

APPENDIX A: QUESTIONNAIRE

COMPLETE A QUESTIONNAIRE AND STAND A CHANCE TO WIN A TWO NIGHT STAY FOR TWO TO ANY NATIONAL PARK OF YOUR CHOICE*

Dear Mapungubwe National Park (MNP) visitor

Thank you for your interest in participating in this research study. This questionnaire should take approximately 15 minutes to complete. The responses you provide will support the development of a tourism management framework for MNP. This framework will assist the management of MNP and SANParks in the achievement of sustainable tourism.

Please note that this questionnaire is completely confidential and that you are free to exit the survey at any time, although we would be very pleased if you complete the questionnaire. Should you wish to be entered for the prize draw, please provide your contact details at the end of the survey.

Please complete the questionnaire relating to your most recent visit to MNP. Only one questionnaire should be completed per group of visitors.

I thank you in advance.

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A cooperative project by SANParks and North West University.



*This stay does not include weekends, public holidays and school holidays.

SECTION A - Demographic details

Please tell us a bit more about yourself.

Mark your answers with an **X**

1) What is your gender?

1	Male	2	Female
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2) In which year were you born?

3) Where do you live?

1	Limpopo
2	Gauteng
3	North West
4	Mpumalanga
5	Free State
6	Northern Cape
7	KwaZulu-Natal
8	Eastern Cape
9	Western Cape
10	Botswana
11	Zimbabwe
12	Germany
13	United Kingdom
14	Other country, please specify

4) How often have you visited MNP in the past year?

1	Once	
2	Twice	
3	3 times	
4	4 times	
5	5 + times	

5) What is your highest level of education?

1	Below Grade 10	
2	Grade 10-11	
3	Grade 12 (matric)	

4	3-year diploma/degree	
5	4-year degree	
6	Postgraduate degree	

6) Which rest camp did you stay in?

1	Day visitor	
2	Mazhou Camp Site	
3	Limpopo Forest Camp	
4	Leokwe Camp	
5	Vhembe Wilderness camp	
6	Tshugulu Lodge	

7) How many nights did you stay during your last visit?

	1	2	3	4	5	6
Day visit	1 night	2 nights	3 nights	4 nights	5+ nights	

8) How many people were in your group?

9) How much did you spend during your visit to the Park on the following?

1	Entrance and conservation fee	R
2	Accommodation	R
3	Restaurants	R
4	Food	R
5	Beverages	R
6	Clothes and footwear	R
7	Transport to and at the Park	R
8	Souvenirs and jewellery	R
9	Other expenses not listed above	R

10) Do you have a Wild Card?

1	Yes	2	No
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SECTION B – TOURISM MANAGEMENT AT MNP

Please rate the importance of the following management activities for MNP from a visitor's perspective.							Please rate your perception of MNP management's implementation of the following statements:				
	Extremely unimportant	Unimportant	Moderately important	Important	Very important	Statement	Not at all	Not well	Moderately	Well	Very well
	1	2	3	4	5		1	2	3	4	5
						Transport and hospitality					
1	1	2	3	4	5	Adequate tourism signage in MNP	1	2	3	4	5
2	1	2	3	4	5	Condition of roads in MNP	1	2	3	4	5
3	1	2	3	4	5	Information on road conditions in MNP	1	2	3	4	5
4	1	2	3	4	5	The management of speed limits for visitors in MNP	1	2	3	4	5
5	1	2	3	4	5	Cleanliness of accommodation facilities	1	2	3	4	5
6	1	2	3	4	5	Cleanliness of ablution facilities	1	2	3	4	5
7	1	2	3	4	5	The value for money of accommodation at MNP	1	2	3	4	5
8	1	2	3	4	5	The quality of food and beverage at the interpretation centre	1	2	3	4	5
9	1	2	3	4	5	The value for money of food and beverages at the interpretation centre	1	2	3	4	5
						Entertainment and attractions					
10	1	2	3	4	5	Provision of information and displays at the interpretation centre	1	2	3	4	5
11	1	2	3	4	5	Condition of facilities at the tree-top walk	1	2	3	4	5
12	1	2	3	4	5	Condition of facilities at the confluence lookout	1	2	3	4	5
13	1	2	3	4	5	Condition of facilities at bird hides	1	2	3	4	5
14	1	2	3	4	5	Professionalism of guides on tours and game drives in MNP	1	2	3	4	5
15	1	2	3	4	5	Professionalism of guides on guided walks and hiking trails	1	2	3	4	5
16	1	2	3	4	5	The professional operation of tours to Mapungubwe Hill	1	2	3	4	5
17	1	2	3	4	5	The value for money of tours and game drives in MNP	1	2	3	4	5
						Conservation management					
18	1	2	3	4	5	Eradication of alien fauna and flora	1	2	3	3	5
19	1	2	3	4	5	Control of domestic animals in the park	1	2	3	3	5

20	1	2	3	4	5	The reintroduction of indigenous game species to MNP	1	2	3	3	5
21	1	2	3	4	5	Conservation-focused educational facilities	1	2	3	3	5
22	1	2	3	4	5	The management of visitor numbers at MNP	1	2	3	3	5
23	1	2	3	4	5	The management of problem animals in MNP	1	2	3	3	5
24	1	2	3	4	5	The reclamation and rehabilitation of former agricultural land in MNP	1	2	3	3	5
25	1	2	3	4	5	The removal of unnatural structures such as fences, man-made dams and buildings in the park	1	2	3	3	5
						General management					
26	1	2	3	4	5	Providing employment for people from local communities	1	2	3	3	5
27	1	2	3	4	5	The provision and management of private camp concessions in the park	1	2	3	3	5
28	1	2	3	4	5	The management of other private concessions to operate visitor services in MNP, such as tours, catering and shops	1	2	3	3	5
29	1	2	3	4	5	Hours of operation of park reception	1	2	3	3	5
30	1	2	3	4	5	Park reception atmosphere, cleanliness and welcome	1	2	3	3	5
31	1	2	3	4	5	Performance of housekeeping staff	1	2	3	3	5
32	1	2	3	4	5	Professionalism of reception staff	1	2	3	3	5
33	1	2	3	4	5	The number of staff on duty at reception	1	2	3	3	5
34	1	2	3	4	5	Accessibility of park management	1	2	3	3	5
35	1	2	3	4	5	The professional dealing with complaints and queries by staff	1	2	3	3	5
36	1	2	3	4	5	Communication of park rules to visitors	1	2	3	3	5
37	1	2	3	4	5	Adherence to speed limits by park officials	1	2	3	3	5
38	1	2	3	4	5	Safety of visitors at MNP	1	2	3	3	5
39	1	2	3	4	5	Effective marketing of MNP to the South African market	1	2	3	3	5
40	1	2	3	4	5	Effective marketing of MNP to the international market	1	2	3	3	5

SECTION C – SUSTAINABLE TOURISM MANAGEMENT ISSUES

Please rate the importance of the following management activities for MNP from a visitor's perspective.							Please rate your perception of MNP management's implementation of the following statements:				
	Extremely unimportant	Unimportant	Moderately important	Important	Very important	Statement	Not at all	Not well	Moderately	Well	Very well
1	1	2	3	4	5	Water conservation at tourist facilities	1	2	3	4	5
2	1	2	3	4	5	Electricity conservation at tourist facilities	1	2	3	4	5
3	1	2	3	4	5	The use of renewable energy sources	1	2	3	4	5
4	1	2	3	4	5	Implementation of the principles of reduce, reuse and recycling in operations	1	2	3	4	5
5	1	2	3	4	5	Environmental education of visitors	1	2	3	4	5
6	1	2	3	4	5	Management of litter in MNP	1	2	3	4	5
7	1	2	3	4	5	The use of environmentally friendly building materials	1	2	3	4	5
8	1	2	3	4	5	Environmentally conscious architecture	1	2	3	4	5
9	1	2	3	4	5	Management engagement to reduce poverty in surrounding communities through tourism	1	2	3	4	5
10	1	2	3	4	5	Local community development through tourism	1	2	3	4	5
11	1	2	3	4	5	Educational programmes about conservation for local communities	1	2	3	4	
12	1	2	3	4	5	The inclusion of local communities in the development of tourism services	1	2	3	4	5
13	1	2	3	4	5	Input from the local community on how the park manages its resources	1	2	3	4	5
14	1	2	3	4	5	The sourcing of goods and services for the park from the local community	1	2	3	4	5

SECTION D

Please rate the following statements with reference to MNP:

	Aspect	Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree
1	Mining near MNP will have a negative effect on the World Heritage status of the park.	1	2	3	4	5
2	The park should actively engage in the inclusion of neighbouring farmlands in the park for park consolidation and expansion.	1	2	3	4	5
3	The division of the park into two parts does not negatively influence my experience as a visitor.	1	2	3	4	5
4	Management should consider providing tours to other archaeological sites in the park.	1	2	3	4	5
5	MNP should expand the activities on offer for tourists	1	2	3	4	5

SECTION E - Reasons for visiting the park

Please indicate how important the following factors were in your decision to visit MNP. On this scale 1 represents 'not important at all' and 5 represents 'extremely important'. Multiple answers may be provided.

A	Reason for visiting the park	Not important at all	Less important	Important	Very important	Extremely important
1	To get away from my daily routine	1	2	3	4	5
2	To relax	1	2	3	4	5
3	To explore a new destination	1	2	3	4	5
4	To spend time with family and friends	1	2	3	4	5
5	For family recreation	1	2	3	4	5
6	To learn about history	1	2	3	4	5

7	To learn about wildlife	1	2	3	4	5
8	To learn about culture	1	2	3	4	5
9	To learn about plants	1	2	3	4	5
10	To explore a World Heritage Site	1	2	3	4	5
11	To appreciate endangered species	1	2	3	4	5
12	To photograph animals and plants	1	2	3	4	5
13	To do bird spotting	1	2	3	4	5
14	Good accommodation facilities	1	2	3	4	5
15	Great climate	1	2	3	4	5
16	For conferences and events	1	2	3	4	5
17	To do 4X4 routes	1	2	3	4	5
18	To experience three countries in one place	1	2	3	4	5

Do you have any suggestions with regard to the improvement of tourism services at MNP?

Should you wish to be entered into the prize draw, please provide us with your name and a contact number or e-mail address.

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APPENDIX B: PROMOTIONAL POSTER

Mapungubwe National Park tourism research project invite

Dear Mapungubwe National Park (MNP) visitor

Our study aims to support the development of a tourism management framework for MNP. This framework will assist the management of MNP and SANParks in the achievement of sustainable tourism.

Please note that this questionnaire is completely confidential and that you are free to exit the survey at any time, although we would be very pleased if you complete the questionnaire which will entitle you to an entry into the prize draw. Should you wish to be entered for the prize draw, please provide your contact details at the end of the survey.

To participate in the study please complete a questionnaire at the MNP reception or check your inbox for a mail alternatively approach a fieldworker at MNP during the period of March-April 2013.

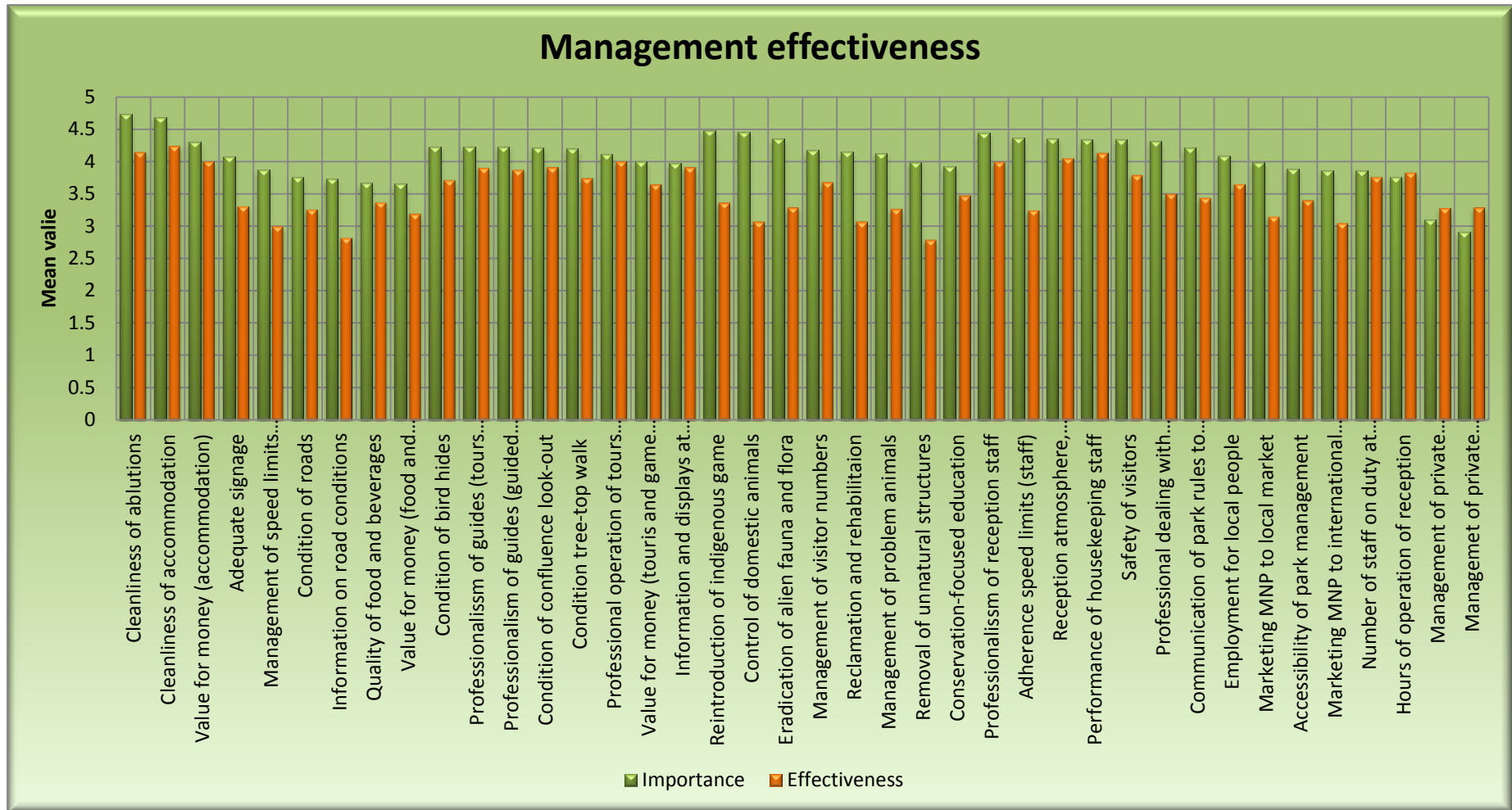
Win a weekend away to any South African National Park of your choice!

A cooperative project by SANParks and North West University



For information or queries contact Uwe Hermann at hermannup@tut.ac.za or call 012 382-3528

Appendix C: Comparison between management constructs



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