flag status was indicated as the third least important aspect and in some way contradicts their selection of “the beach is clean” as the third most important aspect.

4.3.2 Exploratory results

For this study, a factor analysis was conducted to identify the motivations of why respondents travel to the beach.

4.3.2.1 Factor analysis of the motives for visiting the beach

In order to determine the factors of the motives for visiting the beach, factor analysis was conducted with Principal Component Analysis using Cattell's Scree test. Catell (1966) identified a scree test as a graphic method that consists of plotting the eigenvalues against the items and

then inspecting the shape of the results and identifying the point at which the curve changes radically. Six factors were therefore identified namely swimming conditions, activities, quality of beach, popularity, experience and accessibility. These factors accounted for 60.675% of the total variance. Oblimin-Kaiser normalisation was also used to identify the various factors, but a total variance of 56.184% was accounted for five factors. Therefore, the Scree test was more relevant in terms of the six factors. The Kaiser-Meyer-Olkin (KMO) was 0.895 which is highly significant and acceptable as Pallant (2016:187) states that a KMO value of <0.8 is highly acceptable.

When consulting these six factors, the Cronbach's alpha (α) coefficient range from 0.532 to 0.799. Kline (2013) notes that although the generally accepted value of 0.8 is appropriate for cognitive tests such as intelligence tests, for ability tests, the cut-off point of 0.7 is more suitable. He goes on to say that when dealing with psychological constructs, values below even 0.7 can, realistically, be expected because of the diversity of the constructs being measured. This indicates that these factors have high construct reliability between the factors ($\alpha > 0.5$) (Field, 2009). For scales with a small number of items (e.g. less than 10), it is sometimes difficult to get a decent Cronbach Alpha value, and you may wish to consider reporting the mean inter-item correlation. The inter-item correlation values range from 0.285 to 0.500, and the mean values range from 2.650 to 3.021. As concluded from Table 4.10, Factor 2 has the lowest mean value ($M = 3.02$) indicated the importance of the factor, making it the least important factor and Factor 3 with the highest mean value ($M = 2.65$) of importance, resulting in the most important factor. However, the mean values do not differ significantly making all factors important.

Table 4.10 identifies the six different factor groups with the various motivations grouped as factors. The mean values, Cronbach's alpha, inter-item correlation and the standard deviation is displayed in Table 4.9.

Table 4.10: Factor analysis for motivation for visiting the beach

MOTIVES	FACTOR 1: SWIMMING CONDITIONS	FACTOR 2: ACTIVITIES	FACTOR 3: QUALITY OF BEACH	FACTOR 4: POPULARITY	FACTOR 5: EXPERIENCE	FACTOR 6: ACCESSIBILITY
Beach has good swimming conditions	0.704					
Beach provides safe swimming conditions for children	0.642					
The sea produces good waves	0.477					
I wanted to explore new places		0.719				
There is a high number of water activities offered		0.672				
Various events (e.g. music, sport etc.) are hosted here		0.652				
The beach is clean			0.786			
I feel safe here			0.658			
The overall water quality is good			0.646			
The beach is well managed			0.602			
The beach has blue flag status				0.792		
The beach is popular/highly rated				0.580		
Many people come to this beach				0.479		
The types of people that come here				0.418		
To break away from my everyday routine					0.804	

I had good previous experiences					0.540	
It is not too crowded					0.533	
I feel a special connection to the beach					0.448	
The beach has a beautiful natural setting					0.432	
There is more than enough parking						0.514
The beach is in close proximity to where I stay						0.847
It is easily accessible						0.543
Cronbach's alpha (α)	0.763	0.645	0.799	0.626	0.765	0.532
Mean	2.74	2.65	3.02	2.79	2.99	2.89
Inter-correlation	0.518	0.378	0.500	0.299	0.397	0.285
Standard deviation	0.811	0.820	0.665	0.723	0.666	0.746

*Extraction method: Principle Component Analysis

**Total variance explained: 60.675%

The aspects were grouped together according to their *k*-mean values and therefore the grouped aspects were examined and given an appropriate name according to the aspects grouped together. An overall theme was chosen for the aspects grouped together into factors.

The results incorporation with literature will be discussed in the following:



Factor 1: Swimming conditions

This factor (swimming conditions) includes the following motivations: *the beach has good swimming conditions; beach provides safe swimming conditions for children; the sea produces good waves*, with a mean value of 2.74 and a Cronbach's alpha of 0.763. These findings correlate with the results from the research conducted by Zhang and Wang (2013) and Hatfield, Williamson, Sherker, Brander and Hayen (2012) indicating swimming conditions as an important factor identified amongst beachgoers.



Factor 2: Activities

The activities factor ranked the least important motivation for visiting the beach with a mean value of 2.65 and a Cronbach's alpha of 0.645. This factor includes the motivations: *wanting to explore new places, there is a high number of water activities offered, various events (e.g. music, sport, etc.) are hosted at the beach*. Research conducted by Snider, Luo, Hill and Herstine (2015) and Saayman *et al.* (2009) identified activities especially leisure activities as an important factor for beachgoers; this contradicts the findings of the study as activities was noted as the least important factor motivating visitors to travel to beach areas.



Factor 3: Quality of the beach

Factor 3 (Quality of the beach) is ranked the most important motivation by respondents when visiting the beach. This factor with a mean value of 3.02 and a Cronbach's alpha of 0.500, includes the following motivations: *the beach is clean, I feel safe here, the overall water quality is good, the beach is well managed*. These results are confirmed by the research conducted by Schuhmann, Bass, Casey and Gill (2016) and Lucrezi and Van der Walt (2016) acknowledging the quality of the beach as an important factor for beachgoers, especially in terms of cleanliness of the beach.



Factor 4: Popularity

The popularity factor comprises the following motivations: *the beach has blue flag status, the beach is popular/highly rated, many people come to this beach, the types of people that come here*. This factor has a mean value of 2.79 and a Cronbach's alpha of 0.626. Lucrezi and Van

der Walt (2016) confirmed these results by identifying that beachgoers find beach popularity important, especially in terms of obtaining blue flag status or being highly rated. Moran (2009) identified that tourists chose beaches, especially if they are popular beaches which therefore confirms the findings from the study.



Factor 5: Experience

This factor (experience) with a mean value of 2.99 and a Cronbach's alpha of 0.765, ranked the second most important motivation amongst respondents when visiting the beach. The following motivations are part of this factor: *to break away from my everyday routine, I had good previous experiences, it is not too crowded, I feel a special connection to the beach, the beach has a beautiful natural setting*. These findings correlate with the research conducted by Oh, Draper and Dixon (2010) and Nakagawa and Payne (2011) stating that experience at the beach is an important factor to visitors travelling to the beach. The natural setting and scenic beauty play an important role for tourists as it is seen as a main motivator for tourists to visit the beach.



Factor 6: Accessibility

The accessibility factor ranked third most important, with a mean value of 2.89 and a Cronbach's alpha of 0.532, consist of the following motivations: *there is more than enough parking, the beach is in close proximity to where I stay, it is easily accessible*. Researchers Oh *et al.* (2010), Snider *et al.* (2015) and Schuhmann *et al.* (2016) confirm these results by identifying accessibility of the beach important for beachgoers. These researchers concluded in their findings that parking at the beach and distance to the beach influenced the respondent's motive to travel to the beach.

4.3.3 Results from the t-Tests, ANOVAs and Spearman's rank-order correlation coefficient

In the following section, the results of *t*-Tests, ANOVAs and Spearman's rank-order correlation coefficient are discussed. This section compared the demographic profile attributes with the motivational factors. These results will be described in the same order as represented in the questionnaire.

The aspects which *t*-Tests were performed on include gender (male or female) and if the respondents are local residents (yes or no). Pallant (2016) clarifies that the results are only statistically significant if *p*-value is ≤ 0.05 ; therefore, for the purpose of this study, only the *t*-Tests with significant differences are discussed. In terms of practical significance between the mean values and effect sizes, Pallant (2016) indicates that small values (0.2) have no practical

significance, medium values (0.5) have practical visible difference and large values (0.8) indicates that practical significant differences are present.

ANOVA was tested on the following questions: home language, province of residence, marital status and occupation. Significant differences are only present when p -value is ≤ 0.05 . The practical significance is also indicated by small values (0.2) having no practical significance, medium values (0.5) having practical visible difference and large values (0.8) indicating a practical significant difference.

Ellis and Steyn (2003) introduce effect sizes as the difference between the sets of data and therefore, the spread of data across the sample. It measures the size of the difference between the sets of data. Pietersen and Maree (2016) indicate that effect size also states the strength of the relationship between the sets of data. Ellis and Steyn (2003) further explain the effect sizes as represented by small effect ($d= 0.2$), medium effect ($d= 0.5$) and large effect ($d= 0.8$).

Spearman's rank-order correlation coefficient is used to explore the strength between sets of variables when the data sets are either positive or negative. Pallant (2016) describes a positive correlation as when one set of data increases, and the other set of data increases as well. A negative correlation thus indicates that one set of data increases while the other set of data decreases. It therefore shows the influence one set of data has on the other. For the purpose of this study, correlations were conducted on age, education, travel group size, people paid for in travel group, visitors spending and the factors identified in the factor analysis.

Only the results that illustrated a significant difference were reported in terms of the t -Tests and ANOVAs.

4.3.3.1 t -Tests results

t -Tests were compiled between gender, local residency and activities (sunbathing, swimming, surfing, walking and other activities) with reference to motivational factors. Only small practical differences were visible between these results and therefore had no statistical difference towards the study.

4.3.3.2 ANOVA comparison between home language and beach motivational factors

Table 4.11 indicates that there is a medium practical significant difference ($d= 0,70^{****}$) for *swimming conditions* (Factor 1) visible. Based on the mean values, Afrikaans speaking respondents ($M= 3,00$) felt stronger about the swimming conditions than other language speaking respondents ($M= 2.45$). It can be concluded from these results that Afrikaans respondents perceived as residents from the area perceive *swimming conditions* as a main aspect for visiting the beach and is therefore more important to them as a group. Small practical differences are also indicated between Afrikaans speaking respondents ($M= 3,00$) and English

speaking respondents ($M= 2.45$; $d= 0,27^{**}$) as well as English speaking respondents ($M= 2.45$) and other language ($M= 2.45$; $d= 0,42^{**}$)

Another medium practical difference is visible ($d= 0,55^{***}$) for *popularity* (Factor 4), where Afrikaans speaking respondents ($M= 3,02$) felt stronger about the beach's *popularity* than other language speaking respondents ($M= 2,26$). Further small differences were visible between Afrikaans speaking respondents ($M= 3,02$) and English-speaking respondents ($M= 2,26$; $d= 0,30^{**}$) and between English speaking ($M= 2,80$) and other language speaking respondents ($M= 2,26$; $d= 0,25^{**}$).

In both cases, Afrikaans speaking respondents felt stronger towards the motivational factors.

Table 4.11: ANOVA and effect sizes home language

Factors	Mean			F-ratio	Sig. level	Effect sizes		
	English	Afrikaans	Other			1 & 2	1 & 3	2 & 3
Swimming conditions	2,79	3,00	2,45	24,557	0,001*	0,27**	0,42**	0,70****
Activities	2,60	2,76	2,66	1,945	0,144	0,18	0,06	0,12
Quality of the beach	3,00	3,10	3,01	1,462	0,232	0,15	0,01	0,13
Popularity	2,80	3,02	2,62	15,087	0,001*	0,30**	0,25**	0,55***
Experience	2,99	3,09	2,95	2,088	0,125	0,15	0,05	0,20
Accessibility	2,90	2,89	2,87	0,147	0,864	0,01	0,04	0,03

* Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

Effect sizes are categorised as small ($0.2 - 0.4$)**, medium ($0.5 - 0.8$)*** and large (greater than 0.8)**** (Mok, Bahr & Krosshaug, 2017)

Effect size labels should be interpreted as follows: 1 = English; 2 = Afrikaans; 3 = Other

4.3.3.3 ANOVA comparison between education and beach motivational factors

In terms of education, Table 4.12 illustrates a statistical significance with regards to *accessibility* ($p= 0,001^*$). Practical significances are visible between respondents with no schooling and respondents still in school ($d= 0,85^{****}$), respondents with no schooling and respondents who matriculated ($d= 0,96^{****}$), respondents with no schooling and respondents with a diploma or degree ($d= 0,97^{****}$), respondents with no schooling and postgraduate respondents ($d= 0,99^{****}$) and the largest visible difference respondents with no schooling and professional respondents ($d= 1,22^{****}$). The difference becomes larger with the level of education. In other words, the perceptions towards accessibility to the beach become more important the higher the education level of the respondent. Higher educated people earn larger salaries implying them to own automobiles which could suggest the importance of parking for instance.

The respondents that were still in school ($M= 2,80$), had matric ($M= 2,87$), obtained a diploma or degree ($M= 2,88$), are postgraduates ($M= 2,90$) and are professionals ($M= 3,09$) indicated *accessibility* more important when visiting the beach than respondents with no schooling ($M= 2,06$). Further, only small practical differences were displayed in the *accessibility* factor.

Table 4.12: ANOVA and effect sizes education

Factors	Mean						Effect sizes																
	No school	Still in school	Matric	Diploma, degree	Post-graduate	Professional	F-ratio	Sig. level	1 & 2	1 & 3	1 & 4	1 & 5	1 & 6	2 & 3	2 & 4	2 & 5	2 & 6	3 & 4	3 & 5	3 & 6	4 & 5	4 & 6	5 & 6
Swimming conditions	2,50	2,55	2,86	2,72	2,67	2,77	1,740	0,123	0,05	0,36	0,22	0,17	0,28	0,41	0,20	0,14	0,27	0,16	0,22	0,10	0,06	0,07	0,12
Activities	2,29	2,69	2,70	2,65	2,61	2,72	0,830	0,528	0,43	0,44	0,39	0,35	0,47	0,01	0,05	0,09	0,04	0,06	0,10	0,03	0,05	0,09	0,13
Quality of the beach	2,87	2,91	2,92	3,05	3,10	3,10	2,212	0,051	0,05	0,06	0,22	0,29	0,29	0,01	0,20	0,29	0,29	0,19	0,27	0,27	0,08	0,08	0,00
Popularity	2,97	2,83	2,86	2,77	2,77	2,78	0,625	0,680	0,14	0,10	0,20	0,20	0,19	0,05	0,08	0,09	0,08	0,12	0,13	0,12	0,00	0,01	0,01
Experience	2,99	2,88	2,98	3,02	2,95	3,07	0,758	0,580	0,15	0,02	0,03	0,05	0,10	0,15	0,20	0,10	0,26	0,06	0,03	0,13	0,09	0,07	0,16
Accessibility	2,06	2,80	2,87	2,88	2,90	3,09	4,961	0,001*	0,85****	0,96****	0,97****	0,99****	1,22****	0,07	0,08	0,11	0,32**	0,01	0,04	0,31**	0,03	0,27**	0,28**

***Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).**

Effect sizes are categorised as small (0.2 – 0.4), medium (0.5 – 0.8)*** and large (greater than 0.8)**** (Mok, Bahr & Krosshaug, 2017)**

Effect size labels should be interpreted as follows: 1 = No school; 2 = Still in school; 3 = Matric; 4 = Diploma, degree; 5 = Post-graduate; 6 = Professional

4.3.3.4 ANOVA comparison between the province of residence and beach motivational factors

In Table 4.13 and Table 4.14, the mean values and statistical differences are displayed in the separate tables. In Table 4.14, only the motivational factors where statistical differences are displayed. Therefore, statistical differences are identified with regards to *swimming conditions* ($p=0,001^*$), *popularity* ($p=0,001^*$) and *experience* ($p=0,007^*$).

Swimming conditions resulted in a large practical difference ($d=1,04^{****}$) between respondents residing in the Northern Cape ($M=2,53$) and North-West ($M=3,10$). Respondents from the North-West province felt stronger towards *swimming conditions* as a motivational factor.

With regards to *popularity* factor, medium to large practical differences were visible between Western Cape ($M=2,85$) and Limpopo ($M=3,40$; $d=0,81^{****}$); Eastern Cape ($M=2,83$) and Limpopo ($M=3,40$; $d=0,83^{****}$); Free State ($M=2,67$) and Limpopo ($M=3,40$; $d=0,79^{***}$); Mpumalanga ($M=2,71$) and Limpopo ($M=3,40$; $d=1,16^{****}$); North-West ($M=3,17$) and outside South African borders ($M=2,60$; $d=0,80^{****}$) and between Limpopo ($M=3,40$) and outside South African borders ($M=2,60$; $d=1,13^{****}$). The respondents residing from Limpopo and North-West indicated *popularity* as the most important motivational factor when visiting the beach.

Experience indicated large practical differences between the provinces of Western Cape ($M=2,82$) and Limpopo ($M=3,56$; $d=0,88^{****}$); Mpumalanga ($M=3,48$) and Northern Cape ($M=2,64$; $d=1,21^{****}$); Mpumalanga ($M=3,48$) and North-West ($M=3,09$; $d=0,80^{****}$); Mpumalanga ($M=3,48$) and outside South African borders ($M=2,90$; $d=0,88^{****}$); Northern Cape ($M=2,64$) and Limpopo ($M=3,56$; $d=1,33^{****}$); North-West ($M=3,09$) and Limpopo ($M=3,56$; $d=0,97^{****}$) and between Limpopo ($M=3,56$) and outside of South African borders ($M=2,90$; $d=1,01^{****}$). Respondents residing from Mpumalanga and Limpopo felt stronger towards *experience* as a motivational factor when traveling to the beach.

The implication of the practical significance could indicate that respondents from provinces furthest away from the coast (North-West, Limpopo & Mpumalanga) are more focussed on the seasonal holiday where swimming, popularity and experience are very important as part of their trip to make it worthwhile.

Table 4.13: Mean values of provinces

Factors	Mean									
	Western Cape	Gauteng	Eastern Cape	Free State	KwaZulu- Natal	Mpumalanga	Northern Cape	North-West	Limpopo	Outside RSA borders
Swimming conditions	2,87	2,96	2,92	2,64	2,86	2,96	2,53	3,10	3,14	2,40
Activities	2,62	2,59	2,76	2,83	2,61	2,74	2,85	2,67	3,03	2,65
Quality of the beach	2,98	3,16	2,97	3,06	3,04	3,29	2,78	3,02	3,14	3,02
Popularity	2,85	2,86	2,83	2,67	2,94	2,71	3,01	3,17	3,40	2,60
Experience	2,98	3,08	3,06	3,17	3,10	3,48	2,64	3,09	3,56	2,90
Accessibility	2,82	2,92	2,85	2,99	2,99	2,92	2,76	2,79	2,92	2,92

Table 4.14: ANOVA and effect sizes provinces

Factors	Effect sizes													
	F- ratio	Sig. level	1 & 9	3 & 9	4 & 9	6 & 7	6 & 8	6 & 9	6 & 10	7 & 8	7 & 9	8 & 9	8 & 10	9 & 10
Swimming conditions	8,621	0,001*	-	-	-	-	-			1,04****	-	-		-
Popularity	4,062	0,001*	0,81****	0,83****	0,79***	-	-	1,16****	-	-	-	-	0,80***	1,13****
Experience	2,544	0,007*	0,88****	-	-	1,21****	0,80****	-	0,88****	-	1,33****	0,97***		1,01***

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

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

Effect size labels should be interpreted as follows: 1 = Western Cape; 2 = Gauteng; 3 = Eastern Cape; 4 = Free State; 5 = KwaZulu-Natal; 6 = Mpumalanga; 7 = Northern Cape; 8 = North-West; 9 = Limpopo; 10 = Outside RSA borders.

4.3.3.5 ANOVA comparison between occupation and beach motivational factors

As seen in Table 4.15, a large practical significance ($d= 0,74^{***}$) is identified in *swimming conditions* (Factor 1) where retired respondents ($M= 3,15$) felt *swimming conditions* are more important than unpaid workers ($M= 2,57$) who responded to *swimming conditions*. Another practical difference ($d= 0,64^{***}$) identified was between students ($M= 2,65$) and retired respondents ($M= 3,15$) where retired respondents indicated that *swimming conditions* were more important to them when visiting the beach. A practical statistical difference was identified ($d= 0,57^{***}$) between retired respondents ($M= 3,15$) and unemployed respondent ($M= 2,64$), where retired respondents indicated that *swimming conditions are important*. Between paid workers ($M= 2,73$) and retired respondents ($M= 3,15$), a practical statistical difference was identified ($d= 0,50^{***}$), where retired respondents indicated *swimming conditions* as more important.

In terms of *accessibility*, (Factor 6), a practical difference ($d= 0,53^{***}$) is visible between unpaid workers ($M= 3,03$) and unemployed respondents ($M= 2,58$). Unpaid workers identified that *accessibility* is important to these respondents when visiting the beach. Unemployed respondents indicated that *accessibility* of the beach was not that important when visiting the beach.

The results indicate that the retired respondents may be an older segment where safety and security is an issue and struggle in their daily lives. Therefore explaining why they feel *swimming conditions* should be safe and the beach should be easily *accessible* in order for them to have a relaxing and struggle free experience at the beach.

Further, only small differences were reported in terms of *swimming conditions* and *accessibility* between the groups.

Table 4.15: ANOVA and effect sizes of occupation

Factors	Mean					F-ratio	Sig. level	Effect sizes									
	Student	Paid worker	Unpaid worker	Unemployed	Retired			1 & 2	1 & 3	1 & 4	1 & 5	2 & 3	2 & 4	2 & 5	3 & 4	3 & 5	4 & 5
Swimming conditions	2,65	2,73	2,57	2,64	3,15	5,028	0,001*	0,10	0,11	0,01	0,64***	0,20**	0,10	0,50***	0,09	0,74***	0,57***
Activities	2,68	2,67	2,56	2,41	2,54	1,536	0,190	0,01	0,14	0,33	0,16	0,13	0,33	0,16	0,18	0,02	0,16
Quality of the beach	2,96	3,05	2,99	2,85	3,15	2,004	0,092	0,12	0,04	0,15	0,27	0,08	0,25	0,15	0,18	0,23	0,38
Popularity	2,79	2,79	2,68	2,73	2,85	0,319	0,865	0,01	0,14	0,10	0,08	0,13	0,08	0,09	0,06	0,21	0,19
Experience	2,91	3,01	2,88	2,93	3,17	2,250	0,062	0,16	0,04	0,04	0,40	0,19	0,12	0,23	0,08	0,44	0,36
Accessibility	2,78	2,95	3,03	2,58	2,96	4,751	0,001*	0,23**	0,32**	0,23**	0,24**	0,10	0,45**	0,01	0,53***	0,10	0,45**

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

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

Effect size labels should be interpreted as follows: 1 = Student; 2 = Paid worker; 3 = Unpaid worker; 4 = Unemployed; 5 = Retired

4.3.3.6 Correlations between motivational factors and questions

Pallant (2016) describes Spearman's Rank Order correlation coefficient as exploring the strength between two continuous variables. It therefore indicates the direction of the relationship, whether it is positive or negative. Pallant (2016) further explains that a positive correlation is where one set of data increases; the other also increases. A negative correlation specifies an increase in one variable and the other decreases. The size of the correlation (r) provides the strength of the relationship. By determining the strength of the relation of the effect of the relationship, Cohen (1988:79) interprets values as the following: small effect (0.10-0.29); medium effect (0.30-0.49) and large effect (0.50-1.00). When establishing the significance level ($p \leq 0.05$), Pallant (2016) clearly states that it may be misunderstood. Some values may have a strong correlation, but show no significant difference which is affected by the sample size.

The results of each of the motivational factors and different questions are discussed below:

- In the *swimming conditions* factor, only small, positive correlation coefficients were visible with age ($r = 0.116^{**}$; $p = 0,001$) and the group size ($r = 0.147^{**}$; $p = 0,001$). This indicates that respondents who are older and have a larger traveller group regard *swimming conditions* as an important factor when travelling to the beach.
- In terms of the *quality of the beach*, only small, positive correlation coefficients were eminent. This factor had a significant relationship with age ($r = 0.090^{*}$; $p = 0,011$), education ($r = 0.102^{**}$; $p = 0,004$), nights stayed ($r = 0.136^{**}$; $p = 0,002$) and spending ($r = 0.115^{**}$; $p = 0,008$). These results show that older respondents, have a higher level of education, spend more nights in the area and have a higher expenditure; the more significant the *quality of the beach* was for them.
- *Popularity* resulted in only one small, positive correlation coefficient as seen in Table 4.18. It is therefore evident that the more people that were paid for ($r = 0.085^{*}$; $p = 0,021$), the more *popularity* became an important motivational factor, this could be due to the social aspect of larger groups.
- In the *experience* factor, only small, positive correlation coefficients were identified. Age ($r = 0.081^{*}$; $p = 0,022$) and people paid for ($r = 0.077^{*}$; $p = 0,038$) had a significant relationship with the *popularity* factor. Therefore, the respondents who are older and are financially responsible for more people, considered *experience* as an important motivational factor. When one pays a larger amount than usual, value for money is expected in return.
- In the last motivational factor, *accessibility*, only small, positive correlation coefficients were eminent from the results. This factor had a significant relationship with education ($r = 0.101^{**}$; $p = 0,004$) and nights stayed in the area ($r = 0.106^{**}$; $p = 0,018$). The results indicate that respondents with a higher level of education and who spend more nights in the area, regard *accessibility* as an important motivational factor when visiting the beach.

Table 4.16: Results from Spearman's rank order correlations (motivational factors and questions)

Factors		Age	Education	Group size	People paid for	Nights staying	Spending
Swimming conditions	r	.116**	-0,019	.147**	0,064	-0,057	-0,081
	Sig.	0,001	0,584	0,000	0,086	0,209	0,066
	N	795	808	665	725	479	520
Activities	r	-0,039	0,009	0,020	0,000	-0,053	-0,019
	Sig.	0,274	0,807	0,598	0,997	0,246	0,671
	N	780	794	666	720	485	524
Quality of beach	r	.090*	.102**	-0,015	0,035	.136**	.115**
	Sig.	0,011	0,004	0,706	0,348	0,002	0,008
	N	802	818	680	737	496	533
Popularity	r	0,055	-0,055	0,008	.085*	0,019	0,040
	Sig.	0,119	0,113	0,834	0,021	0,682	0,355
	N	812	831	686	742	494	534
Experience	r	.081*	0,048	-0,010	.077*	0,075	0,064
	Sig.	0,022	0,170	0,794	0,038	0,095	0,142
	N	800	820	679	733	491	527
Accessibility	r	0,066	.101**	0,003	0,005	.106*	-0,027
	Sig.	0,061	0,004	0,939	0,885	0,018	0,540
	N	810	827	681	742	494	534

*Significant 5% = $p \leq 0.05$

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

Table 4.17 represents the correlation coefficients between all of the motivational factors. It is evident from the results that all the motivational factors have a significant positive correlation with one another. These correlation effects range from small ($r = 0.1-0.29$) to medium ($r = 0.3-0.49$). These results show that all motivational factors should be present for tourists to travel to South African beaches. As all motivational factors are present, all of the respondents will therefore be satisfied with travelling to the beach destinations.

Table 4.17: Results from Spearman's rank-order correlations (motivational factors)

Factors		Swimming conditions	Activities	Quality of beach	Popularity	Experience	Accessible
Swimming conditions	r		.371**	.458**	.458**	.481**	.441**
	Sig.		0,000	0,000	0,000	0,000	0,000
	N		808	828	840	824	844
Activities	r	.371**		.385**	.323**	.277**	.323**
	Sig.	0,000		0,000	0,000	0,000	0,000
	N	808		832	818	802	820
Quality of beach	r	.458**	.385**		.430**	.496**	.438**
	Sig.	0,000	0,000		0,000	0,000	0,000
	N	828	832		838	825	844
Popularity	r	.458**	.323**	.430**		.478**	.354**
	Sig.	0,000	0,000	0,000		0,000	0,000
	N	840	818	838		843	850
Experience	r	.481**	.277**	.496**	.478**		.419**
	Sig.	0,000	0,000	0,000	0,000		0,000
	N	824	802	825	843		840
Accessibility	r	.441**	.323**	.438**	.354**	.419**	
	Sig.	0,000	0,000	0,000	0,000	0,000	
	N	844	820	844	850	840	

***Significant 5% = $p \leq 0.05$**

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

4.3.4 Results from the cluster analysis and cross-tabulations

The following section discusses the cluster analysis based on the motivational factors. This was done to segment beachgoers and to provide a demographic profile of the beachgoers travelling to South African beaches. In order to fully understand the reasons why tourists travel to these beaches, it is necessary to gain in-depth research on the profile of the different beachgoer segments.

4.3.4.1 Results from the cluster analysis

Two general categories can be identified within a cluster analysis namely hierarchical clustering and partitional clustering also known as non-hierarchical clustering. Hierarchical clustering is organising the clusters in a tree-like structure while partitional clustering is dividing the clusters so that each data value is in exactly one subset, not in a tree-like structure (Tan *et al.*, 2013). In the statistical program SPSS, three common methods are identified, i.e. hierarchical method, partitioning method (*k*-means) and lastly two-step clustering (Tan *et al.*, 2013). For the purpose of this study, the hierarchical clustering technique is utilised.

A hierarchical cluster analysis was conducted using Ward's method with Euclidean distances to identify different segments of beachgoers. Two clusters were identified as the most suitable, as indicated in Figure 4.9.

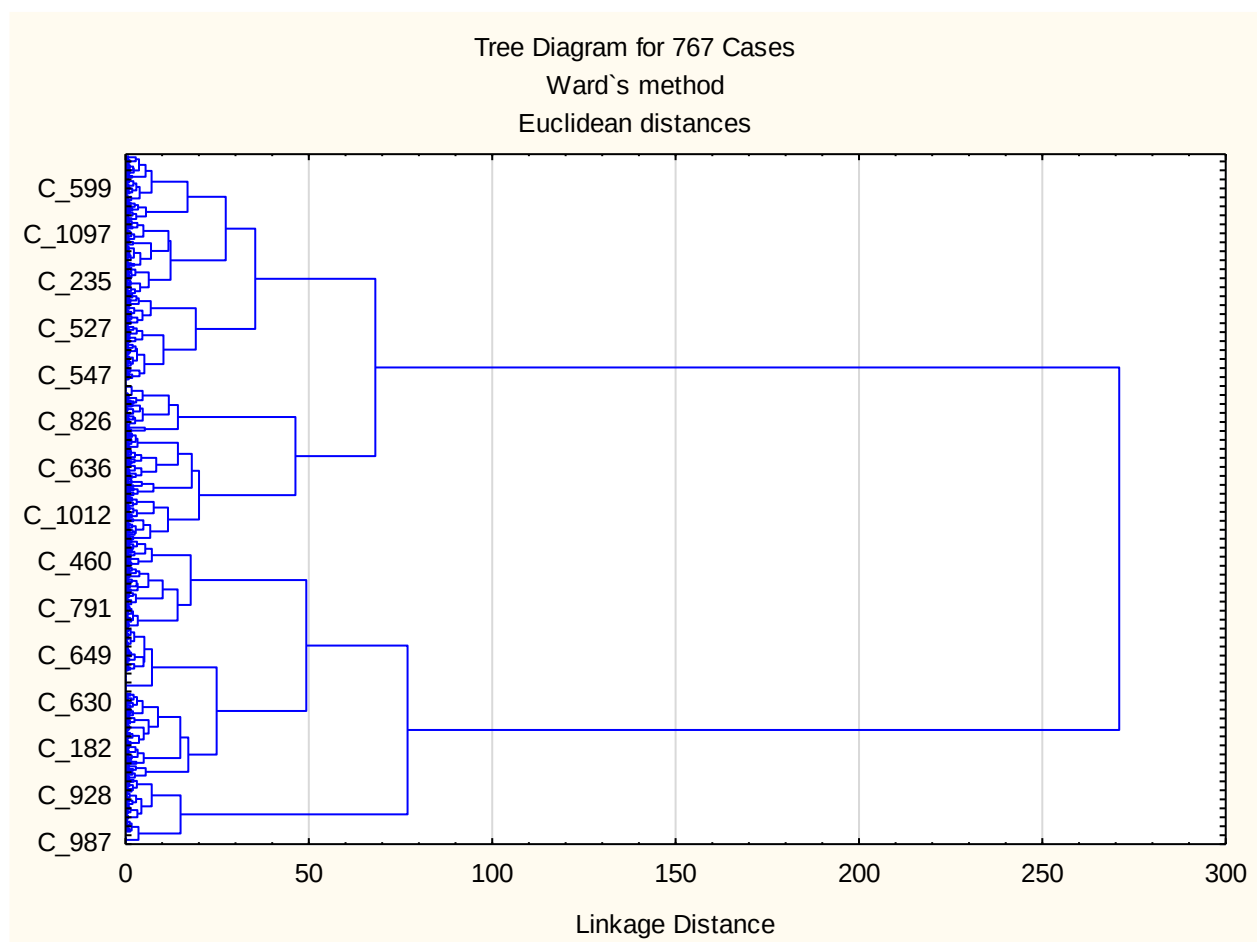


Figure 4.9: Two-cluster solution: Ward's method

The results obtained from the cluster analysis were used to identify the two segments, their mean values and statistical differences ($p \leq 0.05$) amongst the clusters.

4.3.4.2 Identification of the beachgoer segments

In Table 4.18, the results from the cluster analysis in terms of mean values and statistical differences are displayed. The results from Table 4.18 reveal that all motivational factors

contribute to the statistical difference between the two segments. It is evident from the results that statistical differences were visible regarding the factors *swimming conditions* ($p= 0,001^*$), *activities* ($p= 0,001^*$), *quality of beach* ($p= 0,001^*$), *experience* ($p= 0,001^*$), *popularity* ($p= 0,001^*$) and *accessibility* ($p= 0,001^*$). Large practical differences are visible between the clusters in terms of all the motivational factors namely *swimming conditions* ($d= 1,24^{****}$), *activities* ($d= 1,16^{****}$), *quality of beach* ($d= 1,12^{****}$), *experience* ($d= 1,27^{****}$), *popularity* ($d= 1,22^{****}$) and *accessibility* ($d= 1,13^{****}$).

According to the mean value and cross-tabulation results presented by the motivational factors, the clusters were identified as the following:

The first cluster indicated that they do participate in sun activities such as sunbathing and walking on the beach and therefore, they are identified as the *Sun seekers* ($N= 427$). The second cluster indicated the *quality of the beach* and *experience* as the most important motivational factor and therefore named the *Experience seekers* ($N= 340$). These results correlate with the findings in literature as sun lust, and wanderlust is seen as a motivational theory for beachgoers. Thus, the literature supports the clusters identified.

The following section discussed the results obtained from the *t*-Test and cross-tabulation in terms of socio-demographic and behavioural characteristics.

Cross-tabulation can be described as a technique to identify the interactions between the data values choosing which value set is best suited for the cluster. It therefore identifies which characteristic describes the cluster set the greatest (Macia, 2015). Pearson Chi-square evaluates if there is significance between the data values ($p \leq 0.05$) and Cramer's V value establishes the effect size if significance is present (Changing minds, 2019). Pallant (2016) emphasises the effect sizes as 0.10 represents a small effect, 0.30 represents a medium effect, and 0.50 represents a large effect between the data sets.

It is evident from Table 4.19 that statistical differences are present. Only small practical differences can be identified within *age* ($p= 0,003^*$; $d= 0,16$) and *group size* ($p= 0,004^*$; $d= 0,15$). The *Experience seekers* (36 years old) are older than the *Sun seekers* (34 years old) as well as have a larger travel group (4 people) than the *Sun seekers* (3 people).

As seen in Table 4.20, there are statistical significances visible ($p<0.05$). These significant differences are present between the clusters within various aspects namely *home language* ($p=0,001^*$), *province of residence* ($p= 0,010^*$), *sunbathing activity* ($p= 0,020^*$), *swimming activity* ($p= 0,003^*$) and *walking activity* ($p= 0,016^*$). Only small effect sizes are present amongst these aspects namely *home language* ($v= 0,169^{**}$), *province of residence* ($v= 0,168^{**}$) and *swimming activity* ($v= 0,107^{**}$).

In order to gain insight into the profile of the segments, each segment's characteristics will be discussed with reference to Table 4.19 and Table 4.20.

The first cluster named, *Sun seeker* indicated the *quality of the beach* ($M= 2,72$) as the most important factor while *activities* ($M= 2,27$) was the least important factor for travelling to the beach. This cluster is mostly female (57,6%) with an average age of 34 years. The *Sun seekers* are mostly English (53,7%) speaking, reside from outside of South Africa (35,5%) and are not local residents (65,3%). The cluster is single (54,0%), acquired a diploma or degree (36,0%) and are paid workers (62,0%). These respondents have a group size of three people, are financially responsible for two people, spend an average of sixteen nights in the area and are the highest spenders (R12473,60) amongst the clusters. They participate in sunbathing (70,2%), swimming (52,1%) and walking (55,4%), but do not take part in surfing or other activities such as fishing.

The second cluster, *Experience seeker*, identified the *quality of the beach* ($M= 3,39$) and *experience* ($M= 3,39$) as the most important motivational factor and ranked *activities* ($M= 3,10$) as the least important motivational factor, although they perceive it still more important than the other cluster. *Experience seekers* are mostly female (60,1%), are 36 years of age (oldest segment) and English speaking (53,7%). This cluster resides in the Western Cape province (29,0%). These respondents are single (51,2%), obtained a diploma or degree (33,1%) and have a paying occupation (60,3%). Their travelling group consists of four people, and they are financially responsible for two travellers. This cluster overnights seventeen nights in the area and spends the second-lowest in the area (R12058,41). *Experience seekers* mostly enjoy sunbathing (62,2%), swimming (62,8%) and walking (64,1%) when visiting the beach.

Table 4.18: t-Test results for tourists travelling to South African beaches in terms of factors

Factors	Mean		Standard deviation		Sig. level	Effect size
	Sun Seekers N=427	Experience Seekers N= 340	Sun Seekers N=427	Experience Seekers N= 340		
Swimming conditions	2,34	3,24	0,722	0,546	0,001*	1,24****
Activities	2,27	3,10	0,650	0,718	0,001*	1,16****
Quality of beach	2,72	3,39	0,597	0,494	0,001*	1,12****
Popularity	2,45	3,22	0,599	0,521	0,001*	1,27****
Experience	2,68	3,39	0,584	0,489	0,001*	1,22****
Accessibility	2,56	3,31	0,669	0,518	0,001*	1,13****

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

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

Table 4.19: t-Test results for tourists travelling to South African beaches in terms of behavioural questions

Factors	Mean		Standard deviation		Sig. level	Effect size
	Sun Seekers N=427	Experience Seekers N= 340	Sun Seekers N=427	Experience Seekers N= 340		
Age	33,51	35,66	12,79	13,69	0,03*	0,16
Group size	3,34	3,91	3,08	3,67	0,04*	0,15
People paid for	1,80	1,98	1,61	1,76	0,18	0,10
Nights staying	16,27	10,51	40,60	24,30	0,06	0,14
Spending	12473,60	12058,41	20359,66	21533,54	0,83	0,02

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

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

Table 4.20: Cross-tabulation with Ward's method results for tourists travelling to South African beaches

	Sun Seekers N=427	Experience Seekers N= 340	Pearson's Chi-square	Sig p- value	Cramer's V
Gender	Male: 42,4% Female: 57,6%	Male 39,9% Female: 60,1%	.481	0,488	0,025
Home language	English: 53,7% Afrikaans: 13,6% Other: 32,7%	English: 53,7% Afrikaans: 24,9% Other: 21,4%	21.513	0,001*	0,169**
Education	No school: 2,0% Still in school: 5,8% Matric: 20,7% Diploma, degree: 36,0% Post-graduate: 19,9% Professional: 15,6%	No school: 0% Still in school: 4,6% Matric: 26,7% Diploma, degree: 33,1% Post-graduate: 18,8% Professional: 16,7%	10.676	0,058	0,121
Province	Western Cape: 28,0% Gauteng: 10,8% Eastern Cape: 9,2% Free State: 1,2% KwaZulu-Natal: 12,9% Mpumalanga: 0,5% Northern Cape: 0,7% North-West: 0,9% Limpopo: 0,2% Outside RSA borders: 35,5%	Western Cape: 29,0% Gauteng: 12,1% Eastern Cape: 13,6% Free State: 1,8% KwaZulu-Natal: 13,6% Mpumalanga: 1,5% Northern Cape: 1,5% North-West: 2,4% Limpopo: 1,2% Outside RSA borders: 23,4%	21.608	0,010*	0,168**
Marital status	Single: 54,0% Married: 36,0% Divorced: 3,6% Widow/er: 1,4% Other: 5,0%	Single: 51,2% Married: 40,3% Divorced: 4,4% Widow/er: 1,8% Other: 2,4%	5.095	0,278	0,082
Occupation	Student: 24,2% Paid worker: 62,0%	Student: 23,3% Paid worker: 60,3%	5.841	0,211	0,088

	Unpaid worker: 2,2% Unemployed: 6,5% Retired: 5,3%	Unpaid worker: 2,1% Unemployed: 4,8% Retired: 9,6%			
Local resident	Yes: 34,7% No: 65,3%	Yes: 38,3% No: 61,7%	1.049	0,306	0,037
Sunbathing	Yes: 70,2% No: 29,8%	Yes: 62,2% No: 37,8%	5.380	0,020*	0,084
Swimming	Yes: 52,1% No: 47,9%	Yes: 62,8% No: 37,2%	8.809	0,003*	0,107**
Surfing	Yes: 15,3% No: 84,7%	Yes: 18,9% No: 81,1%	1.689	0,194	0,047
Walking	Yes: 55,4% No: 44,6%	Yes: 64,1% No: 35,9%	5.847	0,016*	0,088
Other activities	Yes: 13,5% No: 86,5%	Yes: 11,5% No: 88,5%	.684	0,408	0,030

*Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

Effect sizes are categorised as small (0.10)**; medium (0.30)***; large (0.50)****. (Pallant, 2016:221)

These tables therefore clarify that tourists have different needs and wants and that beach managers and marketers should consider these changes over a period of time as they may change.

4.4 CONCLUSION

The purpose of this chapter was to identify the profile and motives of beachgoers travelling to South African beaches. This was obtained from the results collected from various South African beach destinations through a quantitative research method. Socio-demographic results identified that the average beachgoer is a single 35-year-old female, with a degree, has a paid occupation and is financially responsible for two travellers. The beachgoer speaks English and resides in South Africa or from outside of South Africa. Six factors (*swimming conditions, activities, quality of beach, popularity, experience and accessibility*) were identified according to the motives, and a further two clusters (*Sun seeker* and *Experience seeker*) were established in segmenting the beachgoers. It is evident from the results of cross-tabulation and *t*-tests that differences are visible between the cluster based on language, province of residence, sunbathing, swimming and walking activity.

Therefore, these results from the cluster analysis can be used by beach managers to create more specific products accompanying these clusters as well as more cluster-specific marketing for the beachgoers.

Chapter 5

Conclusion and recommendations

5.1 INTRODUCTION

The goal of this study was to identify the travel motives of tourists travelling to South African beaches. This chapter will discuss the results of this study according to the objective set in Chapter 1. The objectives of this study were met in the following chapters:

- Objective 1 was to understand the marine and beach tourism industry in terms of a literature review which was achieved in Chapter 2. In this chapter the literature background of marine and beach tourism internationally and locally was fully discussed. The history of beach tourism and the effects of tourism on the beach economy were researched.
- Objective 2 was to understand the motivation and market segmentation of marine tourism by means of a literature review. This objective was achieved in Chapter 3. The background to motivation and market segmentation was interlinked with marine tourism. Concepts and different types of these aspects were identified and discussed.
- Objective 3, which was achieved in Chapter 4, involved collecting data from the beachgoers at South African beach destinations and analysing these results in this chapter. The results were discussed in terms of the socio-demographic profile, factor analysis on the travel motives of beachgoers, *t*-tests and ANOVA's were performed on demographic aspects and motivational factors as well as a cluster analysis completed on the motives identified in the factor analysis. The beachgoers were approached while relaxing on the beach to complete a questionnaire pertaining to their demographic profile and travel motives.

The purpose of this chapter is to draw conclusions on the literature analysis and empirical results, make recommendations regarding the industry and future research as well as discuss the limitations of the study answering to the last objective (Objective 4).

5.2 CONCLUSION REGARDING RESEARCH (LITERATURE REVIEW)

In the following sections, conclusions from the literature review chapters are discussed.

5.2.1 Conclusions regarding the literature analysis on marine and beach tourism

Chapter 2 aimed to assess the marine industry by through definitions, sectors identified and background research. The following section showcases the most important conclusions from the chapter:

- Firstly, the tourism industry is seen as a growing sector as it contributes significantly to the GDP of South Africa by creating an economic environment and job opportunities (c.f. 2.2.1).
- Marine tourism is seen as travelling from one place to another and partaking in marine activities while creating a marine experience (c.f. 2.2.2).
- Sub sectors were identified within marine tourism namely coastal tourism, cruise tourism, nature/wildlife-based tourism, recreational tourism, island tourism, aquatic tourism, marine events and beach tourism (c.f. 2.2.3). The focus of the study was on beach tourism within marine tourism.
- Beaches can be established as ecosystems, defence from natural disasters and lastly as units of production (c.f. 2.3.1).
- Beach tourism is defined as tourists who travel to beach destinations with the intent of participating in recreational activities, attractions or facilities provided around the beach destinations (c.f. 2.3.1).
- Resort beach, urban beach, local beach, rural beach and remote beach were recognised as different types of beaches that offer different activities and levels of accessibility (c.f. 2.3.1). A resort beach is characterised as the easiest to access with a larger variety of activities whereas a remote beach is identified as difficult to access with a small number of activities on offer.
- Beach tourism is also known as or referred to as sandy beach tourism or sun and beach tourism (c.f. 2.3.1). Therefore, the literature can be connected with other links as well.
- It is assumed that beach tourism was one of the earliest types of modern tourism in the 19th century as tourists saw the ocean as dangerous (c.f. 2.3.2).
- As the ocean was seen as a dangerous place, it was only until the early 19th century that people were brave enough to stroll along the beach and swim in the ocean which started the idea of tourism (c.f. 2.3.2).
- Opportunities were booming in the beach tourism industry once it was discovered and the 3 S's (Sea, sand and sex) became prevalent amongst tourists (c.f. 2.3.2).
- With new opportunities being introduced in the industry, problems started to emerge such as overcrowding and lack of parking (c.f. 2.3.2).

- In South Africa, it can be presumed that beach tourism also started in the 1900s when Durban demanded safety nets in the ocean for swimmers (c.f. 2.3.2).
- In 2001, South Africa became the first country outside of Europe to achieve a Blue Flag status on four beach destinations. This is acknowledged as a great stepping stone in the beach tourism industry of South Africa (c.f. 2.3.2).
- Tourists choose beach destinations according to the different recreational activities (e.g. surfing, hiking, swimming) that is offered (c.f. 2.3.3).
- The activities affect the environment and community in terms of littering, pollution and increasing crime rate (c.f. 2.3.3).
- The tourists seek a beach destination that offers a unique experience, and therefore adequate management and marketing of the destinations should be in order (c.f. 2.3.3).
- Role-players and stakeholders affect on the industry in terms of sustainability and management (c.f. 2.3.4). These role-players include the local government which provides funding and management techniques and the local community (e.g. hotels, resorts, restaurants) that provides an economic environment for the industry (c.f. 2.3.4).
- Issues such as poor management and administration should be addressed (c.f. 2.3.4). Better management and staff training can address these issues.
- Although it is enforced to attract tourists to Blue Flag status beaches (c.f. 2.3.4), the results show that tourists do not consider Blue Flag as important when visiting beaches.
- The international and South African studies conducted on marine and beach tourism concluded that there is a lack of research on the topic of beach tourism locally and internationally (c.f. 2.3.5). Resource management and economic management were the main focus of these studies (c.f. 2.3.5).
- In the South African market, research mainly focussed on marketing techniques and the implication of tourism on the various marine destinations (c.f. 2.3.5). Even though most studies focussed on beachgoers and marine tourists, it did not exclusively focus on beach destinations, but also on marine destinations and Blue Flag beaches.
- A gap was identified in the research on the profile and travel motives of beachgoers to South African beach destinations (c.f. 2.3.5).
- In terms of beach tourism, international studies focussed mostly on sustainable and environmental management of beach destinations (c.f. 2.3.5).
- South Africa maintained their research on the profile of beach tourists as well as the unique aspects and activities offered by beach destinations but did not compile a profile of these beachgoers or their travel motivations specifically to beaches (c.f. 2.3.5).

5.2.2 Conclusions regarding the literature analysis on motivation and market segmentation of marine tourism and beach tourism

Chapter 3 addressed the aspects of motivation and the marketing segmentation of the marine tourism industry. The following section highlights important conclusions:

- Motivation is described as a widely researched topic in tourism (c.f. 3.2.1). It is defined as the main force that is driving people to perform a task.
- Different types of motivation were identified, namely positive vs negative, internal vs external and lastly basic vs learned (c.f. 3.2.1).
- Motivation can also be categorised into various theories i.e. Alderfer's ERG model, Herzberg two-factor theory, McClelland's achievement motivation theory and Maslow's hierarchy of needs which was mainly discussed in the chapter (c.f. 3.2.1).
- The tourism motivation theory, Maslow's hierarchy of needs, divided into five levels which can be identified as physiological needs, safety needs, belonging and love needs, esteem needs and self-actualization (c.f. 3.3.1). Only if one level of need is fulfilled, then the needs of the following level fall into place.
- Push and pull factors were categorised into different segments namely Dann's push and pull, Crompton's push and pull motives, Iso-Ahola's push motives and Gray's wanderlust and sunlust motivations (c.f. 3.3.1).
- Push factors can be identified as internal forces that "push" tourists to visit destinations such as escape and novelty factors. Pull factors can be defined as factors that pull tourists towards the destination, for example, destination attributes and accessibility (c.f. 3.3.2).
- In various studies with regards to push and pull factors, numerous push and pull factors were identified within the different areas of tourism (c.f. 3.3.2). Escape, novelty, relaxation, prestige, exploration was recognised as push factors in the various studies, and destination attributes, leisure, beaches, cost and accessibility were identified as pull factors just to name a few.
- It was concluded that push and pull motives stimulate travel satisfaction once the needs are fulfilled, which in return, leads to destination loyalty (c.f. 3.3.2).
- Sunlust and Wanderlust were deemed important in the study as it correlates with the results: therefore, sunlust is identified as the motive with the 3S's (sun, sea and sex). Wanderlust refers to the unique experience tourists want to create at beach destinations (c.f. 3.3.2).
- Effective marketing and sustainable management can be executed when the travel motives of the tourists are known (c.f. 3.2.1).

- Travel motivation is described as the motive or need to travel in order to partake in activities or satisfy certain needs (c.f. 3.3.3).
- Numerous studies based on travel motivation within different tourism sectors (nature-based, destination-based, marine-based) were identified and discussed. Relaxation, novelty, education and experience were examples recognised within these sectors (c.f. 3.3.3).
- Main advantages of known motives were described as more effective marketing, improving awareness, identifying desires and needs and gaining competitive advantage (c.f. 3.3.3).
- Travel motivations within marine destinations were researched within various studies. Relaxation, climate, site attributes and escape were motivations identified within these studies (c.f. 3.3.3).
- South African beach destinations (Plettenberg Bay, Jeffreys Bay, Hartenbos, Margate and Amanzimtoti) are recognised as popular destinations amongst tourists (c.f. 3.3.3). These beach destinations offer different activities and attributes and therefore, attract different markets which is an important conclusion for this chapter.
- Market segmentation can be defined as the process of dividing the tourists into smaller homogenous groups which have similar needs and product requirements (c.f. 3.4.1).
- The Priori approach and post-hoc approach are the two approaches identified within market segmentation. The Priori approach refers to an approach where the variable of interest is chosen first and after that the market is segmented. The post-hoc approach describes the process of first collecting the data on selected variables and then segmenting the market accordingly (c.f. 3.4.1).
- Marketing segmentation offers a competitive advantage, improved pricing and promotions strategies and better placement of products in the market (c.f. 3.4.1).
- Socio-demographic, geographical, behavioural and psychographic are all aspects of marketing segmentation (c.f. 3.4.2). Socio-demographic and behavioural aspects are the most commonly used factors in research.
- A conclusion can be drawn from the key points for effective marketing segmentation, namely that the tourists in each segment should be similar segments that are substantial in size, easily accessible and be compatible with the existing markets of the destination (c.f. 3.4.2).
- The process of marketing segmentation involves six steps namely identifying the various markets, identifying the segmentation bases, methods used for identifying the segments, targeting an evaluating the segments, developing the target market strategy and positioning the segments according to the marketing mix (c.f. 3.4.2).

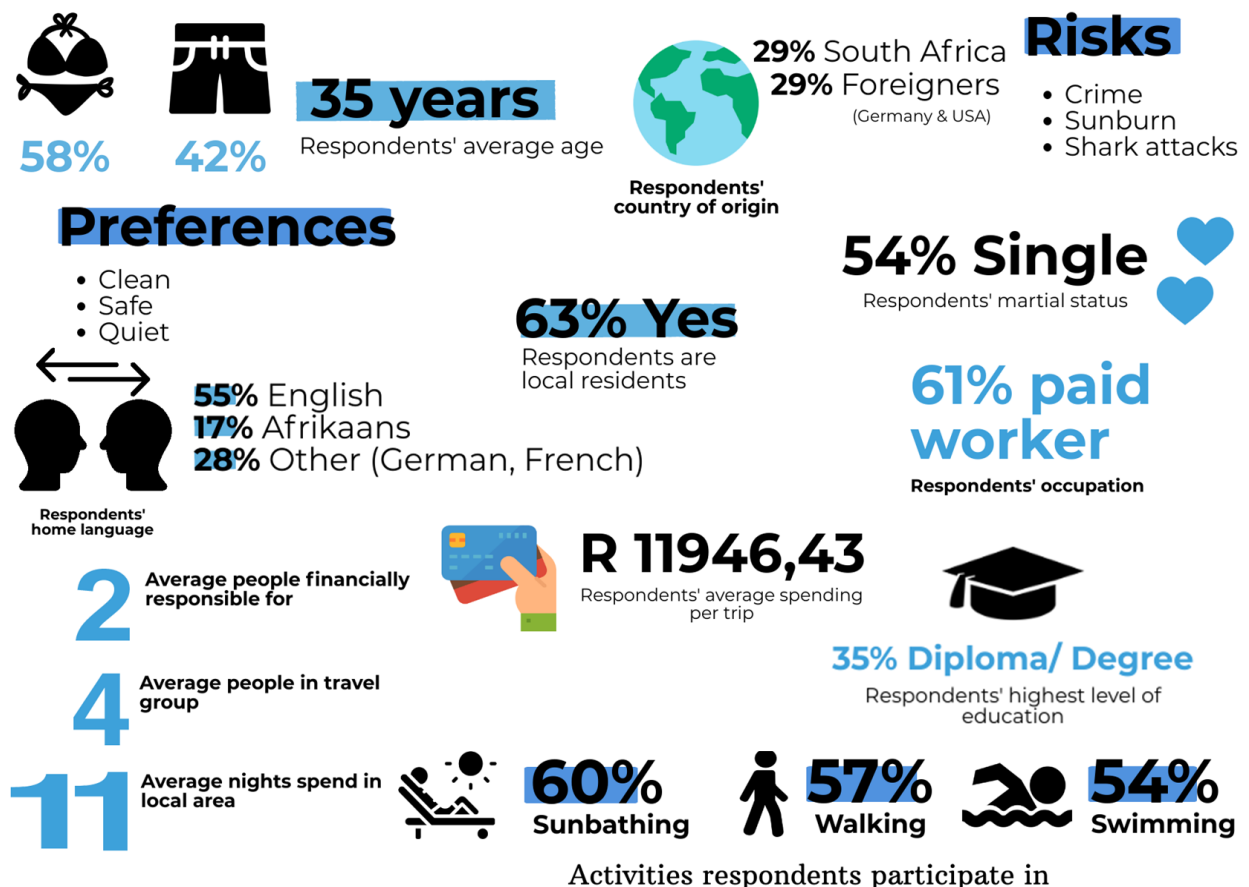
- The marketing mix consists of price, product, place and promotion (c.f. 3.4.2). The product aspect was therefore, further researched concerning case studies on different beach resorts.
- The case studies on the different beach resorts revealed that different resorts have acknowledged the importance of market segmentation. The products were based on the known markets and motives of the tourists (c.f. 3.5). Therefore, it can be concluded that marketing segmentation can improve product development.

5.3 CONCLUSION REGARDING EMPIRICAL RESULTS

The following section will discuss the summary of the socio-demographic results and the exploratory results of the study.

5.3.1 Profile of the respondents

The following Infographic 5.1 displays the summary of the profile of the respondents.



Infographics 5.1: Summary of socio-demographic profile

Source: Author

As illustrated in Infographics 5.1 the majority of the respondents were male (58%) (c.f. 4.3.1.1.1), English speaking (55%) (c.f. 4.3.1.1.3), single (54%) (c.f. 4.3.1.1.6) and have an average age of 35 years (c.f. 4.3.1.1.2). These respondents originate from South Africa (29%)

and outside South African borders (29%) (c.f. 4.3.1.1.5), are paid workers (61%) (c.f. 4.3.1.1.7) and obtained a diploma or a degree (35%) (c.f. 4.3.1.1.4). The beachgoers spend an average of R11 946,43 per trip (c.f. 4.3.1.1.11), are financially responsible for two people (c.f. 4.3.1.1.9), have an average of four people in their travel group (c.f. 4.3.1.1.8) and spend an average of eleven nights in the local area (c.f. 4.3.1.1.10). The respondents prefer to participate in sunbathing (60%), walking (57%) and swimming (54%) when visiting the beach (c.f. 4.3.1.1.13). The following risks were identified by tourists when they are visiting the beach, namely crime, sunburn and shark attacks (c.f. 4.3.1.1.15). Clean, safe and quiet beaches were the preferences identified by the respondents when they selected their beach destination (c.f. 4.3.1.1.14).

5.3.2 Conclusions from motives for visiting the beaches

The respondents were asked to indicate the level of importance of certain motivations listed. The results concluded that tourists identified the most important motivational factors as the following: the beach has a beautiful natural setting ($M= 3,30$); the beach is popular/highly rated ($M= 3,18$); the beach is clean ($M= 3,12$), to break away from my everyday routine ($M= 3,08$) and it is easily accessible ($M= 3,05$). The least important motivational factors identified by visitors are that there are a high number of water activities on offer ($M= 2,43$), types of people who come here ($M= 2,50$), beach has blue flag status ($M= 2,57$), various events are hosted here ($M= 2,63$) and I feel a special connection to the beach ($M= 2,64$) (c.f. 4.3.1.2).

These results correlate the results from the factor analysis, where the *quality of the beach* was seen as important as well as *accessibility*. The *activities* are also clarified as not important when visiting the beach: therefore, beach managers can focus on improving this aspect by creating more exciting activities to participate in. Lastly, the blue flag status was seen as 3rd least important factor, although it was fully researched in the literature as an important factor for beachgoers (c.f. 4.3.1.2).

5.3.3 Conclusions from the factor analysis

In this section, the results from the exploratory factor analysis will be discussed. An exploratory factor analysis was performed on the motivations of travellers to beach destinations in order to compile the main factors or motivations why they travel. This correlates with the main objective of the study, to identify the travel motives of visitors to South African beaches.

Six factors were identified in the factor analysis, namely *swimming conditions*, *activities*, *quality of the beach*, *popularity*, *experience* and *accessibility*. Based on the mean values of the factor, *quality of beach* ($M= 3.02$) was identified as the most important motivational factor amongst the respondents while *activities* ($M= 2.65$) was indicated as the least motivational factor for respondents when visiting the beach. Therefore, the *quality of the beach* should be of top standard in order for the beachgoers to come and visit the beach (c.f. 4.3.2.1).

5.3.4 Conclusions from *t*-Tests and ANOVAs

t-Tests and ANOVAs were performed on the socio-demographic aspects in terms of the motivational factors. Therefore, the statistical and practical differences between these aspects and factors were evaluated and only the medium to large practical differences were described. The results are as follows:

- Results regarding the *t*-Tests only showed small practical differences and therefore it was concluded that these aspects are not significant for the purpose of this study (c.f. 4.3.3.1).
- Regarding the home language, statistical and practical differences were identified within this aspect. Respondents who spoke Afrikaans indicated that the factor *swimming conditions* were more important of a factor when visiting the beach than other language speaking respondents. *Popularity* was identified as important again with the Afrikaans speaking respondents while the other language speaking respondents indicated the factor not important when visiting the beach (c.f. 4.3.3.2).
- In terms of the education of the respondents, significant and practical differences were indicated within the *accessibility* factor by respondents. Beachgoers that have matric, obtained a degree, are post-graduates and are professionals all recognized *accessibility* as an important factor while respondents with no schooling indicated the factor not as important when visiting the beach (c.f. 4.3.3.3).
- With regards to the province of origin of the respondents, three factors displayed statistical and practical differences. Firstly, *swimming conditions* were identified as an important motivational factor by respondents from the Northern Cape compared to respondents from the North-West. Secondly, *popularity* motivational factor was indicated as important when visiting the beach by respondents residing in Limpopo and North-West. Respondents from outside South Africa, Free State, Eastern Cape and Mpumalanga indicated *popularity* as less important when visiting the beach. Lastly, respondents from Limpopo and Mpumalanga felt stronger about the *experience* as a motivational factor when visiting the beach. Respondents residing in the Western Cape, North-West, outside South Africa and the Northern Cape indicated *experience* not important when travelling to beach destinations (c.f. 4.3.3.4).
- When focusing on the occupation of the respondents, statistical and practical differences were identified within *swimming conditions* and *accessibility*. Regarding *swimming conditions*, retired respondents specified the motivational factor as significant to them. Unpaid workers, students and unemployed respondents indicated *swimming conditions* as not significant when visiting the beach. In terms of *accessibility* unpaid workers indicated that this factor is important when visiting the beach, whereas unemployed respondents indicated *accessibility* unimportant when travelling to the beach (c.f. 4.3.3.5).

5.3.5 Conclusions from Spearman's rank order correlation coefficient

Within the results from the correlation coefficients, only small positive correlation coefficients were present. The following motivational factors and various questions displayed a positive relationship:

- In terms of *swimming conditions*, the larger travel groups (group size) and older respondents (age) indicated the motivational factor important when travelling to the beach (c.f. 4.3.3.10).
- Respondents who are older, have a higher level of education, stayed more nights in the area and spent more in the local area, indicated the *quality of beach* as an important motivational factor (c.f. 4.3.3.10).
- Only respondents who are financially responsible for more travellers, identified *popularity* as a significant motivational factor when visiting the beach (c.f. 4.3.3.10).
- With regards to *accessibility*, respondents who possess a higher education level and spend more nights in the local area, indicated *accessibility* as significant (c.f. 4.3.3.10).

In terms of the relationships identified between the motivational factors, positive correlation coefficients are displayed in Table 4.19. Therefore, it can be concluded that all the motivational factors should be present for tourists to travel to South African beaches (c.f. 4.3.3.10).

5.3.6 Conclusions from cluster analysis

A hierarchical cluster analysis was performed between the motivational factors and the socio-demographic profile of respondents. Two clusters were identified namely, *Sun Seekers* and the *Experience Seekers* (c.f. 4.3.4.2). The *Sun Seekers* were mostly identified as international tourists and *Experience Seekers* as domestic tourists, tourists residing within South Africa with a large Afrikaans speaking group (c.f. 4.3.4.2). Therefore, in terms of clustering, the respondents search for sun activities and experiences to motivate them to travel to beach destinations.

5.3.7 Conclusions regarding the motives according to segmentation

Table 5.1 illustrates the means in which the results correlate with the point for effective segmentation (c.f. 3.4.2): by

Table 5.1: Points for effective segmentation

STEPS OF SEGMENTATION PROCESS	STUDY CONCLUSIONS
1. Tourists within a segment should be similar, but segments should differ.	1. Segments of tourists are different from one another as they differ in origin, language, education and occupation.
2. Segments should be groups with sensible degree of accuracy.	2. The groups were identified using factor analysis of the motives; thereafter, the respondents were clustered, and two different clusters were identified.
3. Each segment should be substantial in size.	3. Just two clusters were chosen to make it substantial in size in order for the DMO (Destinations Marketing/Managing Organisation) to make a significant difference in terms of the marketing strategy.
4. Segments should differ from the characteristics wanted by the destinations.	4. The results differ from the literature in terms of destination preferences identifying new characteristics and segments wanted from the tourists.
5. Tourists within the segment should be easily accessible.	5. Tourists can be reached through social media and marketing platforms as technology has increased amongst tourists. Therefore, managers and marketers can use these marketing platforms (Facebook, Twitter and websites) to showcase the products and services on offer.
6. Different segments should be interested in products and services.	6. Because of the motives, different activities and products were identified, enabling DMO's to provide and promote different products and services.
7. New identified segments should be compatible with the existing products.	7. The clusters identified that tourists visit the beach during the and the seasons of the year and they seek new experiences. Therefore, it is important for the DMO's to improve the existing products that attracted them to visit the beach in the first place to increase return visits. These products and services can be offered in new innovating exciting manners to inquire return investments.
8. The identified segments should be durable over a long period of time.	8. The market will remain as international and domestic therefore it is durable over a long period of time.

It can be therefore concluded that the study followed the key points to effectively segment the markets contributing to the management and marketing techniques of the DMO's.

5.4 RECOMMENDATION REGARDING THE INDUSTRY

Recommendations are made based on the key findings and results of this study. In Table 5.2 the result will be exploited by indicating the implication where after the recommendations will be provided to the relevant role-players in the tourism industry.

Table 5.2: Recommendation regarding the industry

RESULTS	IMPLICATIONS	RECOMMENDATIONS
Results showcase that tourists have an economic impact in the local area in terms of spending. The economic benefit should be exploit and the government could assist entrepreneurs and stakeholders in starting new business projects within the beach tourism environment.	It contributes to the blue economy enabling it to grow and would have an impact on the sustainable growth of the tourism industry and managed appropriately.	Entrepreneurs: - Establishing new pop-up ventures e.g. pop-up surfing lessons during festivals such as J-Bay surfing competition and especially during peak seasons when the climate is favourable. - Temporarily food stalls offering local cuisine can be implemented at the beach entrances during peak seasons. This will create an opportunity for the international market to experience South African cuisine while relaxing at the beach, further adding to a memorable experience while visiting the beach. Stakeholders: - Based on the results investments in the form of resort development can further contribute to the economic impact of beach tourism. This study provides some guidelines on the motives of tourists which will enable developers to provide satisfactory services and products to these developments. Local government: - The local government create job opportunities for the local community and improving their economic status. - Information sessions/awareness campaigns on the economic importance of the beaches can be organise within local communities to highlight the importance of sustaining and preserving the beach environment of South Africa.
According to the motives, respondents indicated that <i>quality of the beach</i>, was the most important aspect when travelling to the beach. This motive factor includes the following aspects: - The beach is clean - The tourists feel safe - Overall water quality is good - Beach is well managed	By providing these primary functions, tourists will keep visiting beaches and sustain a competitive advantage as a destination.	Entrepreneurs: - Entrepreneurs can establish lockers to safe keep personal belongings can be established in the parking area. A deposit can be enquired as well as a fee per hour to create an income. The lockers should be painted a neutral colour to prevent it from being an eye sore for the visitors. - Security companies can be employed to improve security practices at the beach areas. This will create local employment and add to the economic development of the community. Stakeholders: - Beach resorts can highlight the fact that they can guarantee a safe and secure beach because of the privilege of a private beach. Therefore, the beach resort should ensure the quality of the beach corresponds with the features of the resort ensuring the quality is consistent throughout the year. - Beach resorts and municipalities can offer educational walks in the surrounding areas of the beach. The package can include the tour plus a free local cuisine voucher at the pop-up vendors. The educational walk should enlighten the tourists about the impact that the community and visitors have on the well-being of the beach in terms of sustainability and economic impacts. More information could be shared about the creatures and small animals living in the ocean and establishing the beach as their homes. To make the educational walk more interactive and sustainable, the visitors will receive a garbage bag at the beginning of the tour, as the tour continues the visitors can pick up litter and therefore help in cleaning the beach area. Local government:

		• In terms of safety and security, the local government can install surveillance cameras in the parking area and acknowledge the presence of the cameras in terms of notice signs. • Keeping the beaches clean is a primary function of municipalities and should be managed to be an effective service that is being provided. Time schedules should be implemented to ensure the beaches are being cleaned on a regular basis. • Recycling awareness projects can be established at beach destinations during the year. This can involve temporary stalls showcasing the impacts of waste and littering on the ocean and beach environment. Recycling bins can be installed alongside the beach area and created as an interactive activity for example during the peak season visitors can enter in a contest where they have to recycle bags of litter by placing it in the appropriate bin. The winner will then receive a prize for example. free surfing lessons. • The local community can be given the opportunity to be trained for lifeguarding. More lifeguards will ease the visitors concerns about drowning especially during the peak season. This will in return create job opportunities for the local community.
The cluster analysis identifies two clusters namely the <i>Sun seekers</i> and the <i>Experience seekers</i> which is mainly divided into international tourists and domestic tourists (local residents and vacationers).	Marketing cannot be generic.	Stakeholders: • Marketing campaigns should be developed specifically to the markets. There should be an international focus and a national focus. The stakeholders should give specific attention to the needs of the
In terms of resort development, the two clusters have different needs and motives. The <i>Sun seekers</i> want to partake in sun activities and <i>Experience seekers</i> want to create a memorable beach experience.	Different motives should be considered when developing products and services.	Entrepreneurs: • Entrepreneurs should take advantage of the opportunity in the market in terms of the motives of the <i>Sun seekers</i> and <i>Experience seekers</i>. The <i>Sun seekers</i> can hire a beach umbrella and comfortable sunbathing chair from the vendor at the beach area to enjoy their most loved activity which is sunbathing. • <i>Experience seekers</i> can book scuba diving lessons and boat cruises (wildlife interaction) with the associate companies. The resorts can also book the adventures with the companies as indicated discussed in the next section. Stakeholders: • In terms of the <i>Sun seekers</i>, the resorts should offer comfortable furniture for sunbathing enthusiasts. The resort can demarcate the beach area in front of the resort to ease accessibility to the comfortable furniture placed on the beach. • As recommended by the case studies, the resorts can offer a package of all-inclusive activities to accommodate the needs of the <i>Experience seekers</i>. As they seek for a unique experience, more distinct activities can be offered such as scuba diving lessons, local cuisine cooking lessons and boat cruises to experience the ocean wildlife.

5.5 RECOMMENDATION REGARDING FUTURE RESEARCH

The following recommendations can be made with regards to future research:

- Research can be conducted in the peak seasons distinguishing the differences in terms of demographic profile and travel motives.
- The opportunity exists for research to be conducted on the economic contribution from beachgoers segments in South Africa to the blue economy or marine tourism industry.
- The opportunity exists for the different markets, namely the international and domestic tourists in terms of product developed. It should be established if the markets would be interested in an all-inclusive resort and if it attracts the market. Research can also be conducted in the sense of the beaches being a safety concern in terms of crime and ocean-related safety.

5.6 LIMITATIONS OF THE STUDY

The following section emphasises the limitations of the study:

- The study was based on secondary data which complicated some of the results as the researcher did not have a say in the compilation of the questionnaire.
- The research was conducted in off-peak season therefore, the results may differ if the research was conducted in the peak season attracting more locals.

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1. Gender

M	1	F	2
---	---	---	---

2. Year of birth

3. Home language

English	1
Afrikaans	2
Other, specify:	3

4. Highest level of education

No school	1
Still in school	2
Matric	3
Diplome, degree	4
Post-graduate	5
Professional	6
Other, specify	7

5.1 Province of residence

Western Cape	1
Gauteng	2
Eastern Cape	3
Free State	4
KwaZulu-Natal	5
Mpumalanga	6
Northern Cape	7
North-West	8
Limpopo	9
Outside RSA borders	10

5.2 If from outside RSA borders, please indicate country: _____

6. Marital status

Single	1
Married	2
Divorced	3
Widow/er	4
Other, specify	5

7. Occupation

Student	1
Paid worker	2
Unpaid worker	3
Unemployed	4
Retired	5

8.1 Including yourself, how many people are in your travelling group? _____ people

8.2 For how many people are you paying to be here, including yourself? _____ people

9.1 Are you a local resident of this area?

Yes	1	No	2
-----	---	----	---

9.2 If 'NO' in 9.1, please indicate for how many nights you will be staying in the area. _____ nights

10. On average, how much to you spend on the following aspects with reference to the number of people you are paying for during your stay.

Accommodation	R
Shopping (food, clothing etc.)	R
Restaurants	R
Transport (to and at destination)	R
Activities (all paid-for activities)	R
Entertainment (music shows, etc.)	R
Curios/souvenirs	R
Other, specify:	R
	R
	R

11. How many times do you visit this beach:

In summer: timesIn winter: times

12. What do you do at this beach?

Sunbathe	1
Swim	2
Surf	3
Walk	4
Other, specify	5

13. What is it that you look for when selecting a beach? _____

14. What are the greatest risks when going to the beach? _____

HUMAN-SHARK INTERACTIONS

1. If you could describe sharks in one word, what would that be? _____

2. What is a "shark attack"? (You may select more than one option)

1	When a person is in the water and sees a shark
2	When a shark swims near a person
3	When a shark hits a person on his/her surfboard, kayak or other
4	When a shark bites a surfboard, kayak or other
5	When a shark bites a person
6	When a shark eats a person
7	None of the above

3. What is a "human-shark interaction"? (You may select more than one)

1	When a person in the water sees a shark
2	When a shark swims near a person
3	When a shark hits a person or his/her surfboard, kayak or other
4	When a shark bites a surfboard, kayak or other
5	When a shark bites a person
6	When a shark eats a person
7	None of the above

4.1 Have you ever been involved in an interaction with a shark?

Yes	1	No	2
-----	---	----	---

4.2 If you answered 'YES', please describe the interaction/s.

5.1 Do you know anyone who was involved in an interaction with a shark?

Yes	1	No	2
-----	---	----	---

5.2 If you answered 'YES', please describe the interaction.

6. How safe do you feel from sharks at this beach?

Not safe	1	Safe	3
Limitedly safe	2	Very safe	4

7. How many human-shark interactions do you think happen every year in South Africa?

Fatal	<5	1	<10	2	<30	3	30+	4
Non-fatal	<5	1	<10	2	<30	3	30+	4

8.1 Which of the following methods used to prevent human-shark interactions are you familiar with?

Drumlines	1
Shark spotters	2
Shark nets	3
Banned bathing	4
Boat spotting	5
Electrical shark repellent	6
Shark repellent cable	7
Aerial surveys	8
Urinating in the water	9
Acoustic tracking	10
Information boards on the beach	11
Staying in the water as a group	12
Swimming, bathing etc. in clear water	13
Trained lifeguards	14
Other (specify):	15

8.2 Which of the above methods do you think is:

Most effective: _____

Least effective: _____

Most harmful to species: _____

Least harmful to species: _____

Most expensive: _____

Cheapest: _____

8.3 The most effective measure to prevent human-shark interactions reduces interactions by:

<20% ☐ 21-50% ☐ 51-80% ☐ >80% ☐

9.1 Does this beach adopt method/s to prevent human-shark interactions?

Yes	1	No	2
-----	---	----	---

9.2 If 'YES', which one/s?

10. Which of these shark species can you find in this area? (please indicate all applicable)

Great white	1	Hammerhead shark	7
Tiger shark	2	Spinner shark	8
Bronze whaler	3	Zambezi shark	9
Blacktip shark	4	Sandbar shark	10
Dusky shark	5	Ragged tooth shark	11
Soupfin shark	6		

11. What do you think is/are the greatest threat/s to sharks?

12. Please indicate to what extent you agree to the following statements.

	I do not know					
	Strongly agree					
	Agree					
	Neutral					
	Disagree					
	Strongly disagree					
	1	2	3	4	5	6
1. Human-shark interactions can happen because sharks hunt humans	1	2	3	4	5	6
2. "Shark attack" is a good expression to describe human-shark interactions	1	2	3	4	5	6
3. Human-shark interactions can happen because sharks mistake humans for their prey	1	2	3	4	5	6
4. Shark diving and eco-tours increase risk of human-shark interactions in nearby beaches	1	2	3	4	5	6
5. Preventing human-shark interactions is a responsibility of the government	1	2	3	4	5	6
6. Sharks tend to reproduce rapidly	1	2	3	4	5	6
7. Human-shark interactions can happen when a shark feels threatened and defends itself	1	2	3	4	5	6
8. People who get in the water are responsible for making sure it is safe to do so	1	2	3	4	5	6
9. Human-shark interactions have increased in South Africa over the last decades	1	2	3	4	5	6
10. Sharks' natural food source is abundant in this area	1	2	3	4	5	6
11. Human-shark interactions cannot always be explained	1	2	3	4	5	6
12. Sharks that bite people are likely to do it again in the future	1	2	3	4	5	6
13. What causes an increase in human-shark interactions is generally a mystery	1	2	3	4	5	6
14. The media talk about human-shark interactions the proper way	1	2	3	4	5	6
15. Learning about sharks as children has no effect on what people think of sharks as adults	1	2	3	4	5	6
16. Sharks are generally dangerous	1	2	3	4	5	6
17. Some books, movies and articles have increased fear of sharks among people	1	2	3	4	5	6
18. Human-shark interactions can happen because sharks are curious	1	2	3	4	5	6
19. Most reported human-shark interactions are shark bites	1	2	3	4	5	6
20. Programs that prevent human-shark interactions create jobs	1	2	3	4	5	6
21. Methods to prevent human-shark interactions and shark protection are not compatible	1	2	3	4	5	6
22. Most reported shark bites are fatal	1	2	3	4	5	6
23. Shark species are well protected globally	1	2	3	4	5	6
24. The role of sharks in marine ecosystems can be easily replaced by other species	1	2	3	4	5	6
25. I am on this beach because human-shark interactions are prevented here	1	2	3	4	5	6
26. Methods to prevent human-shark interactions are not lethal to sharks	1	2	3	4	5	6

SECTION C: REASONS FOR VISITING BEACH

1. Indicate to what extent you agree to the following pertaining to why you are visiting this specific beach.

	I do not know				
	Strongly agree				
	Agree				
	Neutral				
	Disagree				
I am at this specific beach because:	1	2	3	4	5
1. this beach has Blue Flag status	1	2	3	4	5
2. this beach is popular/highly rated	1	2	3	4	5
3. this beach has a beautiful natural setting	1	2	3	4	5
4. this beach is in close proximity to where I stay	1	2	3	4	5
5 I feel a special connection to this beach	1	2	3	4	5
6. it has good swimming conditions	1	2	3	4	5
7. to break away from my everyday routine	1	2	3	4	5
8. I had good previous experiences	1	2	3	4	5
9. it is not too crowded	1	2	3	4	5
10. many people come to this beach	1	2	3	4	5

Question continues on next page, please turn.

	I do not know				
	Strongly agree				
	Agree				
	Neutral				
	Disagree				
I am at this specific beach because:	1	2	3	4	5
11. of the types of people who come here	1	2	3	4	5
12. I feel safe here	1	2	3	4	5
13. the overall water quality is good	1	2	3	4	5
14. it provides safe swimming conditions for children	1	2	3	4	5
15. the sea produces good waves	1	2	3	4	5
16. it is easily accessible	1	2	3	4	5
17. there is more than enough parking	1	2	3	4	5
18. there are a high number of water activities on offer	1	2	3	4	5
19. this beach is well managed	1	2	3	4	5
20. various events (music, sport etc.) are hosted here	1	2	3	4	5
21. I wanted to explore new places	1	2	3	4	5
22. this beach is clean	1	2	3	4	5



Thank you for your co-operation!

Research done by TREES (Tourism Research in Economics, Environs and Society), North-West University, Potchefstroom Campus. ©Copyright 2018

Appendix B

Valerie Cilliers

Hons BBK
LANGUAGE EDITING AND TRANSLATION SERVICES

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To whom it may concern

DECLARATION OF LANGUAGE EDITING

Re: The travel motives of visitors to South African beaches.

This serves to confirm that I, Valerie-Anne Cilliers, undertook the language editing of the above-mentioned document for Michelle Eagleton, student number 24969745, for the purpose of submission as a Master's dissertation. Technical editing and referencing were not included in services rendered. Changes were suggested in track changes and per email. Implementation was left up to the author.

Should you have any queries please contact me on 0828743822.

Yours sincerely



Valerie Cilliers

Member: South African Translators' Institute



SATI registration no: 1003690