

Profiling participants of the Cape Argus Cycle Tour

Helga Streicher

12974242

M.Com Tourism Management

**Dissertation submitted in partial fulfilment of the requirements of the
degree Master of Commercii in Tourism at the Potchefstroom Campus of
the North West University**

Study Leader: Prof. Dr. M. Saayman

November 2009

SUMMARY

Sport tourism, as a segment of tourism, is one of the fastest growing industries. Sport events have grown enormously over the last two decades and, as a part of sport tourism, they are a very powerful tool that is used to market a country. Sport tourism also creates an internationally recognised image and attracts tourists from all over the world.

One of the internationally recognised sport events held annually in Cape Town is the Pick 'n Pay Cape Argus Cycle Tour (ACT). Originally started in 1977, it has grown to attract 32 000 cyclists by 2008. However, as with any event, the ACT's life cycle reached a climax and is currently on a downward slope, in terms of participation figures. This decline was the motivation for starting this study. As such, it was determined that the goal of this study would be to profile the participants in the ACT as this information could provide some of the reasons for the decline in numbers. In order for the researcher to successfully profile the participants, three objectives were formulated. Firstly, the reasons why cyclists participated in the ACT, in other words their travel motives, were examined. Secondly, it was determined which variables had a significant influence on cyclists' spending behaviour while visiting Cape Town. Finally, conclusions and recommendations were presented, and a profile of the participants was compiled.

The research was done by means of using a questionnaire with three sections. The first section sought demographic information while section B measured the spending behaviour of the respondents. The last section established what motivated the cyclist to participate in the ACT. The survey took place from 5 - 8 March 2008 during the registration period at the Good Hope Centre of the city of Cape Town. A total of 583 completed questionnaires were received by the fieldworkers. The data analyses were then performed by firstly capturing the data into a Microsoft Excel spreadsheet. The statistical program, SPSS, was then used for the further analyses. A factor analysis was performed in order to achieve the first objective of determining what motivated cyclists to participate in the ACT. Then a regression analysis helped to establish which variables influenced cyclists' spending.

After all the analytical procedures were completed, the results of the factor analyses indicated the cyclists were motivated by the attractiveness of the event, by personal motivation and by a desire to escape from the daily routines and so to relax. The regression analyses lead to the results that the following variables determine how much money cyclists spend; marital status; province of residence; the number of nights stayed in Cape Town and which accommodation cyclists used. These results both confirmed and contradicted the results of previous research, even though this was the first time this type of research had been applied to a sport event in South Africa.

This research can be used by event organisers to apply more effective target marketing and to develop new strategies to encourage an increase in participation figures. This research can also be used to improve business relationships between the different role players in an event. Further, product improvements can be made from certain recommendations.

Keywords: *travel motives, Cape Argus Cycle Tour, cyclists, South Africa, market segmentation, regression analysis and spending*

OPSOMMING

Sport toerisme, as 'n segment van toerisme, is een van die vinnig groeiende industrieë. Sport gebeurtenisse het baie gegroei gedurende die laaste twee dekades en as deel van sport toerisme, is dit 'n baie kragtige metode wat gebruik word om 'n land te bemark. Dit ontwikkel 'n internasionaal erkende beeld en trek toeriste van reg oor die wereld.

Een van die internasionaal erkende sport gebeure wat elke jaar in Kaapstad plaasvind, is die Pick 'n Pay Cape Argus Fiets Toer (ACT). Dit het oorspronklik begin in 1977 en het gegroei tot 'n toer waar 32 000 fietsryers in 2008 deelgeneem het. Maar net soos enige gebeurtenis, het die ACT se lewens siklus 'n klimaks bereik en is huidig op 'n dalende pad in terme van die inskrywings getalle. Die feit het daartoe gelei dat hierdie studie begin is waarna daar bepaal is dat die doelwit van hierdie studie is om 'n profiel van die deelnemers op te stel. Om dit vir die navorser moontlik te maak om 'n suksesvolle profiel op te stel is daar drie doelstellings geformuleer wat bereik moet word. Die eerste doelstelling was daar bepaal wat motiveer fietsryers om aan die ACT deel te neem. Tweedens was dit vas gestel watter faktore beïnvloed hoeveel geld fietsryers spandeer terwyl hulle in Kaapstad is. Laastens is daar gevolgtrekkings en aanbevelings gemaak en 'n profiel van die deelnemers is opgetrek.

Die navorsing is gedoen deur gebruik te maak van 'n vraelys wat drie afdelings het. Afdeling A het bestaan uit die demografiese inligting terwyl afdeling B hulle spanderings gedrag bepaal het. Die laaste afdeling het hulle motiverings waarom hulle aan die ACT deelneem ondersoek. Die veldtog het plaasgeving vanaf die 5de tot die 8ste Maart 2008 gedurende die registrasie tydperk by die Good Hope Sentrum in Kaapstad. 'n Totaal van 583 ingevulde vraelyste is deur die veldwerkers ontvang. Volgende het die data analise proses begin deur die vraelyste in te lees in 'n excel blad. Die statistiese program, SPSS is toe gebruik om verdere analises toe doen. 'n Faktor analise is gebruik om die eerste doelstelling, namens om te bepaal wat motiveer fietsryers om deel te neem aan die ACT, te bepaal. Volgende was 'n regressie analise gebruik om vas te stel watter faktore beïnvloed hoeveel geld fietsryers spandeer.

Nadat al die analitiese prosedures voltooi was, het die resultate van die faktor analise die volgende getoon. Fietsryers was gemotiveer deur die aantreklikheid van die

gebeurtenis, persoonlike motivering, om te ontsnap van jou elke dag se roetine en om te ontspan. Die regressie analise het aangetoon dat die volgende faktore bepaal hoeveel geld fietsryers spandeer: huweliks status, provinsie waar fietsryers bly, hoeveel nagte hulle in Kaapstad bly en in watter tipe akkommodasie hulle bly. Hierdie resultate het beide vorige navorsers ondersteun en teen gestel, alhoewel dit die eerste keer is wat die navorsing gedoen is by 'n sport gebeurtenis in Suid-Afrika. Dit was aanbeveel dat ander groot sport gebeurtenisse in Suid-Afrika ook nagevors word sodat vergelykings gemaak kan word.

Hierdie navorsing kan gebruik word deur sport organiseerders deur meer effektiewe teiken bemerking toe te pas. Nuwe strategieë kan ook ontwikkel word sodat daar weer 'n toename in inskrywings getalle getoon kan word. Hierdie navorsing kan ook gebruik word om beter besigheids verhoudinge tussen die verskeie rolspelers van 'n gebeurtenis te bewerkstellig. Verbetering aan die gebeurtenis kan ook gemaak word na sekere aanbevelings.

Sleutelwoorde: reis motivering, Cape Argus Fietstoer, fietsryers, Suid-Afrika, mark segmentering, regressie analise en spandering.

ACKNOWLEDGEMENTS

The author would like to thank the following people and institutions:

- My Heavenly Father who blessed me with this opportunity and guided my heart and gave me insight, willpower and strength to finish this study.
- My family for their love, prayers, guidance, encouragement and support.
- My fiancé for his love, encouragement, support and patience.
- All my friends, especially Paulie van Wyk and Martinette Kruger, for their hospitality, guidance and love.
- Prof Melville Saayman for his encouragement, leadership, advice, contribution and example of the love of travelling.
- Prof Jan du Plessis and Dr Suria Ellis for the processing of the statistics.
- The personnel of the Tourism Department of the North West University (Potchefstroom Campus) for all their smiles and encouragement.
- Mr Ken Surgeon, the CEO of the Pick 'n Pay Cape Argus Cycle Tour, for allowing me the opportunity to do my research at the event.
- National Research Foundation (NRF) for the financial support, making it possible to do this research.
- Mr M Ellis for the language editing of this study.

TABLE OF CONTENT

CHAPTER 1: INTRODUCTION AND PROBLEM STATEMENT

1.1	Introduction.....	1
1.2	Problem Statement.....	2
1.3	Goal and Objectives of the study.....	6
1.3.1	Goal.....	6
1.3.2	Objectives.....	6
1.4	Research Methodology.....	6
1.4.1	Literature study.....	6
1.4.2	Empiric study (survey).....	7
1.4.2.1	Research design and method of collecting data.....	7
1.4.2.2	Selection of sampling frame.....	8
1.4.2.3	Sampling method.....	8
1.4.2.4	Development of the questionnaire.....	9
1.4.2.5	Data analysis.....	9
1.4.2.5.1	Factor analysis.....	10
1.4.2.5.2	Regression analysis.....	10
1.5	Definitions of concepts.....	10
1.5.1	Sport tourism.....	10
1.5.2	Pick 'n Pay Cape Argus Cycle Tour (ACT).....	11
1.5.3	Participant cyclist.....	12
1.6	Chapter classification.....	12

CHAPTER 2: TRAVEL MOTIVES OF PARTICIPANTS IN THE PICK 'N PAY CAPE ARGUS CYCLE TOUR

2.1	Introduction.....	14
2.2	Literature review.....	15
2.3	Method of research.....	18
2.4	Results.....	19
2.4.1	The profile of cyclists participating in the ACT.....	19

2.4.2	Motives for participating in the ACT.....	19
2.5	Implications and conclusions.....	23

CHAPTER 3: THE DETERMINANTS OF SPENDING OF PARTICIPANTS IN THE CAPE ARGUS CYCLE TOUR

3.1	Introduction.....	26
3.2	Literature review.....	27
3.3	Method of research.....	30
3.3.1	Regression analysis.....	31
3.4	Results.....	32
3.4.1	Results of the regression analysis of the determinants of the spending by Cyclists.....	33
3.5	Findings.....	35
3.6	Implications and conclusions.....	36

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

4.1	Introduction.....	38
4.2	Conclusions.....	38
4.2.1	Conclusions regarding the literature study.....	38
4.2.2	Conclusions regarding the survey.....	39
4.3	Recommendations.....	41
4.3.1	Recommendations to event organisers of the ACT.....	41
4.3.2	Recommendations with regard to future research.....	42

BIBLIOGRAPHY.....	43
--------------------------	-----------

LIST OF FIGURES

CHAPTER 2: TRAVEL MOTIVES OF PARTICIPANTS IN THE PICK 'N PAY CAPE ARGUS CYCLE TOUR

Figure 2.1:	Number of entries.....	14
Figure 2.2:	Role Players in the ACT.....	16

LIST OF TABLES

CHAPTER 2: TRAVEL MOTIVES OF PARTICIPANTS IN THE PICK 'N PAY CAPE ARGUS CYCLE TOUR

Table 2.1:	Analysis of research on travel motives.....	17
Table 2.2:	Brief profile of cyclists participating in the ACT.....	19
Table 2.3:	Factor analysis of motives for participating in the ACT.....	20
Table 2.4:	Component correlation.....	22

CHAPTER 3: THE DETERMINANTS OF SPENDING OF PARTICIPANTS IN THE CAPE ARGUS CYCLE TOUR

Table 3.1:	Summary of previously conducted research on determinants of spending.....	29
Table 3.2:	Dummy variables.....	32
Table 3.3:	Brief profile of cyclists participating in the ACT.....	33
Table 3.4:	Results for the regression analysis.....	34

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

Table 4.1:	Final profile of cyclists participating in the ACT.....	40
------------	---	----

MAPS

CHAPTER 1: INTRODUCTION AND PROBLEM STATEMENT

Map 1:	Race route map.....	11
--------	---------------------	----

CHAPTER 1: INTRODUCTION & PROBLEM STATEMENT

1.1 INTRODUCTION

Throughout the world, sport tourism is regarded as one of the fastest growing tourism niche markets (Funk & Bruun, 2007:806; Jago, Chalip, Brown, Mules & Ali, 2003:3; Gratton & Taylor, 2000; Bull & Weed, 1999:143). Delpy Neirotti (2003:2) and Gibson (1998:49) define sport tourism as leisure-based travel away from the traveller's primary residence to participate in sports or physical activities; for recreation or competition purposes; travel to observe sport at grassroots or *élite* level; and travel to visit a sports attraction such as a sports museum, for instance. Sport and tourism are amongst the worlds' most sought after leisure experiences (Ritchie & Adair, 2004:2). According to Weed and Bull (2004:37), sports tourism is a "social, economic and cultural phenomenon arising from the unique interaction of activity, people and place". Gammon and Robinson (2003:25), support the latter by adding that sports tourism concerns tourism-related services and experiences that can be enjoyed by the local population and tourists. According to Anon (2004), sport tourism is considered a multi-billion dollar (US\$ 4.5 trillion) global business. For example, hallmark events such as the 1994 Soccer World Cup in the United States of America attracted 3,5 million tourists, the Australian economy grew by 7,9% (Anon, 2006) after the Sydney Olympic Games and the 1995 and 2007 Rugby World Cup in South Africa led to community pride and international recognition (Saayman and Rossouw, 2008:4). Sport tourism, at some destinations, accounts for as much as 25% of all tourism receipts (Anon, 2004).

The importance of sports tourism as a target market is emphasised by media statements made by the World Tourism Organisation (WTO) and the International Olympic Committee (IOC), who stated that "tourism and sport are interrelated and complementary" and that "both are powerful forces for development, stimulating investment in infrastructure projects such as airports, roads, stadiums, sporting complexes and restaurant - projects that can be enjoyed by the local population as well as tourists who come to use them" (WTO, 2004). Sport events have grown enormously during the last two decades. Their growth and importance convinced South African Tourism and other countries such as New Zealand and Australia to use sport events as a vehicle to market the country and grow tourist arrivals (Saayman, Rossouw &

Saayman, 2008:102). In support of this aim, South Africa hosts annual sport events such as the Pick 'n' Pay Cape Argus Cycle Tour in Cape Town, the Comrades Marathon and the Midmar Mile in KwaZulu-Natal, the Nedbank Golf Challenge at Sun City and the Iron Man at Port Elizabeth. Major international sport events that South Africa has hosted in the first part of 2009, include the British and Irish Lions Rugby Tour; the Indian Premier League Cricket (IPL); the Tri-Nations and Super 14 Rugby Tournaments; the Australian Cricket Tour and the FIFA Confederation Cup (Soccer). These tournaments are, by themselves, certainly proof of the international recognition and marketing of South Africa as a sport tourism destination.

Although tourism destinations are increasingly proclaiming the importance of sport tourism as part of their destination development strategies, Sheard and Veldtman (2003) indicated that, in South Africa, existing research is superficial and currently does not provide much detail relating to comparisons of sub-sectors, or niche markets, within the sport tourism industry. Within this niche market, sport event tourism plays a significant role, as an increasing number of host destinations incorporate sport events into their marketing mix (Funk & Bruun, 2007:806; Higham & Hinch, 2003:238; Chalip & Leyns, 2002:135). It is important that host destinations and event organisers have knowledge and an understanding regarding both the participants in, and spectators of, these events.

This chapter's purpose is to discuss the research process to be followed in the following study. The purpose will be realised, firstly, by analysing the problem statement, thereafter by determining the goals and objectives, then discussing the research methodology to be adopted. Subsequently, the key concepts are defined and, finally, the chapter classification will be presented.

1.2 PROBLEM STATEMENT

Sport tourism is both a social phenomenon (Weed and Bull, 2004:37), and a sought-after leisure experience (Ritchie & Adair, 2004:2) which accounts for the increased interest and purpose of organising sport events such as the Pick 'n' Pay Cape Argus Cycle Tour (hereafter referred to as the ACT). They attract participants, spectators, and tourists (Chalip, Green & Hill, 2003:215), offer massive marketing opportunities (Saayman and Rossouw, 2008:3) as well as increasing the media attention, spreading tourism geographically and seasonally, stimulating business and infrastructure development.

Sport events creates tax revenues and employment, while the necessary investments generate direct economic income, in addition to social and political advantages, creating a positive image, local pride and economic well-being amongst community residents as well as visitors (Saayman & Saayman, 2008:102; Funk & Bruun, 2007:806; Hinch & Higham, 2005:248; Kim & Petrick, 2005:25; De Knop, 1998:9; Getz, 1998:9). Thrane (2002:281) supports this, and adds that the beneficial economic impact on the host community surrounding the event area, due to visitor expenditure, is one of the most important reasons for arranging an event in the first place. Ritchie and Aitken (1984), as quoted by Kim, Gursoy and Lee (2006:88), point out that mega-events may enhance awareness of the region or country as a domestic and/or international travel and tourism destination and create new opportunities for potential investors, which result in an increase of commercial activity within the host community. In highlighting the importance of sport events, McIntosh, Goeldner & Ritchie (1995:40) state that the profession of sport tourism became a growing reality and gave impetus for the pursuit of business entrepreneurship, economic impact and profitability within the tourism industry. Saayman & Saayman, (2006:211) agree with this and indicate that the South African tourism industry has realised the benefits of tourism, specifically, event tourism, as a tool to promote the country, region or city and so generate more income. The literature review indicated that event tourism is big business, and has grown significantly from small participatory events to mega- and hall-mark events watched by millions across the globe. Regarding marketing, Saayman, Rossouw and Saayman (2008:101), indicated that the ACT has grown to become the largest cycling event in Africa and is growing as an international cycling event. These researchers valued the economic impact of the ACT at approximately R131 million.

Although much research has been done on the sports and tourism link, according to Weed and Bull (2004:10) the research tends largely to focus on one dimension of sports tourism, holidays involving sport either as participant or as a spectator. It is, however, underscored that there are two types of sports-related tourism: firstly, where sport is used by destinations seeking to develop their tourism profiles, and secondly, where tourism has emerged spontaneously because of sports activity (as is the case of the ACT). According to Tassiopoulos and Haydam (2008:871), most research undertaken to date by the South African sports and tourism industries has focussed on the supply-side research concerned with the improvement of sport performance and the marketing and

promotion of a variety of sports facilities, with little emphasis on sports tourism. Considering that South Africa has been involved in sports for decades, the research regarding sports tourism in South Africa is, however, in its infancy when compared with some better-established sports tourism destinations such as Australia and the United States of America (Ritchie & Adair, 2004:2).

Traditionally, event marketing refers to the actual marketing of events by events organisers. For sport events like the ACT, this type of event marketing involves marketing to: (1) athletes (cyclists in this case) to secure their participation in the event, (2) the media to cover and publicise the event, (3) the general public to attend the event and/or follow the event via print and electronic media, (4) corporations to sponsor and support the event, (5) government officials to provide public support, and (6) private vendors to provide efficient and reasonable services (Graham, Neirotti & McIntosh 2001:152). The aim of marketing, according to Saayman (2006:13), is the effective and efficient use of resources in the changing environment of today in order to ensure a profit, survival and growth of the tourism organisation or destination.

In South Africa, no previous research has been conducted regarding the participants in a sport event, particularly a cycling event. This research will support Weed and Bull (2004) in focussing on the participant in a sport event, in this case, the ACT. The target marketing of niche tourism segments is considered to encourage repeat visits by target markets to tourism destinations because, according to George (2001:137), it allows destination management organisations to focus on tourists'/visitors' needs and expectations. He, George 2001:137 further believes that it assists with the development of an effective marketing mix, and because it enables more effective market positioning, thereby ensures that targeted tourists know of, and possibly purchase, the offering. Masterman (2005:155) and Fodness (1994:556) state that effective tourism marketing is impossible without knowledge and understanding of the consumers' (cyclists') behaviour and motivation. Added to the above, the number of entries in the ACT from 2007 to 2008, dropped significantly by 9 279 cyclists. This raises the questions of why the entries dropped so significantly over a period of just one year, who are the participants; where do they come from; why do they participate in the ACT; how much money do they spend. In other words, what is the profile of the participants in the ACT? Masterman (2005:155), George (2001:137) and Fodness (1994:557) are all of the opinion that

information regarding this profile is vital for event marketers as it will identify different market segments or target markets so that an effective marketing mix can be developed.

Researchers have experimented with a wide range of market segmentation applications in an effort to define or profile their target markets (Hsu & Crofts, 2006:280). According to Jang, Bai, Hong & O'Leary (2004:19), profiling the total market is one of the most common ways to identify the right target market as profiling helps by distinguishing the attitudes, behaviours, socio-demographics, travel planning patterns, and trip-related characteristics of travel market segments. The most popular variables used to profile visitor segmentation include:

- the demographic (age, language, family size, family life cycle, gender, religion, race, generation and nationality),
- the geographic (nations, states, provinces, regions, counties, cities, or neighbourhoods),
- the socio-economic (income, education, occupation, and social class),
- the psychographic (psychological/personality traits, lifestyle, travel motivation or values), and
- the behavioural characteristics (occasions, benefits, user status, usage rate, loyalty status, buyer readiness stage, attitude and visitor expenditure)

This segmentation is supported by Bothma & Burgess, 2007:37; Fill, 2006:329; Hanlan, Fuller & Wilde, 2006:17; Armstrong & Kotler, 2005:54; Cooper & Wahab, 2001:89; Horner & Swarbrooke, 2001:159; Burke & Resnick, 2000:41; Kara & Kaynak, 1997:873; Dibb & Simkin, 1996:14; Youell, 1996:138; and by Moutinho & Witt, (1994:306).

Previous projects concerning one or more of these variables, included research by Tassiopoulos and Haydam (2008) who created a profile of golf tourists in South Africa; by Funk and Bruun (2007), focusing on the role of socio-psychological and culture-educated motives in marketing international sport tourism; by Van der Merwe, Saayman & Krugell (2007) established the determinants of spending by biltong hunters in South Africa, while Molera and Albaldejo (2007) created a profile of tourists in rural areas of South-Eastern Spain. Saayman and Saayman (2006) studied the socio-demographic and visiting patterns of arts festivals in South Africa, and Awaritefe (2004) conducted a study in Nigeria regarding motivation in tourist destination choice. Lee, Lee & Wicks

(2004) studied festival motivation by focusing on nationality and satisfaction and Tao, Eagles & Smith (2004) profiled Taiwanese ecotourists.

With the above in mind, establishing the determinants of spending as well as the travel motives of participants to the ACT will provide information that can be used to identify different market segments. By identifying the most appropriate target market(s), the event organisers can design their product in such a way that will best appeal to and satisfy that market (Moutinho, 1991:110). The results of this study can therefore be used to increase participants' growth in numbers as the determinants of spending and their motivation for participating will be known. In addition, this knowledge can be used to design an effective marketing strategy that can be used to increase visitor spending. This will result in a greater economic impact (Miller, 2007:2; Crompton, 1999:150).

Therefore, the research question that this study will attempt to address is: What is the profile of participants in the ACT?

1.3 GOAL AND OBJECTIVES OF THE STUDY

1.3.1 Goal

The goal of this study is to determine the profile of participants in the Pick 'n' Pay Cape Argus Cycle Tour.

1.3.2 Objectives

In order to achieve the goal stated above, the objectives are:

- To determine the travel motives of the cyclists participating in the ACT;
- To determine the variables influencing cyclists spending; and
- To draw conclusions and make recommendations.

1.4 RESEARCH METHODOLOGY

The method used in the research will be twofold, a literature study and a survey using a questionnaire.

1.4.1 Literature study

The literature and theories regarding profiling were researched. Sources for the most recent (not older than ten years) information was library catalogues, scientific databases such as Science Direct, Ebscohost and Sabinet indexes and the Internet. Through these sources journal articles, theses, published annual reports, books and other tourism related literature were analysed. The following keywords: *travel motives, Cape Argus Cycle Tour, cyclists, South Africa, market segmentation, regression analysis and spending* assisted the researcher in understanding profiling as well as the importance and benefits thereof. Both the literature study and empirical study (using the questionnaire) incorporated primary and secondary sources.

1.4.2 Empiric study (survey)

The following section discusses the following: the research design and the methods chosen to conduct the empirical analysis, the selection of the sampling frame, the sampling method, the development of the questionnaire and lastly, the data analysis.

1.4.2.1 Research design and method of collecting data

A quantitative approach was used in this study because it was suitable for collecting demographic information, it was also inexpensive to conduct. Also, analysing the resulting data afterwards using statistical programmes was relatively easy (Slabbert, 2004:63).

In this study, the motivation for the cyclists' participation in the ACT, as well as the determinants affecting participants' expenditure, was the interest field of the researcher. This was examined comprehensively to profile those cyclists participating. The research will therefore be causal in nature.

This was the first survey conducted in 2008 at the ACT by the Institute for Tourism and Leisure Studies of the North-West University, Potchefstroom Campus. The survey took place from 5 - 8 March 2008. A total of 600 questionnaires were distributed by fieldworkers of which 583 questionnaires were completed and received for data analysis. Sampling was based on the willingness and availability of cyclists to complete the questionnaires. The data gleaned was used to compile graphs and tables to illustrate a profile of the cyclists participating.

1.4.2.2 Selection of sampling frame

This study used an availability sampling method. When using such a method with a population (N) of 100 000, as is the case of this study, the recommended sample size (S) is 384, but it should be borne in mind that, as a rule of thumb, the law of diminishing returns will apply when the desired sample size is greater than 300 (Cooper and Emory, 1995:207).

According to Saayman *et al.* (2008:101), the number of cyclists who participated in the ACT during 2008 was 32 000. The size of the average travel group was 4.9 in 2008 (Saayman *et al.*, 2008:105). A completed questionnaire is representative of the travel group; therefore $32\,000/4.9 = (N) 6\,530.6$ cycling travel groups. By applying the formula used by Cooper and Emory (1995:207), it was determined that 384 visitors needed to complete questionnaires to be a representative group. In order to apply a simple linear regression to the final analyses, only questionnaires that had complete spending information, and had indicated the number of people in the travel group, would be used. For this qualifier to count, the sample size was decided at 600. Thus, the required number of questionnaires determined by the formula of Cooper and Emory (1995:207) encompasses more than 384.

1.4.2.3 Sampling method

The survey was conducted during the duration of the registration week prior to the ACT during which an availability sampling method was followed. The survey was undertaken at a venue where the self-administrated questionnaires were distributed on-site prior to the event. The interviews took place in the registration hall at the Good Hope Centre of the City of Cape Town. Questionnaires were randomly distributed by fieldworkers in the registration hall before participants entered into the expo area but after the competitors finished the registration procedure.

Both the aim of the study as well as the questionnaire was discussed with the fieldworkers so that they understood it. When fieldworkers randomly selected potential respondents for the survey, they explained the purpose of the research at the time before the fieldworkers handed the participants the questionnaires to complete and ensured that the athletes participated willingly and honestly. The questionnaires were

handed out relatively evenly throughout the week of registration but it was soon realised that an accurate account of visitor spending would not be realised because the registration took place before respondents spent money at the expo and after the racing day.

1.4.2.4 Development of the questionnaire

The Institute for Tourism and Leisure Studies of the North-West University, Potchefstroom Campus developed the questionnaire after a comprehensive literature review. Variables that were measured include demographic, socio-economic, geographic and psychographic information. Questions to collect socio-demographic information concerned gender, age, language and levels of education. The questions specifically concerning the event, cycling category and level of service were then asked. Other key questions asked by the survey included length of stay in Cape Town, number of times participated in the ACT, size of travelling group, the expenditure of cyclists on different spending components, as well as what motivated the cyclists to participate in the ACT. The categories of the spending question included accommodation, food and beverages, entrance fees, transport, shopping and recreation. Because this was a first time study for the Institute for Tourism and Leisure Studies of the North-West University, Potchefstroom Campus, this is a pilot study and recommendations for improvement on future questionnaires will be made.

1.4.2.5 Data analysis

By means of descriptive statistics, the researcher gained insight into the data. Two methods of analysis were applied to achieve the purpose of this study. To identify the determinants of spending by cyclists, a regression analysis was implemented. To determine the cyclists' motives for participating in the ACT, a factor analysis was applied. The Statistical Services at the North-West University, Potchefstroom Campus, used SPSS software to process the data and information. SPSS is a statistical program that is used for academic and other analysis. The program calculates the relationships between variables. SPSS enables users to turn raw data into usable knowledge and is a world leader in data-mining analytical software and services. Using this program, both a factor analysis and a regression analysis were completed.

The survey alone is not sufficient in order to achieve the goals of this study. The relative strength or the significance of the relationship between spending and its determinants and cyclists motivation, need to be examined and that requires a regression and factor analysis. Both of these methods have successfully been applied in studies completed by Saayman, Van der Merwe & Slabbert (2009:86); by Van der Merwe *et al.*, (2007:186); by Saayman and Van der Merwe (2007:10); by Saayman and Saayman (2006:215); by Jang, Bai, Hong & O'Leary (2004:334); and by Taylor, Fletcher & Clabaugh (1993:33) to identify the determinants of spending, as well as those factors motivating cyclists to participate in the ACT. A brief description of each analysis used will be given in the next section.

1.4.2.5.1 Factor Analysis

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

1.4.2.5.1 Regression Analysis

According to Gujarati (2006:133), regression analysis is concerned with the study of the relationship between one variable called the dependant variable and one or more other independent variables. For the purpose of this study, the model was a simple linear regression of total spending on a number of quantitative and qualitative determinants of spending (Tustin, Lighthelm, Martins & Van Wyk, 2005).

1.5 DEFINITIONS OF CONCEPTS

The following concepts have been used regularly throughout the dissertation:

1.5.1 Sport tourism –

According to both Delpy Neirotti (2003:2) and Gibson (1998:49), sport tourism can be broadly described as leisure-based travel away from the tourist's primary residence to

participate in sports or physical activities; for recreation or competition purposes; travel to observe sport at grassroots or elite level; and travel to visit a sports attraction such as a sports museum, for instance. Weed and Bull 2004:37 amplified this by suggesting that sport tourism is “a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place”.

1.5.2 Pick ‘n Pay Cape Argus Cycle Tour (ACT) –

The Pick ‘n Pay Cape Argus Cycle Tour (ACT) is an annual cycling event hosted in the City of Cape Town during the month of March. The main aim of this sport event is to raise funds for community projects, as well as to give the host community of Cape Town a financial injection by using the Tour as a mass tourism attraction. The ACT attracts more than 30 000 cyclists each year and has, over the years, grown into a Life Cycle Week consisting of multiple events such as the Mountain Bike Challenge; the Tricycle Tour; the Junior Cycle Tour; the Giro del Capo; the Expo, culminating in the ACT (Saayman, Saayman & Streicher, 2008:2).



Race Route Map

1.5.3 Participant Cyclist –

For the purpose of this study, a participant cyclist is a person riding a two or three-wheeled structure powered solely by human power/effort. The cyclist has paid an entrance fee to ride in one of the many cycling categories applicable at the ACT (Authors own definition).

1.6 CHAPTER CLASSIFICATION

This study consists of four chapters. The following section gives a brief outline of what can be expected from each of the chapters.

Chapter 1 includes the introduction, problem statement, aims and objectives, method of research and definitions of key concepts. The aim of this chapter is to give an overview of the event, its background and the problem faced by the event marketers and organisers. It also aims to underline the importance of profiling participants for the ACT and seeks to demonstrate the benefits that will be derived from applying this knowledge to future marketing, described in Chapter 2 and 3.

Chapter 2 contains Article 1, which established the travel motives of participants in the ACT. This article shows the viability of identifying the motives for participating in the ACT. The benefits and impacts of these motives are outlined, together with ways that they can be applied to increase the numbers of entrants and, especially, to improve event marketing.

Chapter 3 contains Article 2. In this article, the determinants of spending of participants in the ACT are identified. It is the aim of this article to indicate the importance of this knowledge, as well as the benefits that are derived from it. The findings can assist event organisers in identifying target markets and therefore in applying effective marketing.

The final chapter, Chapter 4, consists of conclusions drawn from the discussion in the foregoing chapters. Recommendations are made to assist event organisers and marketers to understand their markets, and for the effective planning and marketing of the event. In this chapter, a summary is given of the importance of profiling, particularly by event management, as well as a summary of the main issues that need to be considered when doing so.

CHAPTER 2: TRAVEL MOTIVES OF PARTICIPANTS IN THE PICK 'N PAY CAPE ARGUS CYCLE TOUR

ABSTRACT

The Cape Argus Pick n Pay Cycle Tour is one of the largest cycling events in South Africa. The event attracts approximately 32 000 cyclists from around the world and is hosted in the City of Cape Town. The question underlying this research is: what are the motives for cyclists to participate in this event. Therefore the purpose of this article is to determine the reasons (the travel/participation motives) that cyclists participate. The literature review recorded that little research has been done regarding travel motives of participants in sport events and so this report was the first of its kind in South Africa. The research was conducted by means of a questionnaire survey and 583 questionnaires were administered. A factor analysis was conducted to determine the travel motives. Five factors were identified: socialisation, event attractiveness, personal motivation, escape & relaxation and event attributes. Some of these motives were confirmed by similar research in the field of leisure travel, but new motives were also identified.

Keywords: Travel motives; Cape Argus Cycle Tour; cyclists, South Africa

2.1 INTRODUCTION

In 1977, Bill Mylrea and John Stegmann organised the Big-Ride-In cycling event in the City of Cape Town. The reason behind the sport event was to draw attention to the need for cycle paths in Cape Town. Therefore, the original purpose of the event was to promote improvements to the public infrastructure for the benefit of cyclists in Cape Town. As the event grew, Cape Town's largest newspaper, 'The Argus', became the main sponsor. Subsequently, Pick 'n' Pay (a major retailer) became a sponsor, hence the name Cape Argus Pick 'n' Pay Cycle Tour (hereafter referred to as ACT). Cycling in South Africa has grown significantly, and this sport event currently attracts in excess of 32 000 participants. These range from amateur to professional cyclists. The number of foreign cyclists entering is also on the increase.

The term *sport event* refers to the organisation, marketing, implementation and evaluation of any type of event related to sport. Examples are local school and community sport events, not-for-profit and corporate events (Graham *et al.*, 2001:XIV). According to Masterman (2005:80) and Crockett (1994:1), sport events such as ACT that receive significant television coverage will be the best for promoting a country, region or city. This televised marketing is claimed to be good for attracting future tourists after the event has been telecast. In highlighting the importance of sport events McIntosh *et al.* (1995:40) stated that the profession of sport tourism became a growing reality and gave impetus to the pursuit of business entrepreneurship, economic impact and profitability within the tourism industry. To support this, Saayman and Roussouw (2008:8) determined that the economic value of an event such as the 2010 FIFA World Cup in South Africa is estimated at approximately R7.6 billion.

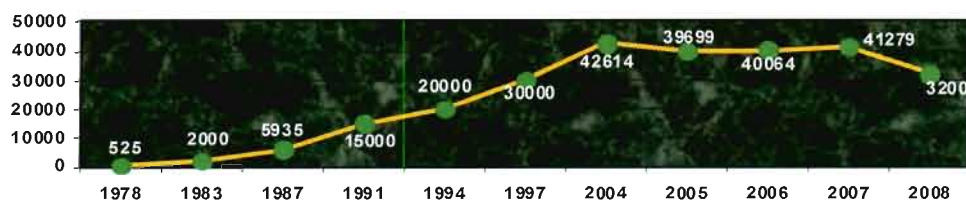


Figure 2.1: Number of entries

However, as shown in Figure 2.1, the number of entries in the ACT from 2007 to 2008 dropped significantly by 9 279 cyclists. Events are run, participated in, and attended by people and it is therefore important to consider the personal interactions that take place in the nature of the product (Masterman, 2005:158) Accordingly, the purpose of this study is to determine the reasons (the travel motives) that cyclists participate in the ACT. By determining these motives, according to Saayman (2006:21), marketing can be undertaken more effectively and specific factors can be taken into account when marketing strategies are being planned. To achieve this purpose, the article is organised as follows: the literature review follows the introduction, then the method of research is given, which is followed by the results of the research, after which certain implications are made and conclusions are drawn.

2.2 LITERATURE REVIEW

This event, like any other event, consists of a set of role players. This is illustrated in Figure 2. The relationships, the motivations and complexity between these role players eventually determine the success of an event. However, the focus of this article is primarily on the cyclists.

Traditionally, event marketing refers to the actual marketing of events by events organisers. For sport events, this type of event marketing involves marketing to: (1) athletes (cyclists) to secure their participation in the event, (2) the media to cover the event, (3) the general public to attend the event and/or follow the event via print and electronic media, (4) corporations to sponsor and support the event, (5) government officials to provide public support, and (6) private vendors to provide efficient and reasonable services (Graham *et al.*, 2001:152). The aim of marketing, according to Saayman (2006), is the effective and efficient use of resources in the changing environment of today to ensure a profit, survival and growth of the tourism organisation or destination.

Masterman (2005:155) states that the common practice of marketing to mass audiences is not an approach that will bear rewards in such operating domains, and so the need for marketing planning in the industry, where customers can be more finely targeted, is becoming more critical. Masterman (2005:155) and Fodness (1994:556) stated that effective tourism marketing is impossible without the knowledge and understanding of

the consumers' (cyclists') behaviour and motivation or, to put it differently, what motivates people to travel, in this case, to participate in the event?

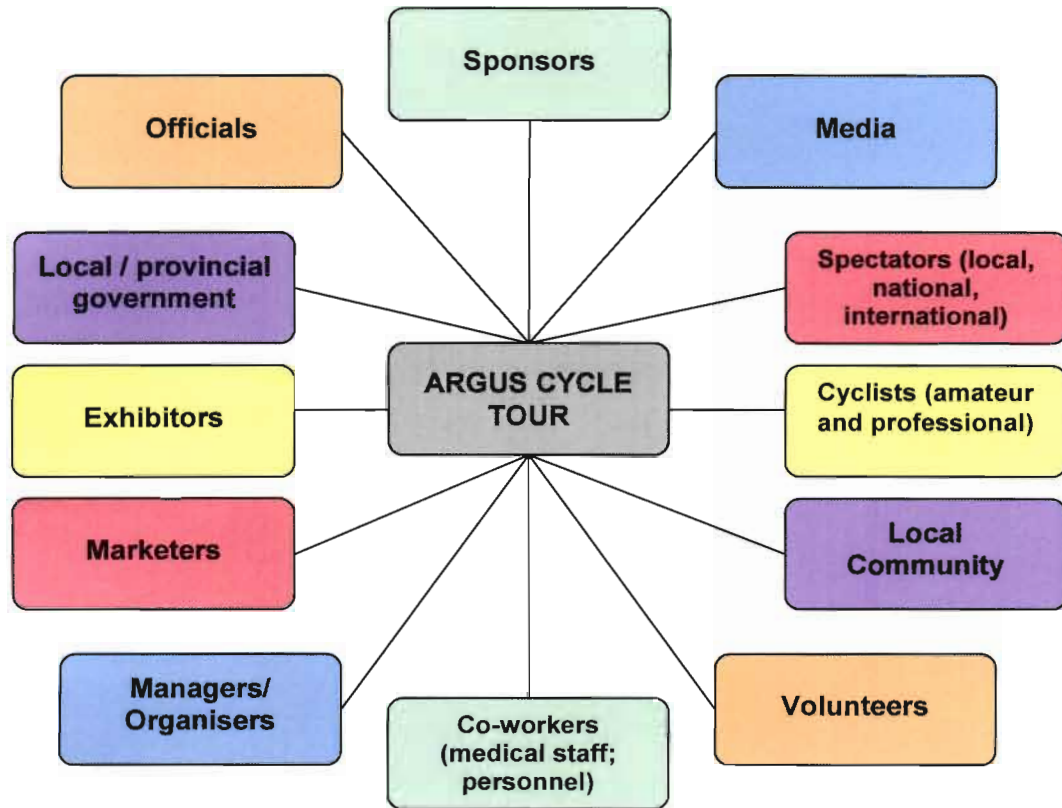


Figure 2.2: Role players in the ACT

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

A literature review revealed that a large amount of research regarding travel motivations for leisure travel had been conducted by researchers such as Correia, Oom do Valle & Mocco (2007); Jang and Wu (2006) and Swanson and Horridge (2006); Yoon and Uysal

(2005); Bansal and Eiselt (2004); Tao *et al.*, (2004); Awaritefe (2004); Kozak (2002); Weaver and Opperman (2000); Goeldner, Ritchie & McIntosh (2000); Backman, Backman, Uysal & Sunshine (1995); Oh, Uysal & Weaver (1995); Fodness (1994); Loker and Perdue (1992) and Crompton (1977). Research was also conducted by Saayman and Saayman (2008); Morela and Albaladejo (2007); Saayman and Van der Merwe (2007) regarding travel motivation for nature-based tourism. Table 2.1 shows the research specifically conducted at events.

Table 2.1: Analysis of research on travel motives

Researcher/s	Travel motives
Schneider and Backman (1996:142) – visitors at a festival	<ul style="list-style-type: none"> • Family togetherness • Socialisation • Social/leisure • Festival attributes • Escape • Event excitement
Lee <i>et al.</i> , (2004:66) – visitors at a festival	<ul style="list-style-type: none"> • Cultural exploration • Family togetherness • Novelty • Escape • Event attractions • Socialisation
Kim <i>et al.</i> , (2006:964) – visitors at a festival	<ul style="list-style-type: none"> • Family togetherness • Socialisation • Site attraction • Festival attraction • Escape from routine
LaChausse (2006:308) – cyclists at a sport event	<ul style="list-style-type: none"> • Health orientation • Weight concern • Goal Achievement • Competition • Recognition

	<ul style="list-style-type: none"> • Affiliation • Coping • Life-meaning • Self-esteem
--	--

The literature review listed above clearly shows that very little research has been done on the travel motives of tourists attending sport events, and that only one study was conducted regarding the motives of participants of a sport event. Emphasising the importance of such research, Oh *et al.* (1995:123) stated that, if sport events strive to increase their share of participants, it becomes essential to understand why people travel and why they choose a specific event. Fodness (1994) adds that further insights into tourists' travel motivations can benefit tourism marketing, specifically with regard to product development, service quality evaluation, image development and promotional activities. This knowledge allows an organisation to identify groups of customers with similar or generic attributes that make it possible for the organisation to become more efficient and effective in reaching them with its communications (Masterman, 2005:155).

2.3 METHOD OF RESEARCH

The questionnaire was developed by means of a comprehensive literature review and was based on the research by the authors listed in Table 1. The questionnaire consisted of three sections. In Section A, demographic details were surveyed while Section B focused on spending behaviour. Section C determined the motivational factors. For the purpose of this article, Sections A and C were used.

The survey took place in the city of Cape Town at the Good Hope Centre in the registration hall from 5 - 8 March 2008. A total of 600 questionnaires were distributed by fieldworkers in the registration hall before participants entered into the expo area. Some 583 questionnaires were completed and received for data analysis. Sampling was based on the willingness and availability of cyclists to complete the questionnaires.

The data was captured in Microsoft Excel and the statistical analyses were performed using the Statistical Programme for Social Sciences (SPSS 14.0). The statistical analyses included descriptive analysis and a factor analysis. The purpose of a factor

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

2.4 RESULTS

The results will consist of two sections. Firstly, an overview of the profile of cyclists participating in the ACT is presented and, secondly, the results of the factor analysis will be discussed.

2.4.1 The profile of cyclists participating in the ACT

As displayed in Table 2.2, cyclists have participated at least 1 – 4 times in the Cycle Tour. The cyclists are bilingual and are approximately 35 years old, coming mainly from Gauteng and the Western Cape Provinces. Cyclists participating in the Cycle Tour travelled in groups of 4.8 persons.

Table 2.2: Brief profile of cyclists participating in the ACT

Profile	
Category	Cyclists – 2008
GENDER	Male (68%)
AGE	35 years
MARITAL STATUS	Married
LANGUAGE	Afrikaans / English
PROVINCE OF RESIDENCE	Gauteng (39%), Western Cape (32%)
AVERAGE NUMBER OF PEOPLE IN TRAVELLING GROUP	4.8 persons
TIMES PARTICIPATED IN THE ARGUS	1 – 4 Times

2.4.2 Motives for participating in the ACT

This section focuses on exploring the underlying patterns of the reported travel motivations by means of a factor analysis. To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the motivational data, Kaiser-Meyer-Olkin measure of sampling adequacy and the Barlett test of sphericity were examined. The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was 0.893, which is acceptable. The Barlett test was found to be significant ($p < .0001$). Therefore, the data reduction by principal components would be legitimate. A factor analysis with varimax rotation was performed on the 22 motivational factors for the Argus Cycle Tour. The varimax rotation method was chosen because there was very little correlation between factors. The factor analysis was performed to identify the underlying dimensions of the respondents' motivation to participate in the Argus Cycle Tour. An Eigen value of 1.0 was used as a factor extraction criterion and loadings of 0.40 were used for item inclusion. This resulted in five factors. These five factors accounted for 62.4% of the total variance. The factors were labelled according to similar characteristics. They were labelled as Socialisation (Factor 1), Event attractiveness (Factor 2), Personal motivation (Factor 3), Escape and relaxation (Factor 4), Event attributes (Factor 5). Eigen values for these factors ranged from 1.00 to 7.98. Cronbach's coefficients were also examined for each factor to check the reliability of the data and to serve as a measure of internal consistency among the items. Table 2.3 shows that the Cronbach coefficients are all >0.720 , which shows high levels of internal consistency.

Table 2.3: Factor analysis of motives for participating in the ACT

Motives for participation	Factors				
	Sociali-sation	Event attract-iveness	Personal motiva-tion	Escape & relaxa-tion	Event attri-butes
Family can participate	.815				
Family recreation	.598				
Had to participate	.434				
Reason to visit Cape Town	.428				

Enjoy cycling		-.829			
Well organised		-.823			
Atmosphere		-.758			
Annually		-.530			
Type of events		-.521			
Self-confidence			-.836		
Discover and evaluate myself			-.792		
Major challenge			-.762		
Level of fitness			-.703		
Level of difficulty			-.422		
New area				-.820	
Get away				-.738	
Do something with friends				-.734	
Scenic route				-.396	
Live in Cape Town					.855
International event					.686
Major event					.422
After event tours					.397
Cronbach's Alpha	.723	.804	.861	.759	.730

- **Factor 1: Socialisation**

- Socialisation included aspects such as the family can participate, for family recreation, had to participate, and reason to visit Cape Town. This factors is agreed by Correia *et al.* (2007:57); Jang and Wu (2006:310), Kim *et al.* (2006:964), Swanson and Horridge (2006:680); Lee *et al.* (2004:66); Schneider and Backman (1996:142) and Backman *et al.* (1995:19), as an important motive. However, it should be noted that none of these studies were conducted at a sport event. Socialisation as a factor had a mean value of 3.2689, which is the second lowest of the five factors.

- **Factor 2: Event attractiveness**

- Event attractiveness includes sub-categories such as enjoy cycling, atmosphere, well-organised, annually, and type of events. The main reason that cyclists participated in the ACT is that they enjoy cycling. Saayman *et al.*, (2009:89) conducted a study on travel motivations to two marine destinations in South Africa and found destination attractiveness

to be one of the main motivators for tourists visiting the destination. Of the five factors, this one received the highest mean value of 3.9280.

- ***Factor 3: Personal motivation***

- Personal motivation includes aspects such as self-confidence, discover & evaluate myself, major challenge, level of fitness, and level of difficulty. In a study conducted by LaChausse (2006:310) regarding motives of competitive and non-competitive cyclists, the motives identified show a strong resemblance to personal motivation. This factor achieved the second highest mean value of 3.4666.

- ***Factor 4: Escape & relaxation***

- Factor 4 consists of a new area, get away, do something with friends, and scenic route. This motive is found to be the most common motive in all research conducted in this research field (see Table 1) and is therefore supported by a great number of researchers: Schneider and Backman (1996:142), Loker and Perdue (1992:34), to name but a few. It seems that tourists, in general, want to “escape from their everyday routine”. Swanson and Horridge (2006:677) also identified escape as an important travel motivator, and included aspects such as “seeing spectacular scenery”, “visiting places I’ve never seen before” and “visiting exciting places”. This factor had a mean value of 3.4563.

- ***Factor 5: Event attributes***

- Event attributes include living in Cape Town, international event, major event, and after event tours. This factor had the lowest mean value of 2.8850.

Based on the results of the component correlation matrix as captured in Table 2.4, the low correlation between the different factors shows that the factors can be clearly distinguished. The motives determining why cyclists participate in the ACT are thus very specific and well defined. The motives of cyclists participating in the ACT for socialisation are not the same as those participating because of event attractiveness or personal motivation, for example.

Table 2.4: Component Correlation Matrix for the ACT

Component	Socialisa- tion	Event Attractive- ness	Personal Motivation	Escape & relaxation	Event attributes
Socialisation	1.000	-.319	-.302	-.325	.241
Event attractiveness	-.319	1.000	.407	.247	-.095
Personal motivation	-.302	.407	1.000	.335	-.286
Escape & relaxation	-.325	.247	.335	1.000	-.278
Event attributes	.241	.095	-.286	-.278	1.000

The next section will discuss the findings and conclusions.

2.5 IMPLICATIONS AND CONCLUSIONS

The aim of this paper was to determine the travel motivations of cyclists participating in the ACT in Cape Town. This was the first time this type of research was conducted at a sport event in South Africa.

The research revealed five travel (participation) motives - socialisation, event attractiveness, personal motivation, escape and relaxation, and event attributes. From the results of the literature review, it became clear that different factors and destinations feed different motives to travel. The results of this research confirmed the latter by supporting current motives as well as adding new ones. Motives such as socialisation and escape and relaxation were confirmed by Kim *et al.* (2006:964), Lee *et al.* (2004:66) and Schneider and Backman (1996:142).

The travel motives of cyclists at the ACT differed in terms of event attractiveness and personal motivation. One reason for this might be that the research focused on the cyclists and not on the spectators. Therefore, the personal challenge offered by the event is very important. This finding somewhat supports research by LaChausse (2006) although the latter did a comparison between competitive and non-competitive cyclists. It is difficult to meaningfully compare these studies. Event attractiveness had the highest mean value implying that the event itself is the major drawcard. One implication of these findings is that an event of this magnitude can be marketed as an attraction on its own.

However, it would make sense to combine event attractiveness with achievement of personal goals in the ACT marketing campaign. The importance of identifying travel (participation) motives for an event such as this from a tourism point of view is because, as indicated in the Table 2.2, cyclists travel in groups of approximately 4.8 people. Hence, more cyclists would imply more visitors to Cape Town and an increase of all the benefits, especially economic benefits, deriving from an increase in participants. This is particularly important because one of the benefactors of the event is a charitable organisation.

The contribution of this research lies in the fact that it supports the idea that different events have different travel motives. This applies to participants as well. It is therefore recommended that future research should be conducted amongst different role players as indicated in Figure 2.2 to determine their motivation to participate or become involved with an event of this nature. Research should also be conducted at different sport events. Aspects that need clarity include, for example, how travel motives differ if a comparison is made of professional cyclists with amateur cyclists. This could also be applied to international versus national cyclists, or spectators versus cyclists. Further insights into tourists' travel motivation can benefit tourism marketing, especially with regard to product development, service quality evaluation, image development and promotional activities as indicated by Fodness (1994:556) and Masterman (2005:149). This knowledge allows an organisation to identify groups of customers with similar generic attributes. This makes it possible for the organisation then to become more efficient and effective in reaching them with its marketing communications. It also proves that, even though the literature shows that a sport event promotes a city or destination, this promotion is not necessarily the motive of the participant (cyclist) in the event. Therefore, this research shows that research of this nature can be useful in making informed marketing and product development decisions.

CHAPTER 3: THE DETERMINANTS OF SPENDING OF PARTICIPANTS IN THE CAPE ARGUS CYCLE TOUR

ABSTRACT

The Pick n Pay Cape Argus Cycle Tour has grown into an international event attracting 32 000 cyclists. This cycling event accounts for an economic impact of approximately R131 million. The question underlying this research, and therefore the purpose of the study, is to establish what determines the spending of cyclists participating in the Argus. The literature review indicated that much research has been done regarding the determinants of tourists' spending, but none of these studies applied to participants in a sports event. The research was conducted by means of a questionnaire survey and 600 questionnaires were administered, of which 583 were used in the analysis. A regression analysis was used to identify the determinants. From the results, four determinants that had a significant influence on the spending by participants (cyclists) were identified, marital status, province of residence, nights stayed in Cape Town and type of accommodation. These findings can assist event organisers in identifying target markets and therefore apply effective marketing.

Keywords: Cycling; Sport tourist; Market segmentation; Regression analysis

3.1 INTRODUCTION

Bill Mylrea and John Stegmann wanted to draw attention to the need for cycle paths in the city of Cape Town. In 1977, they organised the Big Ride-In Cycle Tour. The following year Cape Town's largest newspaper, *The Argus* agreed to sponsor the 'Argus Cycle Tour'. The event was held on 28 October 1978 and attracted 525 entrants who cycled a distance of 104 km from the Castle to Camps Bay in Cape Town. In 1991, Pick 'n' Pay (a major retailer) came on board as naming rights sponsor and the event became the Pick 'n' Pay Cape Argus Cycle Tour (hereafter referred to as ACT). Currently, the ACT has grown into a Life Cycle week consisting of multiple events such as the Mountain Bike Challenge, the Tricycle Tour, the Junior Cycle Tour, the Giro del Capo, the Expo and, finally, the ACT. Entries in 2008 reached 32 000. According to Saayman *et al.*, (2008:101) this sports event has grown to become the largest cycling event in Africa and is growing as an international cycling event.

The South African tourism industry has realised the benefits of tourism, and specifically sport and event tourism, as a tool to promote the country and generate more income. In support of this, South Africa has hosted, among others, the British and Irish Lions Tour; the Indian Premier League Cricket (IPL); the Tri Nations and Super 14 Rugby Tournaments; the Australian Cricket Tour and the FIFA Confederations Cup (Soccer) in 2009. The literature review indicated that event tourism is big business and has grown significantly from small participatory events to mega- and hall-mark events seen by millions across the globe (Saayman & Saayman, 2006:211). Events are run, participated in and attended by people (Masterman, 2005:158). Spectator sport is a growing segment of the leisure, recreation and tourism industries. In the past five years, more than 75 million US adults have attended a sports event while travelling (TIA, 1999). The US Bureau of Economic Analysis estimates that Americans spent \$6.7 billion in 1997 attending sporting events, compared to \$4.5 billion in 1991 (BEA, 2000). Measuring total visitor spending associated with a short-term event/festival or year-round recreation activity is a frequent and important focus area for tourism (Sun & Stynes, 2006:721). When other travel spending in the US is considered, the economic impact of sport travel totals \$27 billion (TIA, 1999). Concerning the ACT, Saayman *et al.* (2008:112) valued the economic impact of participants in the ACT at approximately R131 million. The importance of the above is emphasised by Kastenholz (2005:557),

who adds that visitor spending is one of the most critical variables of analysis for tourist destinations, as it directly indicates the tourism industry's (sector) profitability. To increase the spending by tourists (or in the case of the ACT, the cyclists participating), it is important to establish the determinants of spending according to Van der Merwe *et al.*, (2007:185); Saayman and Saayman (2006:220); Kastenholz (2005:557); Letho *et al.*, (2004:322); Narayan (2003:165) and Mok and Iverson (2000:299). These determinants can assist marketers, cycling operators and the tourism industry in:

- destination marketing;
- proposing alternative policies;
- sustainable product development;
- product sales;
- customer service;
- defining markets; and
- creating a better understanding of the industry.

The aim of this paper is to determine the determinants of the spending by cyclists participating in the Pick 'n' Pay Cape Argus Cycle Tour. In order to achieve the purpose, the paper is structured in the following manner: the literature review is followed by the method of research. Thereafter the results are discussed, the findings are presented and finally implications are examined and conclusions are drawn.

3.2 LITERATURE REVIEW

The reasons for the increased interest in sports tourism include the following: Elected officials and their constituents realise that sport events can generate media exposure, spread tourism geographically and seasonally, stimulate business and infrastructure development, create tax revenues, employment; investments generate direct economic income and improve benefits for the community (Saayman *et al.*, 2008:102). In addition, sport tourism events also allow a region, a city or a community to celebrate its uniqueness, promote itself, develop local pride and enhance its economic well-being. According to Thrane (2002:281), the beneficial economic impact on the host community surrounding the event area is due to visitor expenditure, which is one of the most important reasons for arranging an event in the first place (Kim *et al.* 1998:52; Walo, Bull and Breen 1996:97; Uysal and Gitelson 1994:4).

For communities to benefit, it is important that tourists (for the ACT, this implies the cyclists participating) spend money in the local economy. According to Cannon and Ford (2002:264), overall economic impact estimates are important to host communities for planning, evaluative and promotional purposes. However, aggregated figures address issues relating to the factors that affect the spending patterns of visitors to a community.

Many studies have attempted to estimate the direct and indirect economic impacts of sports tourism on a host community (Anderson and Solberg, 1998:146; Black and Pape, 1995:27; Kang and Perdue, 1994:210; Murphy and Carmichael, 1991:33, as examples). Typically, such studies collect primary expenditure data from spectators and/or analyse secondary sales or tax revenue figures to estimate the economic impacts of the event through techniques such as input-output and cost-benefit models. Such analyses provide a measure of the overall impact of visitor spending in the community due to an event (Cannon & Ford 2002:264). Mak (2004:62-63) concludes, 'Big gaps remain in our understanding of tourist spending behaviour. Having quality information on tourist expenditures also helps to understand better the economic benefits of tourism to host communities. Better tourism expenditure information is therefore needed' (Wilton & Nickerson 2006:17).

According to Cannon and Ford (2002:263), the economic impacts of sporting events on host regions are primarily due to spending by visitors to the region. Mottiar (2006:584) maintains that tourist expenditure is the clearest indication of the economic benefits of tourism for an area, and is certainly the most important contribution. Saayman and Saayman (2008:3) add that sports event organisers have to understand the spending behaviour of participants, for this has a direct bearing on the economic impact. Jang *et al.* (2004:331) support this notion by stating that studies on expenditure patterns lead to the identification of attributes influencing travel expenditure characteristics. The latter is influenced by the amount participating cyclists spend, the length of stay, the number of participants and the multiplier effect (Van der Merwe *et al.*, 2006:185). By understanding the expenditure patterns of visitors, destinations can focus their marketing efforts in a bid to attract maximum economic benefit in the tourism sector (Regan and Damonte, 1999:296). By identifying the most appropriate target market, destinations can then

design their complex tourism product in such a way that will best appeal to and satisfy that market (Moutinho, 1991:110).

According to Van der Merwe *et al.*, (2007:192), it is evident that different tourist types have different spending patterns. Table 3.1 summarises previous research on the determinants of visitor spending.

Table 3.1: Summary of previously conducted research on determinants of spending

Research Authors	Determinant of spending
Jang <i>et al.</i> , (2004:333), Cannon and Ford (2002:270), Downward and Lumdson (2002:74), Seiler, Hsieh, Seiler & Hsieh (2002:54), Lee (2001:663) and Perez and Juaneda (2000:632)	<ul style="list-style-type: none"> • educational levels • professional status • available income
Skuras, Dimara & Petrou (2005:776), Downward & Lumdson (2003:74) and Cannon and Ford (2002:270),	<ul style="list-style-type: none"> • place of residence (expenditure levels increase for visitors from out-of-state) • group size
Saayman and Saayman (2006:217), Kastenholz (2005:563), Letho <i>et al.</i> , (2004:324), Jang <i>et al.</i> , (2004:333), Perez and Juaneda (2000:632) and Mok and Iverson (2000:302)	<ul style="list-style-type: none"> • age
Letho <i>et al.</i> (2004:324), Dimara and Skuras (2003:696), Van der Lans, Van Ittersum, De Cicco & Loseby (2001:469), Agarwal and Yochum (1999:175) and Fish and Waggle (1996:73)	<ul style="list-style-type: none"> • income • duration of stay • gender • language
Letho <i>et al.</i> (2004:324) and Mok and Iverson (2000:302)	<ul style="list-style-type: none"> • purpose for travelling • business travellers exhibiting the greatest spending and the most expensive travel style

Kastenholz (2005:564), Jang <i>et al.</i> , (2004:333), Downward & Lumdson (2003:74), Seiler <i>et al.</i> , (2002:54), Mok & Iverson (2000:302), Agarwal and Yochum (1999:175).	<ul style="list-style-type: none"> • duration of stay
Jang <i>et al.</i> (2004:333)	<ul style="list-style-type: none"> • first-time visitors spend more than repeat visitors
Cannon and Ford (2002:270)	<ul style="list-style-type: none"> • trip activity
Nogawa <i>et al.</i> , (1996:52) studied participants at Japanese sporting events.	<ul style="list-style-type: none"> • sports tourists differ from traditional tourists in terms of party size and spending patterns • trip duration was the primary influencing factor for visitor spending patterns
Leones, Colby & Crandall (1998:35)	<ul style="list-style-type: none"> • length of stay
Leones <i>et al.</i> , (1998:35), Spotts and Mahoney (1991:28) and Mak <i>et al.</i> , (1977:3).	<ul style="list-style-type: none"> • purpose of trip • travel party size • length of stay • type of travel activities participated in • socio-demographic characteristics

From the table above, it is clear that much research has been conducted regarding the determinants of tourists' spending. However, only Cannon and Ford (2002) conducted their research at a sports event, but focused on visitor spending and not on that of participants. Results indicated in Table 3.1 show that a wide spectrum of variables influence visitor spending. Results also show that determinants differ from one attraction to the next, hence this research.

3.3 METHOD OF RESEARCH

Exploratory research was conducted by means of a questionnaire, which was distributed by fieldworkers among participating cyclists. The questionnaire was developed after a

comprehensive literature review, and was based on the research by Kim *et al.*, (2006), LaChausse (2006); Lee *et al.*, (2004) and Schneider & Backman (1996). It consisted of three sections. In Section A, demographic details were surveyed while Section B focused on spending behaviour. Finally, Section C determined the motivational factors. For the purpose of this article, Sections A and B were used.

The survey took place in the city of Cape Town at the Good Hope Centre in the registration hall from 5 - 8 March 2008. A total of 32 000 entries in 2008 formed the sample population. Sampling was based on the willingness and availability of cyclists participating to complete the questionnaires. The sample size was determined using guidelines developed by Cooper & Emory (1995:207) who indicated that a sample size (S) of 384 is sufficient for a population (N) of 100 000 – $384/100\ 000 = 0.00384$. Thirty-two thousand (32 000) participants took part in the event in 2008, therefore 600 questionnaires were more than adequate.

These questionnaires were distributed by fieldworkers in the registration hall before participating cyclists entered into the expo area. Some 583 questionnaires were properly completed and so were suitable for data analysis.

The data was captured in Microsoft Excel and the statistical analyses were performed by using the Statistical Program for Social Sciences (SPSS 16.0) software. A regression analysis was performed as well as descriptive statistics (averages, frequencies and percentages) being calculated on various variables.

3.3.1 Regression analysis

A simple linear regression model is presented of total spending on a number of determinants of spending by participating cyclists. Since the total spending of cyclists participating is non-linear, a log-linear transformation on total spending is used in the regression model. This also allows the coefficient to be interpreted as partial elasticity coefficient. The estimating equation can be expressed as follows: $\ln Y_i = c + \beta X_i + u_{i\ln}$ which Y_i represents the total spending by cyclists participating and X_i is a vector of the determinants of spending. These determinants include variables such as the number of people in the group, the number of nights stayed in Cape Town and the number of times participated. It may also include variables that indicated the presence or absence of an

attribute that may influence total spending on cycling events. The dummy variables were defined and coded and are summarised in Table 3.2.

Table 3.2: Dummy variables

Variable	Coded = 1	Coded = 0
Gender	Females = 1	Males = 0
Age	Younger cyclists participating (12 – 34 years) = 1	Older cyclists participating (35 – 65+ years) = 0
Marital status	Married = 1	All other statuses (divorced, single, widow/er and living together) = 0
Language	Afrikaans = 1	All other languages including English = 0
Province of residence	Further provinces (Gauteng, KwaZulu-Natal, North West, Mpumalanga and Limpopo) = 1	Nearer provinces (Western Cape, Eastern Cape, Free State and Northern Cape) = 0
Level of education	Post graduate and professional qualification = 1	All others levels include no school, matric and diploma = 0
Mode of transport	Own vehicle = 1	All other modes which include airplane, rental car, bus and train = 0
Type of accommodation	Expensive accommodation (bed & breakfast; guesthouses and hotels) = 1	All other types of accommodation (own accommodation; friends & family and camping) = 0

3.4 RESULTS

The previous section described the data obtained in the survey. Table 3.3 provides some insight into the characteristics of the participating cyclists and their spending. The

results of the survey described first the profile of a cyclist participating in the ACT (see Table 3.3) and the associated expenditure. This is followed by the regression analysis.

Table 3.3: Brief profile of cyclists participating in the ACT

Profile	
Category	Cyclists – 2008
GENDER	Male (86%)
AVERAGE AGE	35 years (38%)
MARITAL STATUS	Married (54%)
LANGUAGE	Afrikaans (49%)/ English (48%)
PROVINCE OF RESIDENCE	Gauteng (39%); Western Cape (32%)
AVERAGE NUMBER OF PEOPLE IN TRAVELLING GROUP	4 Persons
TYPE OF ACCOMMODATION	Own and family & friends (55%)
AVERAGE SPENDING	R3 959.67

Authors own compilation

Based on the information portrayed in Table 3.3 above, it is pointed out that the respondents are mainly male, both Afrikaans- and English-speaking and married. A high percentage of respondents travelled from Gauteng to participate in this event. The average group size participating in the ACT is 4 persons, most probably friends or family. Average spending is R3 959.67 per person.

3.4.1 Results of the regression analysis of the determinants of the spending by cyclists

Table 3.4 shows the results of the regression analysis which indicates the relationship between the total spending (which is the dependant variable) by cyclists participating in the ACT and gender, age, marital status, language, province of residence, level of education, times participated, nights stayed in Cape Town, people in travelling group and mode of transport.

Table 3.4: Results for the regression analysis

DEPENDENT VARIABLE: TOTAL SPENDING BY CYCLISTS		
EXPLORATORY VARIABLES	BEST-CASE	P-VALUE
Constant	7.035 (.156)	0.000*
Gender	.062 (.102)	0.548
Age	-.071 (.115)	0.537
Marital Status	.258 (.105)	0.014*
Language	-.069 (.096)	0.474
Province of residence	.425 (.102)	0.000*
Level of education	.098 (.105)	0.349
Times participated	.004 (.012)	0.735
Nights stayed in Cape Town	.094 (.013)	0.000*
People in travelling group	.007 (.005)	0.158
Mode of transport	-.153 (.102)	0.135
Type of accommodation	.692 (.096)	0.000*
Adj R ²	0.32	

* Determinants significant at the 5% level of significance.

As displayed in Table 3.4, it is evident that the determinants marital status; province of residence; nights stayed in Cape Town and type of accommodation are all significant in the results ($p\text{-value} < 0.05$). The determinants are interpreted as partial elasticity coefficients and the significant determinants in the results are discussed first. If all other determinants are kept constant, married cyclists participating spend on average 25% more than those not married spend. Similarly, cyclists from the provinces further away

(see Table 3.2) spend more, which could be explained by the sharp fuel price increases in 2008 as well as the long distance from these provinces to Cape Town. Total spending increases by 69 percent for participating cyclists staying in expensive accommodation as categorised in Table 3.2. Participating cyclists staying on average 1-6 nights in Cape Town, spend 9% more than other cyclists participating do. Thus, marital status, province of residence, nights spent in CT and type of accommodation are all determinants of total spending.

The following variables: gender, age, language, level of education, times participated, people in travelling group and mode of transport are not significant and therefore are not determinants of spending (Table 3.4). This regression model explains 32% of the variation in total spending.

3.5 FINDINGS

Based on the above, the following findings can be reported:

Firstly, in an analysis of the socio-demographic factors that have an influence on spending, province of residence is included. This agrees with research by Saayman and Saayman (2008:26), who found that 'visitors originating from the richer provinces (especially Gauteng and Western Cape) tend to spend more'. Concerning marital status, this research contradicted research by Agarwal and Yochum (1999:175), who found marital status not to be a significant determinant. Again, the results of this research contradicted various researchers' findings on determinants concerning language and gender. Jang *et al.*, (2004:333), Seiler *et al.*, (2002:54), Cannon and Ford (2002:270), Downward and Lumdson (2002:74), Lee (2001:663) and Perez and Juaneda (2000:632) all found gender and language to be a determinant of spending. Saayman and Saayman (2006:217), Kastenholz (2005:563), Letho *et al.* (2004:324), Jang *et al.*, (2004:333), Perez and Juaneda (2000:632) and Mok and Iverson (2000:302) found age to be a determinant of visitor spending. This research contradicted these latter researchers but supports the following researchers Agarwal and Yochum (1999:175) and Mudambi and Baum (1997:33). Level of education was found not to be a determinant which contradicts research by Jang *et al.*, (2004:333), Cannon and Ford (2002:270), Downward and Lumdson (2002:74), Seiler *et al.*, (2002:54), Lee (2001:663) and Perez and Juaneda (2000:632).

Secondly, travel factors revealed that group size is not a determinant, thereby contradicting Skuras *et al.*, (2005:776), Downward & Lumdson (2003:74), Cannon and Ford (2002:270), Leones *et al.*, (1998:35), Spotts and Mahoney (1991:28) and Mak *et al.*, (1977:3). Results on duration of stay are also confirmed by authors including Kastenholz (2005:564), Letho *et al.* (2004:324), Jang *et al.*, (2004:333), Seiler *et al.*, (2002:54), Downward and Lumdson (2002:74), Van der Lans *et al.*, (2001:469), Mok and Iverson (2000:302), Agarwal and Yochum (1999:175), Leones *et al.*, (1998:35), Fish and Waggle (1996:73), Nogawa *et al.*, (1996:52), Spotts and Mahoney (1991:28) and Mak *et al.*, (1977:3). Concerning type of accommodation, the only other study that indicated this aspect to be a determinant was conducted by Saayman and Saayman (2008:25).

3.6 IMPLICATIONS AND CONCLUSIONS

This was the first time that this type of research was conducted at a sports event in South Africa. Results revealed four determinants of participants' spending, marital status, province of residence, number of nights stayed in Cape Town and type of accommodation stayed in during the ACT. Results also showed that events could be regarded as a significant drawcard as many participants come from other provinces. The results further indicate that little research has been conducted concerning participants, but rather that spectators and participants should be regarded as key role players in sports tourism. From the literature review, it becomes clear that different events (tourists) have different spending patterns. Attracting high spending markets such as cyclists can lead to a greater economic impact for the City of Cape Town, thereby benefiting more people. This research both confirmed and contradicted some previous research findings, as indicated above.

The implications derived from this research are that more marketing should be done in the richer provinces – that is, Gauteng and the Western Cape. Marketers could promote this event at other cycling events hosted in Gauteng and Western Cape Provinces. Added to this, marketers should develop packages that include a spouses' programme to attract more married couples, as this could lead to greater spending, and hence a greater economic impact by the event. Packages should also be negotiated with members of the accommodation sector to offer affordable packages that will serve as incentives for cyclists to stay longer, thereby spending more money in the area. It is important that event organisers realise that this event is a tourist attraction and therefore

it forms part of the tourism industry. It is also important that greater cooperation be established with all role players, since this event can have a significant economic impact for Cape Town and the Western Cape Province.

It is recommended that more research of this nature, especially concerning participants, should be conducted at other sports events to be able to draw comparisons and expand the body of knowledge.

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

In 2008, the Pick 'n' Pay Cape Argus Cycle Tour (ACT) celebrated its 30th year of existence. Initially, Bill Mylrea and John Stegmann organised a sport event (cycling) with a main purpose of drawing attention to the need for cycle paths in Cape Town, in other words, to improve public infrastructure. The ACT has since grown to become the largest cycling event in Africa, attracting 32 000 cyclists in 2008, and it is now the aim of the ACT to grow as an international event.

The goal of this study was to establish a profile of participants (cyclists) in the ACT. In order to achieve the goal, the following objectives were formulated.

- Firstly, the travel motives of the cyclists participating were examined. This objective was achieved in chapter 2, article 1, by identifying the reasons (motives) of participating in the ACT.
- Secondly, the variables (determinants) influencing the spending of participants were examined. This objective was achieved in chapter 3, article 2.
- Thirdly, conclusions are drawn and recommendations made based on this research. This latter will be achieved in this chapter.

In order to demonstrate the goal of this chapter, this chapter is organised as follows: conclusions regarding the survey will be discussed after conclusions regarding the literature review are drawn. Thereafter, recommendations are made to the event organisers, as well as recommendations made for future research in the field of sport tourism and events.

4.2 CONCLUSIONS

The following conclusions regarding the literature study are presented.

4.2.1 Conclusions regarding the literature study.

- Events have the following advantages:
 - Major sport events develop high profiles for the host cities as well as promote the hosting country and region as a domestic and/or international tourism destination.
 - Events receive significant television coverage that can be used as a tool to attract future tourists.
 - Sport events are important to business entrepreneurship because they create an opportunity for business and tourism service providers such as hotels and restaurants to sell their services to tourists (cyclists).
 - Sport events are important in terms of economic impact because they generate income. Because of tourists' (cyclists) spending, they further generate tax revenue and create job opportunities.
 - Sport events are also important for profitability within the tourism industry because tourists (cyclists) spend money with service providers at profitable rates.
 - Sport events spread tourism both geographically and seasonally because tourists (cyclists) travel from all over the world to the host destination to participate in the event.
 - Sport events stimulate infrastructure development and provide benefits for communities because of the improved cycling roads and employment created.
 - The economic growth resulting from a sport event is one of the most important reasons for organising a sport event. For example, the economic impact of the ACT is valued at R131 million.
 - Sport events are leisure experiences that attract participants, spectators and tourists who want to use it as a social opportunity.

- In a sport event like the ACT, certain role players were identified. These role players are summarised as:
 - Athletes (cyclists);
 - The media;
 - The general public;
 - Tourists;
 - Corporations;
 - Government officials;
 - Private vendors and sponsors;
 - Staff and volunteers;
 - Event managers and organisers;
 - Marketers; and
 - Officials.
- After the results of the survey were examined it is concluded that the main travel motives in events are:
 - Family togetherness;
 - Socialisation;
 - Event attractions;
 - Escape; and
 - Goal achievement.
- In summary, an examination of the results showed that the main determinants of spending at a event are:
 - Length of stay;
 - Group size;
 - Income of participants; and
 - Purpose of trip.

4.2.2 Conclusions regarding the survey.

The following conclusions are drawn from the survey:

- A factor analysis, which was recorded in Chapter 2, resulted in the revelation of motives why cyclists participated in the ACT. These factors are:
 1. Event attractiveness;
 2. Personal motivation; and
 3. Escape and relaxation.
- These three motives support research completed previously at various other events like arts festivals. This was however, the first time that motives of participants at a cycling event was determined. It is concluded that motives of tourists/sport participants at different types of events seems to be similar.
- In order to achieve the goal of Chapter 3, a regression analysis was performed so that cyclists participating in the ACT can be profiled as a target market for the marketers of the event. The following determinant of cyclists spending at the ACT are:
 1. Marital status;
 2. Province of residence;
 3. Nights stayed in Cape Town; and
 4. Type of accommodation chosen.
- The results confirm that different tourists have different spending patterns and, that by attracting a market of cyclists who spends money, a greater economic impact for the City of Cape Town will be achieved.
- This research confirmed and supported some previous research, while simultaneously contradicting other research finding. Two of the determinants from this study, namely, province of residence and length of stay supported previous research. Marital status, however, contradicts previous research.

- Type of accommodation as a determinant was only found in one other study that concerned tourists visiting a National Park in South Africa. Regarding research in the field of sport events, this finding is unique and a first.
- Based on the findings, a profile of the cyclists who participated in the ACT, is captured in Table 4.1

Table 4.1: Profile of cyclists participating in the ACT

Category	Cyclists– 2008	Determinant of spending
GENDER	Male (68%)	
AVERAGE AGE	35 years	
MARITAL STATUS	Married	Yes
LANGUAGE	Afrikaans / English	
PROVINCE OF RESIDENCE	Gauteng (39%), Western Cape (32%)	Yes
AVERAGE NUMBER OF PEOPLE IN TRAVELLING GROUP	4 persons	
AVERAGE NIGHTS STAYED IN CAPE TOWN	1-6 nights	Yes
TYPE OF ACCOMMODATION	Own accommodation (34%)	Yes
EXPENDITURE	R3 959.67	
TIMES PARTICIPATED IN THE ARGUS	1 – 4 Times	
MOTIVATION TO PARTICIPATE	<ul style="list-style-type: none"> • Event attractiveness • Personal motivation • Escape and relaxation 	

In conclusion, the research indicated that the profile of cyclists who participated in the ACT are 35 year old, married male cyclists who are bilingual and live either in Gauteng

or in the Western Cape. They like to travel with a group of 4 people and have completed the ACT between 1 and 4 times. They are motivated by the event itself, by personal motivation and by a need to escape and relax, or to participate once again. These cyclists stay, on average, 1-6 nights in their own accommodation spending R3 959.67 while visiting Cape Town. Their marital status, province of residence, number of nights stayed in Cape Town and what type of accommodation they chose to stay in all determined how much money they spent.

4.3 RECOMMENDATIONS

4.3.1 General recommendations

Based on this research, the following recommendations can be made:

- In order for the ACT to achieve an increase in participation figures, a new marketing strategy should be developed. The organisers could use the profile as portrayed in this research (see Table 4.1) and develop a marketing campaign based on it.
- The message of the marketing campaign should be to give cyclists a reason why they must take the first important step of being a part of the ACT. The message must convince cyclists that, by entering into the race, they are a step closer to achieving their personal goals, as well as escaping for a short time from their daily routines. This message encapsulates the motives why cyclists participate in the ACT as the results from this study indicate.
- From this research, it is clear that event organisers must build business relationships with role players in the tourism industry sector. The reason for this is that most cyclists travel to the ACT with friends and families. They ultimately need affordable packages for accommodation and these should be dealt with between event organisers and accommodation suppliers. Married cyclists from Gauteng will bring their spouses and families with them if good rates and packages from hotels and guesthouses are available. The ideal should be that visitors must stay longer in Cape Town, and preferably participate in the whole life cycle week (refer to page 11) to increase spending, thereby leading to a greater economic impact in the City of Cape Town and the Western Province.

- It is recommended that sufficient information be provided for entrants regarding how to find and enter the races that will qualify them as seeded cyclists.
- In order to improve the event itself, it is recommended that better and more visible signage on the route be placed for cyclists, in order to avoid accidents.
- Organisers can also improve the welcome bag that is received after registration procedures. A complimentary T-shirt, for example, should be included in the entrance fee.
- For the cyclists who have participated in the race more than five consecutive times, the number of times participated should also be printed on their race numbers. This will motivate cyclists to achieve personal goals.

4.3.2 Recommendations concerning future research

- Research should also be conducted at other major internationally recognised sporting events in South Africa, and comparisons drawn between them.
- Spectators could also form part of the analysis of the event
- Branding of the event is a possible theme that could be investigated since little has been done in this regard.
- The environmental impact of the event is a theme that is becoming more important by the day.

BIBLIOGRAPHY

ANDERSON, T.D. & SOLBERG, H.A. 1998. 'Regional income from a big international sport event, paper presented at the 29th Annual TTRA Conference, Forth Worth, TX.

ANON. 2004. The business of sport touris. *Sport business*, Oct. <http://www.sportbusiness.com/reports/160251/the-business-of-sport-tourism>. Date of access: 20 July 2009].

ANON. 2006. Soccer World Cup game plan. *Finweek*. 9Nov.

ARGARWAL, V.B. & YOCHUM, G.R. 1999. Tourist spending and race of visitors. *Journal of travel research*, 38(2):173-176.

ARMSTRONG, G. & KOTLER, P. 2005. Marketing: an introduction. Pearson:Prentice Hall. International edition. 581 p.

AWARITEFE, O.D. 2004. Motivation and other considerations in tourist destination choice: a case study in Nigeria. *Tourism Geographies*, 6(3):303-330.

BACKMAN, K.F., BACKMAN, S.J., UYSAL, M. & SUNSHINE, K.M. 1995. Event tourism: an examination of motivations and activities. *Festival management and event tourism*, 3(1):15-24.

BANSAL, H. & EISELT, H.A. 2004. Exploratory research of tourist motivations and planning. *Tourism management*, 25:387-396.

BLACK, T. & PAPE, A. 1995. The Indy Car Grand Prix: costs and benefits. *Australian accountant*, 65(8):25-28.

BOTHMA, C.H. & BURGESS, S.M. 2007. International Marketing. Oxford University Press. 512 p.

BULL, C., & WEED, M. 1999. Niche markets and small island tourism: the development of sport tourism in Malta. *Managing leisure*, 4:142-155.

BEA (BUREAU OF ECONOMIC ANALYSIS) 2000. Selected personal consumption in the US, 1991-1997. *Washington, DC: US Government Printing Office*.

BURKE, J. & RESNICK, B. 2000. *Marketing & Selling the Travel Product*. 2nd ed. Albany NY: Delmar Thompson Learning. 301p.

CANNON, T.F. & FORD, J. 2002. Relationship of demographic and trip characteristics to visitor spending: an analysis of sport travel visitors across time. *Tourism economics*, 8(3):263-271.

CHALIP, L., & LEYNS, A. 2002. Local business leveraging of a sport event: managing an event for economic benefit. *Journal of sport management*, 16:132-158.

CHALIP, L., GREEN, B.C., & HILL, B. 2003. Effects of sport event media on destination image and intension to visit. *Journal of sport management*, 17:214-234.

COOPER, C. & WAHAB, S. 2001. *Tourism in the Age of Globalisation*. Routledge Advances in Tourism. 345p.

COOPER, D.R. & EMORY, W.C. 1995. *Business research methods*. Chicago : Irwin. 681p.

CORREIA, A.; OOM DO VALLE, P. & MOCO, C. 2007. Why people travel to exotic places. *International journal of culture, tourism and hospitality*, 1(1):45-61.

CROCKETT, S. 1994. Tourism sport - bidding for international events. *Journal for Tourism sport*, 1(4):11-21

CROMPTON, J. 1999. *Measuring the economic impact of visitors to sport tournaments and special events*. Ashburn, VA: National Recreation and park Association.

CROMPTON, J.L. 1977. Motives for pleasure vacation. *Annals of tourism research*, 1(4):408-424.

DE KNOP, P. 1998. Sport tourism: a state of the art. *European journal for sport management*, 5:5-20.

DELPY NEIROTTI, L. 2003. An introduction to sport and adventure tourism. (In Hudson, S., ed. *Sport and adventure tourism*. New York: The Haworth Hospitality Press.)

DIBB, S. & SIMKIN, L. 1996. The market segmentation Workbook. Target Marketing for Marketing Managers. London: Routledge. 171p.

DIMARA, E. & SKURAS, D. 2003. Consumer evaluation of product certification, geographic association and traceability in Greece. *European journal of marketing*, 80:466-473.

DOWNWARD, P.M. & LUMSDON, L. 2002. Beyond the demand for day visits. *Tourism economics*, 9(1):67-76.

FILL, C. 2006. Marketing Communications: engagement, strategies and practices. 4th ed. Prentice Hall. 911p.

FISH, M. & WAGGLE, D. 1996. Current income versus total expenditure measure in regression models of vocational and pleasure travel. *Journal of travel research*, 35(2):70-74.

FODNESS, D. 1994. Measuring tourist motivation. *Annals of tourism research*, 21(3):555-581.

FUNK, D.C., & BRUUN, T.J. 2007. The role of socio-psychological and culture-education motives in marketing international sport tourism: a cross-cultural perspective. *Tourism management*, 28:806-819.

- GAMMON, S., & ROBINSON, T. 2003. Sport and tourism: a conceptual framework. *Journal of sport tourism*, 8(1):21-26.
- GEORGE, R. 2001. Marketing South African tourism and hospitality. Cape Town:Oxford University Press.
- GETZ, D. 1998. Trends, strategies, and issues in sport-event tourism. *Sport marketing quarterly*, 7:8-13.
- GIBSON, H.J. 1998. Sport tourism: a critical analysis of research. *Sport management review*, 1(1):45-76.
- GOELDNER, C.R., RITCHIE, J.R. & McINTOSH, R.W. 2000. Tourism principles: practices and philosophies. 8th ed. New York: Wiley.
- GRAHAM, S., NEIROTTI, L.D. & GOLDBLATT, J.J. 2001. The Ultimate Guide to Sport Marketing. 2nd ed. New York: McGraw-Hill.
- GRATTON, C., & TAYLOR, P. 2000. The economics of sport and recreation. New York: E & FN Spon.
- GUJARATI, D.N. 2006. Essentials of Econometrics. 3rd ed. Boston: McGraw-Hill. 553p.
- HANLAN, J., FULLER, D. & WILDE, S. 2006. An evaluation of how market segmentation approaches aid destination marketing. *Journal of hospitality marketing and management*, 15(4):5-26.
- HIGHAM, J.E., & HINCH, T.D. 2003. Sport, space and time: Effects of the Otago Highlanders franchise on tourism. *Journal of sport management*, 17:235-257.
- HINCH, T., & HIGHAM, J. 2005. Sport, tourism and authenticity. *European sport management quarterly*, 5(3):245-258.

HORNER, S. & SWARBROOKE, J. 2001. Consumer behaviour in tourism. Butterworth & Heinemann. 449p.

HSU, C. & CROTTS, J.C. 2006. Segmenting mainland Chinese residents based on experience, intention and desire to visit Hong Kong. *International journal of tourism research*, 8(4):279-287.

JAGO, L., CHALIP, L., BROWN, G., MULES, T., & ALI, S. 2003. Building events into destination branding: Insights from experts. *Event management*, 8:3-14.

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

JANG, S., BAI, B., HONG, G. & O'LEARY, J.T. 2004. Understanding travel expenditure patterns: a study of Japanese pleasure travelers to the United States by income level. *Tourism management*, 25(3):331-341.

JANG, S.C., MORRISON, A.M. & O'LEARY, J.T. 2004. A procedure for target market selection in tourism. *Journal of travel and tourism marketing*, 16(1):19-33.

JOHNSON, R.A. & WICHERN, D.W. 2002. Applied multivariate Statistical Analysis. 5th ed. New Jersey: Prentice Hall.

KANG, Y. & PERDUE, R. 1994. Long-term impact of a mega-event to the host country: a conceptual model and the case of the 1988 Seoul Olympics. *Journal of international consumer marketing*, 6(3-4):205-225.

KARA, A. & KAYNAK, E. 1997. Markets of a single customer: exploiting conceptual developments in market segmentation. *European journal of marketing*, 31(11):882-886.

KASTENHOLZ, E. 2005. Analysing determinants of visitor spending for the rural tourist market in North Portugal. *Tourism economics*, 11(4):555-569.

KIM, C.S., SCOTT, D., THIGPEN, J.F. & KIM, S.S. 1998. Economic impact of a birding festival. *Festival management and event tourism*, 5(1-2):51-58.

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

KIM, H.J., GURSOY, D. & LEE, S. 2006. The impact of the 2002 World Cup on South Korea: comparisons of pre- and post-games. *Tourism management*, 27:86-96.

KIM, S.S., & PETRICK, J.F. 2005. Resident's perceptions on impacts of the FIFA 2002 World Cup: the case of Seoul as a host city. *Tourism management*, 26:25-38.

KOZAK, M. 2002. Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23: 221-232.

LACHAUSSE, R.G. 2006. Motives of competitive and non-competitive cyclists. *Journal of sport behaviour*, 29(4):304-314.

LEE, C.K., LEE, Y.K. & WICKS, B.E. 2004. Segmentation of festival motivation by nationality and satisfaction. *Tourism management*, 25:61-70.

LEE, H.C. 2001. Determinants of recreational boater expenditure on trips. *Tourism management*, 22(6):659-667.

LEONES, J., COLBY, B. & CRANDALL, K. 1998. Tracking expenditures of the elusive nature tourists of Southeastern Arizona. *Journal of travel research*, 29(3):32-36.

LETHO, X.Y., CAI, L.A., O'LEARY, J.T. & HUAN, T.C. 2004. Tourists' shopping preferences and expenditure behaviours: the case of the Taiwanese outbound market. *Journal of vacation marketing*, 10(4):320-332.

LOKER, L. & PERDUE, R. 1992. A benefit segmentation of a non-resident summer travel market. *Journal of travel research*, 31(1):31-35.

MAK, J. 2004. Tourism and the economy: understanding the economics of tourism. Honolulu, HI: University of Hawaii Press.

MAK, J., MONCUR, J. & YONAMINE, D. 1977. Who or how not to measure visitor expenditures. *Journal of travel research*, 16(1):1-4.

MASTERMAN, G. 2005. Strategic Sports Event Management: an International Approach. Oxford: Elsevier Butterworth-Heinemann. 250p.

McINTOSH, R.W., GOELDNER, C.R. & RITCHIE, J.R. 1995. Tourism principles: practices and philosophies. 7th ed. New York: Wiley.

MILL, R.C. & MORRISON, A.M. 1985. The tourism system: an introductory text. Englewood Cliffs: Prentice-Hall.

MILLER, R. 2007. Quantifying the Economic Impact of Community Events. Michigan State. 35p.

MOK, C. & IVERSON, T.J. 2000. Expenditure-based segmentation: taiwanese tourists to Guam. *Tourism management*, 21(3):299-305, Jun.

MOLERA, L. & ALBALDEJO, I.D. 2007. Profiling segments of tourists in rural areas of South-eastern Spain. *Tourism management*, 28:757-767.

MOTTIAR, Z. 2006. Holiday home owners, a route to sustainable tourism development? An economic analysis of tourist expenditure. *Journal of sustainable tourism*, 14(6):582-599.

MOUTINHO, L. 1991. Strategies for tourism destination development: an investigation of the role of small businesses. *Marketing tourism places*:104-122.

MOUTINHO, L. & WITT, S.F. 1994. Tourism marketing and management handbook. 2nd ed. New York: Prentice Hall. 617p.

- MUDAMBI, R. & BAUM, T. 1997. Strategic segmentation: an empirical analysis of tourist expenditure in Turkey. *Journals of travel research*, 36(1):29-34.
- MURPHY, P.E. & CARMICHAEL, B.A. 1991. Assessing the tourist benefits of an open access sports tournament: the 1989 BC Winter Games. *Journal of travel research*, 29(3):32-36.
- NARAYAN, P.K. 2003. Determinants of tourist expenditure in Fiji: co-integration approach. *Pacific tourism review*, 6(3-4):159-167.
- NOGAWA, H., YAMAGUCHI, Y. & HAGI, Y. 1996. An empirical research study on Japanese sport tourism in Sport-for-All events: case studies of a single-night event and a multiple night event. *Journal of travel research*, 35(2):46-54.
- OH, H.C., UYSEL, M. & WEAVER, P.A. 1995. Product bundles and market segmentation based on travel motivations: a canonical correlation approach. *Hospitality management*, 14(2):123-137.
- PEREZ, E.A. & JUANEDA, S.C. 2000. Tourism expenditure for mass tourism markets. *Annals of tourism research*, 27(3):627-637, Jul.
- REGAN, T.H. & DAMONTE, T. 1999. A geo-economic approach to South Carolina NASCAR markets. *Public administration quarterly*, 23(3):295-312.
- RITCHIE, B.W., & ADAIR, D., eds. 2002. The growing recognition of Sport Tourism. *Current issues in tourism*, 5(1):1-6.
- RITCHIE, B.W., & ADAIR, D., eds. 2004. Sport tourism: interrelationships, impacts and issues. UK: Channelview Publications.
- RITCHIE, J.R. & AITKEN, C.E. 1984. Assessing the impacts of the 1988 Olympic Winter Games: the research program and initial results. *Journal of travel research*, 22(3):17-25.

SAAYMAN, A & SAAYMAN, M. 2008. Socio-demographic and behavioural determinants of visitor spending at the Kruger National Park in South Africa. *South African journal of economics and management sciences* (In press).

SAAYMAN, A. & SAAYMAN, M. 2006. Socio-demographics and visiting patterns of arts festivals in South Africa. *Event management*, 9:211-222.

SAAYMAN, M & ROSSOUW, R. 2008. The economic value of the 2010 Soccer World Cup. *Acta commercii*, 8:1-14.

SAAYMAN, M. & SAAYMAN, A. 2008. Why travel motivations and socio-demographics matter in managing a national park. 1st QATEM (Quantitative approaches in Tourism Economics and Management). Perpignan: France.

SAAYMAN, M. & VAN DER MERWE, P. 2007. Travel motivations of tourists visiting Kruger National Park. First International Tourism Conference of ICNT, 23-24 November. National Parks and Tourism. Heide: Germany.

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

SAAYMAN, M., ROSSOUW, R. & SAAYMAN, A. 2008. Economic impact of visitor spending at the Cape Argus Cycle Tour. *Africa insight*, 38(3):100-122.

SAAYMAN, M., SAAYMAN, A. & STREICHER, H. 2008. Motives of cyclists participating in the Pick 'n Pay Cape Argus Cycle Tour. Institute for Tourism and Leisure Studies. Potchefstroom: North West University.

SAAYMAN, M., VAN DER MERWE, P. & SLABBERT, E. 2009. Travel Motivations: a Tale of two marine destinations in South Africa. *South African journal for research in sport, physical education and recreation*, 31(1):81-94.

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

- SEILER, V.L., HSIEH, S., SEILER, M.J. & HSIEH, C. 2002. Modeling travel expenditures for Taiwanese tourism. *Journal of travel and tourism marketing*, 13(4):47-59.
- SHEARD, G., & VELDTMAN, L. 2003. The current and future potential impact of golf tourism on the economy of the Western Cape. Cape Town: University of Cape Town, Graduate School of Business. (MBA research report.)
- SKURAS, D., DIMARA, E. & PETROU, A. 2005. Rural tourism and visitors' expenditure for local food products. *Regional studies*, 40(7):767-779, Oct.
- SLABBERT, E. 2004. An integrated tourism model for cultural events. Potchefstroom: North-West University. (Dissertation - PhD).
- SPOTTS, D.M. & MAHONEY, E.M. 1991. Segmenting visitors to a destination region based on the volume of their expenditures. *Journal of travel research*, 29(4):24-31.
- SPSS Inc. 2007. SPSS® 16.0 for Windows, Release 16.0.0, Copyright© by SPSS inc., Chicago, Illinois. www.spss.com
- SUN, Y. & STYNES, D.J. 2006. A note on estimating visitor spending on a per-day/night basis. *Tourism management*, 27:721-725.
- SWANSON, K.K. & HORRIDGE, P.E. 2006. Travel motivations as souvenir purchase indicators. *Tourism management*, 27:671-683.
- TAO, C.H., EAGLES, P.F.J. & SMITH, S.L.J. 2004. Profiling Taiwanese ecotourists using a self-definition approach. *Journal of sustainable tourism*, 12(2):149-168.
- TASSIOPOULOS, D. & HAYDAM, N. 2008. Golf tourists in South Africa: a demand-side study of a niche market in sports tourism. *Tourism management*, 29:870-882.

TAYLOR, D.T., FLETCHER, R.R. & CLABAUGH, T. 1993. A Comparison of Characteristics, Regional Expenditures, and Economic Impact of Visitors to Historical Sites and Other Recreational Visitors. *Journal of travel research*, 32(5):30-35p.

THRANE, C. 2002. Jazz festival visitors and their expenditures: linking spending patterns to musical interest. *Journal of travel research*, 40:281-286, Feb.

TIA (TRAVEL INDUSTRY ASSOCIATION OF AMERICA). 1996. Profile of travelers who attend sports events. *Washington, DC: TIA*.

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

UYSAL, M. & GITELSON, R. 1994. Assessment of economic impacts: festivals and special events. *Festival management and event tourism*, 2(1):3-9.

VAN DER LANS, I.A., VAN ITTERSUM, K., DE CICCIO, A. & LOSEBY, M. 2001. The role of the region of origin and EU certificates of origin in the consumer evaluation of food products. *European review of agricultural economics*, 30:451-477.

VAN DER MERWE, P., SAAYMAN, M. & KRUGELL, W. 2007. The determinants of spending by biltong hunters. *South African journal of economics and management Science*, 10(2):184-194.

WAEVER, D.B. & OPPERMAN, M. 2000. *Tourism Management*. Brisbane:Wiley.

WALO, M., BULL, A. & BREEN, H. 1996. Achieving economic benefits at local events: a case study of a local sport event. *Festival management and event tourism*, 3(3-4):96-106.

WEED, M., & BULL, C. 2004. *Sport tourism: participants, policy and providers*. Amsterdam: Elsevier.

WILTON, J.J. & NICKERSON, N.P. 2006. Collecting and using visitor spending data. *Journal of travel research*, 45:17-25, Aug.

WTO (World Tourism Organisation). 2004. World Tourism Organisation and International Olympic sports committee to renew partnership. News releases, 10 Jun. <http://www.world-tourism-org/newsroom/Releases/archives.htm>. Date of access: 24 July 2009.

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

YOUELL, R. 1996. The complete A-Z leisure, travel & tourism handbook. Hodder & Stoughton. 250 p.