

Travel motives of tourists to selected national parks in South Africa

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SUMMARY

Key terms: *travel motives, motivation, tourist behaviour, tourism, Addo Elephant-, Augrabies Falls-, and Golden Gate Highlands National Parks, marketing.*

The tourism industry is becoming increasingly more competitive, making it essential for tourism destinations to understand why tourists travel to specific destinations. Travel motives are seen as important factors affecting tourist behaviour. Understanding the travel motives of tourists is essential information for the development of a tourism product and its marketing strategy. Tourists to different destinations have different internal reasons for doing so, and wish to fulfil certain needs. These needs motivate tourists to choose a certain destination and, therefore, identifying the travel motives of tourists to tourism destinations will help the destination to better target their marketing strategies to tourists with common motives. The aim of this study is to determine the travel motives of tourists to selected national parks in South Africa as well as to determine whether there are differences and/or similarities between these motives. The parks concerned are the Addo Elephant-, Augrabies Falls- and Golden Gate Highlands National Parks. This will assist SANParks in their future marketing efforts and help to better understand why the tourists choose to visit the respective parks.

A literature review regarding tourist behaviour was carried out to achieve Objective 1, which was to conduct a theoretical analysis of tourist behaviour. The primary reasons for understanding tourist behaviour are to be able to retain your customer for life, to fulfil the tourists' needs and to develop better target marketing strategies. To understand tourists' travel motives better, studying tourist behaviour becomes important. The tourist's decision-making process (that forms part of the tourism behaviour model) is divided into six stages. These are, awareness of a need; seeking information; evaluation of information; decision making; action or buying and post-purchase evaluation. The tourist behaviour model consists of a number of factors that influence this decision-making process, including internal (for example perception, learning and motivation) and external (for example culture, social class and family) influences as well as personal (race, gender and age) and market-related (climate, economy and government) influencers. The most important influence relevant to this study is *motivation*.

To achieve Objective 2, which was to conduct a theoretical analysis of travel motives of tourists to nature based products, a literature review concerning the travel motives of tourists was carried out. This revealed that a number of different travel motives to tourism destinations have been identified. Internal needs motivate tourists to travel to specific destinations, in the hope of fulfilling these needs. Research on travel motives is based on a number of theories, and some of the important motives that arose were: nature, wildlife, escape, relaxation, education, novelty, socialisation, family recreation and destination attractions. In conclusion, there are similarities as well as differences in the travel motives of tourists to different natural areas.

Objectives 3 and 4 included determining the profiles as well as the travel motives of tourists to the selected national parks. Secondary data was used to determine the profiles and travel motives of the tourists. The first section focused on the profiles of the tourists, which proved to be quite similar in all three parks, with minor differences regarding province of residence and the languages spoken. The second section focused on the travel motives of these tourists, and a factor analysis was used to extract six factors from the data. These factors were: *relax and socialise*, *park attractions*, *nature and wildlife*, *knowledge-seeking*, *photography* and *park activities*. The factors of tourists to each park were compared by means of a practical significance test (ANOVA) to determine the differences in travel motives to each park. The results revealed that certain travel motives were more important to certain of the three selected national parks, for example: *knowledge-seeking* is more important to tourists visiting the Addo Elephant National Park, *relax and socialise* is more important to tourists visiting the Augrabies Falls National Park, and *park activities* are more important to tourists visiting the Golden Gate Highlands National Park.

By determining the differences and similarities in travel motives to the three selected national parks, the aim of this study was achieved. The results are in agreement with other researchers' findings that there are a number of travel motives motivating tourists to visit certain destinations, and this study determined that these motives differ from destination to destination.

OPSOMMING

Sleutelterme: reismotiewe, motivering, toeristegedrag, toerisme, Addo Olifant-, Augrabies Waterval- en Golden Gate Hooglande Nasionale Parke, bemarking.

Die toerismebedryf raak toenemend meer mededingend, wat dit vir toerismebestemmings noodsaaklik maak om te verstaan waarom toeriste na spesifieke bestemming reis. Reismotiewe word beskou as belangrike faktore wat toeristegedrag beïnvloed. Inligting wat kan meehelp om die toeriste se reismotiewe te verstaan, is noodsaaklik vir die ontwikkeling van 'n toerismeproduk en 'n bemarkingstrategie daarvoor. Toeriste na verskillende bestemmings het verskillende interne redes daarvoor, en wil daardeur aan bepaalde behoeftes voldoen. Hierdie behoeftes motiveer toeriste om 'n bepaalde bestemming te kies; dus sal die identifisering van toeriste se reismotiewe om bepaalde bestemmings te besoek die bestemmings help om hul bemarkingstrategieë beter op toeriste met ooreenstemmende motiewe te rig. Die doel van hierdie studie was om die reismotiewe van toeriste na geselekteerde nasionale parke in Suid-Afrika te besoek, te bepaal, naamlik Addo Olifant-, Augrabies Waterval- en Golden Gate Hooglande Nasionale Parke, asook om vas te stel of verskille en/of ooreenkomste tussen hierdie motiewe voorkom. Dit sal SANParke in hul toekomstige bemarkingspogings help, asook om beter te verstaan waarom die toeriste kies om die onderskeie parke te besoek.

'n Literatuuroorsig rakende toeristegedrag is uitgevoer om die Doelwit 1 te bereik: Die hoofredes vir die verstaan van toeristegedrag is om daartoe in staat te wees om jou klant lewenslank te behou, om in die toeriste se behoeftes te voorsien en om beter teikenbemarkingstrategieë te ontwikkel. Om toeriste se reismotiewe beter te verstaan word dit belangrik om toeristegedrag te bestudeer. Die toeris se besluitnemingsproses (wat deel uitmaak van die toerismegedragmodel) is in ses stadia ingedeel, naamlik die bewustheid van 'n behoefte; inligtingsinsameling; evaluering van inligting; besluitneming; optrede of aankoop; en vooraankoop-evaluering. Die toeristegedragmodel bestaan uit 'n aantal faktore wat hierdie besluitnemingsproses beïnvloed, insluitend interne (byvoorbeeld persepsie, leer en motivering) en eksterne (byvoorbeeld kultuur, sosiale klas en familie) invloede, asook persoonlike (ras, geslag en ouderdom) en markverwante (klimaat, die ekonomie en

die regering) invloed. Die belangrikste invloed wat met hierdie studie verband hou, is *motivering*.

Om Doelstelling 2 te bereik is 'n literatuuroorsig rakende toeriste se reismotiewe onderneem wat aan die lig gebring het dat 'n verskeidenheid reismotiewe wat by toeriste bestaan om toerismebestemmings te besoek reeds geïdentifiseer is. Interne behoeftes motiveer toeriste om na spesifieke bestemmings te reis in die hoop dat daar in hierdie behoeftes voorsien sal word. Navorsing oor reismotiewe is op 'n aantal teorieë gebaseer. En sommige van die belangrike motiewe wat op die voorgrond getree het, was: die natuur, die wild, ontsnapping, ontspanning, opvoeding, nuwigheid, sosialisering, gesinsontspanning en bestemmingsattracties. Ten slotte kan daarop gewys word dat sowel ooreenkomste as verskille in toeriste se reismotiewe om verskillende natuurlike omgewings te besoek voorkom.

Doelstellings 3 en 4 het die bepaling van toeriste se profiele asook reismotiewe rakende die geselekteerde nasionale parke ingesluit. Sekondêre data is benut om die toeriste se profiele en reismotiewe vas te stel. Die eerste afdeling het op die toeriste se profiele gefokus, wat geblyk het in al drie die parke redelik ooreen te stem, met geringe verskille rakende provinsie van verblyf en die tale wat gepraat word. Die tweede afdeling het op hierdie toeriste se reismotiewe gefokus, en 'n faktoranalise is benut om ses faktore uit die data te onttrek, naamlik *ontspan en sosialiseer*, *park-attracties*, *natuurlewe en wilde diere*, *kennisinsameling*, *fotografie* en *park-attracties*. Die faktore rakende toeriste na elke park is vergelyk aan die hand van 'n praktiese betekenisvolheidstoets (ANOVA) met die oog daarop om die verskille in reismotiewe ten opsigte van elke park te bepaal. Die resultate het aan die lig gebring dat sekere reismotiewe belangriker vir sekere van die drie geselekteerde nasionale parke was, byvoorbeeld: *kennisinsameling* is vir toeriste wat die Addo Olifant Nasionale Park besoek, belangriker, *ontspan en sosialiseer* is vir toeriste wat die Augrabies Waterval Nasionale Park besoek, belangriker, en *park-attracties* is vir toeriste wat die Golden Gate Hooglande Nasionale Park besoek, belangriker.

Deurdat vasgestel is wat die verskille en ooreenkomste ten opsigte van reismotiewe rakende besoeke aan die drie geselekteerde nasionale parke is, is die doel van hierdie studie bereik. Die resultate stem ooreen met die bevindinge van ander navorsers, naamlik dat daar 'n aantal reismotiewe voorkom wat daartoe lei dat

toeriste sekere bestemmings besoek, en hierdie studie het bepaal dat hierdie motiewe van bestemming tot bestemming verskil.

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CHAPTER 1 INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION

As a tourism destination, South Africa has a lot to offer. The country is seen as one of seventeen mega-diverse countries, which collectively contains more than two thirds ($\frac{2}{3}$) of global biodiversity (fauna and flora). Occupying only 2% of the world's surface area, South Africa is home to nearly 10% ($\pm 24\,000$) of the world's plant species, as well as 6% (± 260) of the global total of mammal species. South Africa's marine biodiversity is also highly rated with over 10 000 marine species found in South African waters. The major natural systems of the country have been classified in terms of the biome concept, which is based upon dominant plant life forms and climatic variations. The Department of Environmental Affairs and Tourism has identified nine different biomes in South Africa, including: desert-, fynbos-, succulent Karoo-, Nama Karoo-, grassland-, savannah-, Albany thicket-, forest- and wetland biomes (DEAT, 2005).

Wildlife and scenic beauty (ecotourism) are thus two major tourist attractions for South Africa (GCIS, 2010). Natural areas have always attracted people and, with the development of modern travel, people are now visiting places all over the world. Travelling to natural areas is indeed a growing sector in tourism, and it has been estimated that it has increased from about 2% of all tourism in the 1980s to approximately 20% of all leisure travel by the year 2000 (Newsome, Moore & Dowling, 2002:1). South African Tourism reports that, in 2009, 55% of foreign visitors to South Africa (who were travelling for holiday purposes) visited natural attractions and 46% experienced the wildlife (South African Tourism, 2009).

At present, of South Africa's most important role-players in wildlife based tourism, or ecotourism, is South African National Parks, better known as SANParks. SANParks is currently managing 21 national parks, each representing a unique biological

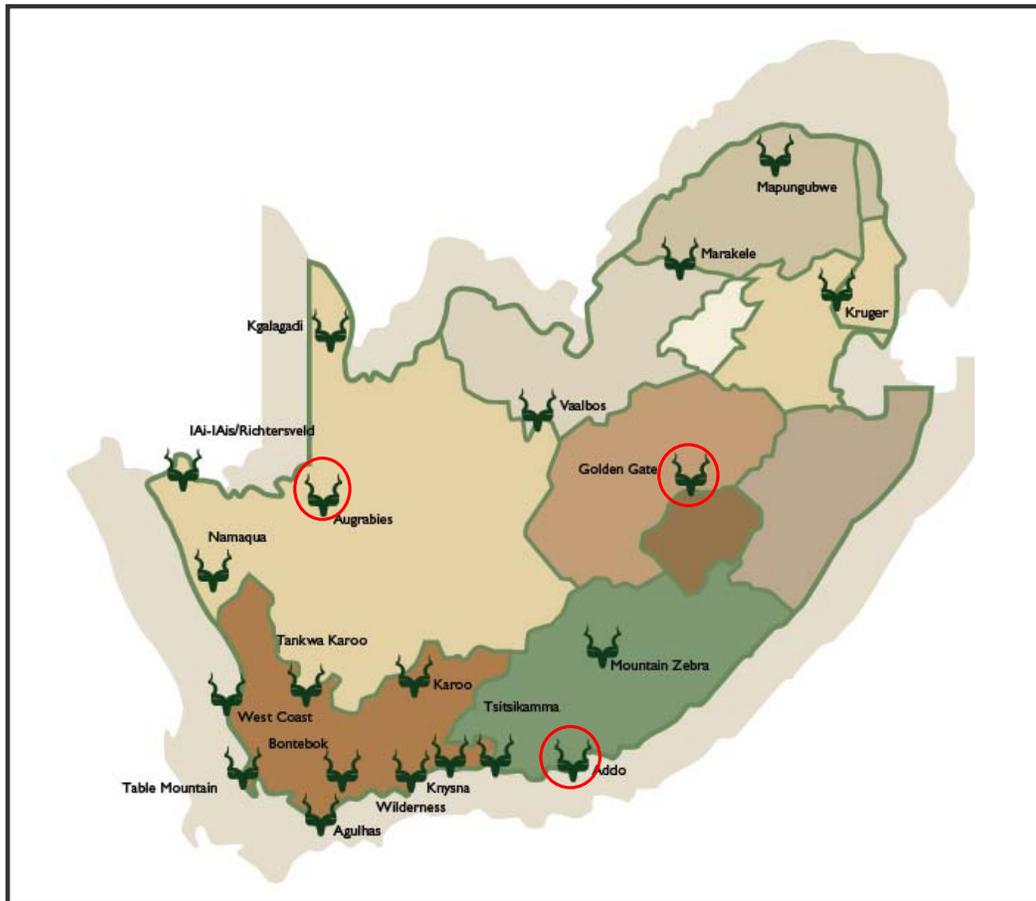
diversity of biomes, plants and animal species and is a major ecotourism attraction for local and foreign tourists, with 4.4 million tourists going through SANParks' gates for the 2008/2009 season. When looking at these figures, it is clear that national parks attract a large number of tourists each year, making nature and wildlife a significant part of the tourism industry in South Africa (SANParks, 2007:18; Newsome *et al.*, 2002:20). However, as countries and tourism destinations such as national parks in South Africa strive to boost their share in the tourism market, it becomes necessary to understand why people travel and what motivates them to travel to a specific destination (Oh, Uysal & Weaver, 1995:123).

From a marketing point of view, understanding the travel motives of the tourists visiting these national parks would lead to more effective development and marketing of the tourism product as an answer to the tourists' needs (Fodness, 1994:555). It is also important to determine whether the travel motives of visitors to different national parks differ or whether they are similar (Bothma, 2009:5). Kozak (2002:222) adds that, when understanding the travel motives of individuals, destination management can either promote certain features related to travel motives or focus on the correct market that matches these motives. Therefore, the awareness of tourists' motives is seen as an essential component of any future promotional activities of national parks (Uysal, McDonald & Martin, 1994:18).

The three national parks chosen for this study, due to their specific locations and product offerings, are: (i) the Addo Elephant National Park, which is situated in the Eastern Cape conserving five of South Africa's biomes, including a marine zone and also boasting the Big Seven (elephant, lion, rhino, buffalo, leopard, southern right whale and great white shark), (ii) the Augrabies Falls National Park in the Northern Cape of which the main attractions are the cataract waterfalls, and (iii) the Golden Gate Highlands National Park in the Free State, which is known for its breathtaking mountain ranges and rock formations. The different locations of these parks lead to extremely diverse natural attributes (biomes, vegetation and wildlife) (Map 1).

Therefore, the purpose of this study is to determine and compare the travel motives of tourists visiting three different national parks with different attributes and product offerings – the Golden Gate Highlands-, Addo Elephant- and Augrabies Falls National Parks.

This chapter will serve to formulate the problem statement, identify the goals and objectives of the study and discuss the method of research used. In conclusion, a preliminary chapter classification of the study will be given.



Map 1.1: Locations of South African national parks (Source: SANParks, 2007:i)

1.2 PROBLEM STATEMENT

Considering that the global tourism industry is becoming progressively more competitive (Hui, Wan & Ho, 2007:965), the marketing strategies of tourism destinations become ever more essential. Tourism marketers need to be able to make effective marketing decisions and, to do so, they need to obtain certain information about their target market (consumers) (George, 2001:75). By doing market research, tourism marketers will be able to better understand the wants and needs of the tourists visiting specific destinations (in this case, specific national parks). From a marketing perspective, it is important to identify the tourists' needs

and motives for travel when visiting a destination so as to facilitate effective marketing (Fodness, 1994:555; Park & Yoon, 2008:100; Yoon & Uysal, 2005:46).

George (2001:9) states that one of the fundamental principles of tourism marketing is market segmentation. The purpose of market segmentation is to choose a target market with the best buying potential, based on a collection of criteria (George, 2001:111). In other words, to target people who match certain criteria, and who are most likely to visit these national parks. There are several bases for doing market segmentation, of which the most commonly used are demographic-, geographic-, socio-economic-, product-related-, psychographic- and behavioural segmentation (George, 2001:112; Bennett, Jooste & Strydom, 2005:217). The segmentation variables relevant to this study are elements of the behaviour-based segmentation, travel motives or reasons for travel. Travel motives are described as “the needs that drive individuals to act in certain ways to achieve a desired satisfaction” and, in this case, the reasons why tourists travel to certain national parks (Beerli & Martin, 2004:626). When looking at past research (Table 1.1), it can be seen that documented information concerning the travel motivations of visitors to national parks in South Africa is indeed increasing.

An examination of literature concerning travel motives pointed out many theories on the subject. Several travel motivation theories are based on the ‘push’ and ‘pull’ concept, which was adapted for tourism by Dann (1977:185). Crompton (1979:408) initially drew seven ‘push’ or psychological motives, which include: escape, self-exploration, relaxation, prestige, regression, kinship-enhancement and social interaction, and also introduced two ‘pull’, or cultural, motives, novelty and education. Since Crompton’s (1979) first practical effort in identifying these motives, various other researchers have attempted to find other motivational factors in different settings (Jang, 2004:307). Chon (1989:4) proposed that travel motives are based on Maslow’s hierarchy of needs – physiological, safety, belonging, self-esteem and self-actualisation, and found that these needs and travel motives are closely related. Another theory on travel motivations by Decrop (2006:83) is to divide the travel motives into categories and identified six: (i) to discover new things and to gain knowledge, (ii) resting and relaxing, (iii) sharing social experiences, (iv) activities and fun (v) looking for personal values and (vi) experiencing an authentic environment.

But why is it important to understand what motivates tourists to visit specific destinations? Beh and Bruyere (2007:1464) state that it is important to identify the

travel motivations of tourists so as to adequately provide a tourism experience for visitors, and that human beings take on particular behaviours to fulfil these travel needs. Fodness (1994:555) adds that tourism products can be designed and marketed as an answer or solution to the needs of consumers. Saayman (2006:21) supports this statement and explains that the marketer must be aware of what motivates the tourist, because it facilitates the development of target marketing (Kozak, 2002:221). Understanding the needs of tourists who visit national parks is also essential information for the local government when identifying tourism development opportunities (Beh & Bruyere, 2007:1464). Further insights in tourist motivation can also be helpful to tourism marketers in product and image development, evaluating service quality and other promotional activities (Fodness, 1994:556). Saayman (2006:22) concludes that marketing is built on the needs of tourists, and that these 'needs' will motivate people to travel. Hence it is necessary to understand the needs (motives) that drive tourists to specific tourism destinations.

In examining previous literature conducted on travel motivations, it shows that there are various studies and publications on the subject. Other related articles on travel motivations are shown in Table 1.1. The findings in Table 1.1 identify the different travel motives of tourists to different parks and natural areas.

Table 1.1: Key findings of research on travel motives to nature-based products

Researchers	Theme	Travel motives
Parks and Natural Areas		
Uysal <i>et al.</i> (1994)	Australian visitors to US national parks and natural areas	<ul style="list-style-type: none"> ◆ Relaxation/hobbies ◆ Novelty ◆ Enhancement of kinship relationship ◆ Prestige ◆ Escape
Kerstetter, Hou and Lin (2003)	Profiling Taiwanese ecotourists using a behavioural approach	<ul style="list-style-type: none"> ◆ Interest in natural setting ◆ Time with friends and family ◆ Enhancing physical health
Awaritefe (2004)	Motivation and other considerations in	<ul style="list-style-type: none"> ◆ Self-actualisation ◆ Education

	tourist destination choice: a case study of Nigeria	<ul style="list-style-type: none"> ◆ Culture ◆ Recreation ◆ Leisure
Tao, Eagles and Smith (2004)	Profiling Taiwanese ecotourists using a self-definition approach	<ul style="list-style-type: none"> ◆ Learning about nature ◆ Participating in recreation activities ◆ Fun and entertainment ◆ Physical activity ◆ Change from busy job ◆ Free to act ◆ Experience different ways ◆ Destination attractions (natural)
Mehmetoglu (2006)	Typologising nature-based tourists by activity – theoretical and practical implications	<ul style="list-style-type: none"> ◆ Nature ◆ Physical activity ◆ Novelty ◆ Mundane everyday ◆ Social contact ◆ Ego/Status
Boshoff, Landman, Kerley and Bradfield (2007)	Profiles, views and observations of visitors to the Addo Elephant National Park, Eastern Cape, South Africa	<ul style="list-style-type: none"> ◆ Wildlife ◆ Nature ◆ Climate ◆ Peace and quiet
Beh and Bruyere (2007)	Segmentation by visitor motivation in three Kenyan national reserves	<ul style="list-style-type: none"> ◆ Escape ◆ Culture ◆ Personal growth ◆ Mega-fauna ◆ Adventure ◆ Learning ◆ Nature ◆ General viewing
Correia, Oom do Valle and Moco (2007)	Why people travel to exotic places	<p>Push motives:</p> <ul style="list-style-type: none"> ◆ Knowledge ◆ Leisure

		<ul style="list-style-type: none"> ◆ Socialisation <p>Pull motives:</p> <ul style="list-style-type: none"> ◆ Facilities ◆ Core attractions ◆ Landscape features
Joubert and Mabunda (2007)	The decision to visit a wilderness area	<ul style="list-style-type: none"> ◆ Landscape (Nature) ◆ Activities ◆ Wildlife ◆ Relaxation ◆ Quietness
Van der Merwe and Saayman (2008)	Travel motivation of visitors to the Kruger National Park.	<ul style="list-style-type: none"> ◆ Nature ◆ Activities ◆ Attractions ◆ Nostalgia ◆ Novelty ◆ Escape
Saayman and Saayman (2009b)	Why travel motivation and socio-demographics matter in managing a National Park	<ul style="list-style-type: none"> ◆ Nature ◆ Activities ◆ Family and socialisation ◆ Escape ◆ Attractions ◆ Photography
Kruger and Saayman (2010)	Travel motives to Kruger and Tsitsikamma National Parks: A comparative study	<ul style="list-style-type: none"> ◆ Knowledge seeking ◆ Activities ◆ Park attributes ◆ Nostalgia ◆ Novelty ◆ Escape and relaxation <p>and</p> <ul style="list-style-type: none"> ◆ Knowledge seeking ◆ Nature experience ◆ Photography ◆ Escape and relaxation ◆ Park attributes ◆ Nostalgia

From Table 1.1 it is clear that the travel motives of tourists to nature-based destinations differ, and that there are numerous motives (both 'push' and 'pull' factors) for travel. This is confirmed by research conducted by Kruger and Saayman (2010) regarding the travel motives of tourists visiting the Tsitsikamma- and Kruger National Parks. Their findings indicated that the main motives/reasons for tourists to travel to these national parks differ considerably, although part of the brand, SANParks' "escape and relaxation" as travel motives had the highest mean value for tourists visiting the Kruger National Park, followed by "nostalgia" and "knowledge seeking" as motives. For the Tsitsikamma National Park, "escape and relaxation" was also a main travel motive, followed by "nature experience" and "park attributes" as motives. Saayman and Saayman (2009b) conducted a similar study concerning the travel motives of tourists to the Addo Elephant National Park and found that "escape", followed by "photography" were the most important motives for travel to this national park, which is again different from previous findings for other national parks.

Bothma (2009:91) compared the travel motives of three national parks (Karoo-, Kgalagadi Transfrontier- and Tsitsikamma National Parks) of which the results illustrated both similar and unique motives for travel. Common travel motives to the parks were, once again, "escape" and "relaxation", as well as "park attributes" and "knowledge seeking". Unique travel motives to the Karoo National Park were "attractions" and "family togetherness". This compares with "photography" and "adventure" for the Kgalagadi Transfrontier National Park, whereas "adventure" and "attractions" were important travel motives for the Tsitsikamma National Park. By comparing the studies listed in Table 1.1, the key findings of research on travel motivations to parks and natural areas demonstrate some differences as well as similarities. Van der Merwe and Saayman (2008:156) support this finding by stating that "different visitors to different parks have quite different motives", and add that this could be because of what parks have to offer the tourists, and due to the location of the park, the type of market the park attracts or the type of activities the park has to offer.

Kozak (2002:222) suggests that an empirical examination of travel motives is important as, depending on the findings, destination management would promote certain attributes to match the tourist motivation, as well as identify markets in which destination attributes match these tourist motives. This information would serve a useful purpose when developing the appropriate marketing plans and strategies for

the parks, as the markets might differ in some way (Kozak, 2002:231; Bansal & Eiselt, 2003; Kim, Borges & Chon, 2005:957).

The focus of the SANParks marketing team is to keep their primary target market interested in National Parks (as a whole) and increasing the potential growth market (SANParks, 2009:14). By determining the travel motives of tourists to parks with different attributes, different market strategies can be developed for each park within the overall marketing strategy of SANParks – in order to reach each parks target market individually. Therefore, should the travel motives of tourists differ in terms of visiting the three parks chosen for this study, it will be important information to consider when developing future marketing plans, and to target specific markets most likely to visit these parks.

Hence, the problem that arises is to determine the travel motives (including the differences and similarities) of tourists to three national parks with different product offerings, Addo Elephant-, Golden Gate Highlands- and Augrabies Falls National Parks on the basis of what they offer as nature-based attractions.

1.3 THE GOAL OF THE STUDY

The primary and secondary goals of this study are:

1.3.1 Primary goal

- ◆ To determine the travel motives of tourists to selected national parks in South Africa.

1.3.2 Secondary objectives

To achieve the primary goal of this study, the following secondary objectives were set:

Objective 1:

- ◆ To conduct a theoretical analysis of tourist behaviour.

Objective 2:

- ◆ To conduct a theoretical analysis of travel motives of tourists to nature based products.

Objective 3:

- ◆ To determine the profiles of tourists to the selected national parks.

Objective 4:

- ◆ To determine and compare the travel motives of tourists to the selected national parks.

Objective 5:

- ◆ To draw conclusions and make recommendations regarding the travel motives and the study.

1.4 METHOD OF RESEARCH

The research methodology will be discussed under the following headings: (i) the literature study and (ii) the empirical survey.

1.4.1 Literature study

For this study, various sources on the topic of travel motivations were consulted, including books, publications, journal articles, dissertations and other tourism-related literature. The sources consulted for this study mainly consisted of library catalogues and the Internet. Scientific databases such as SA Publications, ScienceDirect, EBSCOhost and Emerald were used to search for any relevant publications on the topic. The core topic for this research was the travel motivations of tourists to parks and other tourist destinations. Keywords used for the research, included *tourism, marketing, motivation, reasons, behaviour, travel, tourists, nature* and *national parks*. Other institutes supporting this study were South African National Parks and The Institute for Tourism and Leisure Studies, North-West University, Potchefstroom Campus.

1.4.2 Empirical study

The empirical study was conducted by means of a survey. The following section will discuss the methods that were used to conduct this empirical study.

1.4.3 Research design and method of collecting data

Secondary data was used for the empirical study and was quantitative in nature. The research was done by The Institute for Tourism and Leisure Studies at the North-West University, Potchefstroom Campus, regarding the profiles of visitors to national parks in South Africa. A structured questionnaire was used as the method of collecting data. The data used for this research was gathered over a period of four years (2005-2008) by using a consumer-based questionnaire. The surveys were conducted annually in each of the parks chosen for this study.

1.4.4 Selection of the sampling frame

A non-probability sampling method was followed. The sample sizes of each park can be seen in Table 1.2. From 2005 – 2008 there were an average of 156 094 guests to Addo Elephant National Park, 36 420 guests to Golden Gate Highlands National Park and 72 312 guests to Augrabies Falls National Park per year. Addo Elephant National Park received a total of 468 questionnaires over the four year period, and an average of 4 nights per year were stayed to conduct the surveys (an average of 19 questionnaires per night were completed). Augrabies Falls National Park received 180 questionnaires over the four year period, and an average of 2 nights per year were stayed to conduct the surveys (an average of 22 questionnaires per night were completed). Golden Gate Highlands National Park had 290 questionnaires over the four year period, and an average of 3 nights per year were stayed to conduct the surveys (an average of 24 questionnaires per night were completed). According to research done by Saayman and Fouché (2006:39), although only a small amount of questionnaires were collected each year, the number of questionnaires is sufficient for the purpose of this study because the data revealed similar patterns since 2001, and the profile of visitors to the parks stayed consistent. Therefore the sample is seen as representative of the population.

Table 1.2: Number of questionnaires used from 2005 to 2008

Park	Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
2005	66 (November)	23 (June/July)	43
2006	89 (July) 48 (November)	48 (June/July)	68 (November)
2007	68 (June) 86 (November)	44 (June/July)	70 (November)
2008	111 (July)	65 (June/July)	109(December)
Total	468	180	290

1.4.5 Sampling method

Quantitative research was conducted and an availability sampling method was used (non-probability sample) as well as willingness to participate to collect the data over

the period of the surveys. Students from the North-West University were recruited to help with the surveys at the selected parks. These field workers handed out questionnaires at all the chalets as well as the camping sites to the visitors at the parks during the time of the survey. The visitors completed the questionnaires, and field workers collected them again after a given period. The field workers were trained beforehand to ensure that they understood the aim of this study, as well as the method of collecting and analysing the data.

1.4.6 Development of the questionnaire

The questionnaire was developed by The Institute for Tourism and Leisure studies at the North-West University, Potchefstroom Campus (Saayman, 2003:8). The questionnaire remained similar throughout the data collection period of 2005 to 2008. The questionnaire consisted of three sections, (i) demographic details, (ii) spending behaviour and travel motivation, and (iii) general behaviour of tourists. The section on travel motives, which was used for this study, was based on Crompton's (1979) work, and was modified for national parks. The questions regarding travel motivations were measured on a five-point Likert scale. The importance of each motivation and reason for travel ranged from '*not at all important*' (1) to '*extremely important*' (5).

1.4.7 Data analysis

To capture the data and do basic data analysis, Microsoft[®] Excel[®] 2003 was used. The Statistical Package for the Social Sciences (SPSS[™] version 16) was used to analyse the variables and their common underlying factors. A factor analysis of each park's data was performed to compare the results of different travel motivations to the different national parks. Wu and Zhang (2006) define a factor analysis as a statistical approach used to analyse the underlying covariance relationships between several variables in terms of factors. The factor analysis identifies the degree to which questions capture the same dimensions, and reduce them to a smaller set of factor elements that were previously unobservable.

A pattern matrix of the principal component factor analysis using an Oblimin rotation with Kaiser Normalisation was performed (on 22 motives) to explain the variance-covariance structure of the set of variables, through a few linear groupings of these variables. To determine whether the covariance matrix was suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was applied. To compare the factors of the three parks, a practical significance test (One-way

ANOVA) was done by measuring the effect sizes of each factor between all the parks. The main reason for using these techniques was to determine the different travel motives of tourists to the selected national parks.

1.5 DEFINING THE CONCEPTS

The following terms will be defined for full understanding of their meanings within the context of this study.

1.5.1 Tourist

A tourist can be defined as a person who travels temporarily outside his or her normal environment for certain relevant purposes (Weaver & Lawton, 2006:18). Saayman (2000:5) further defines a tourist as a person who travels from one place to another (for ordinary reasons), spends money while travelling and stays for more than one night, but less than a year (which includes business trips). George (2001:18) agrees with this definition, and adds that a tourist usually also takes part in activities related to tourism and leisure.

1.5.2 Tourist behaviour

Tourist behaviour can be defined as the behaviour shown by consumers when selecting, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman & Kanuk, 2004:8). It is also seen as the reason why tourists buy certain tourism products and how the decisions to do so are made (Du Plessis & Rousseau, 2003:9).

1.5.3 Travel motives

A motivation can be described as the psychological or internal power affecting the decisions and choices of the individual (Middleton, 2001:71), or “the need that drives an individual to act in a certain way to achieve the desired satisfaction” (Beerli & Martin, 2004:626). Moutinho (2000:49) explains that motivation refers to a situation of need, and that this condition puts forth a “push” power on the individual towards certain types of behaviour or actions that are expected to give satisfaction. The motivation to travel is explained by Pizam, Neumann and Reichel (1979), as quoted by Swanson and Horridge (2005:672), as a set of needs or desires causing a person to take part in a certain tourist activity.

1.5.4 South African National Parks (SANParks)

According to the Webster's New World College Dictionary (2008), a National Park is defined as an area with scenic beauty, historical and/or scientific importance, which is maintained and preserved by the government for the public to visit. Myburgh and Saayman (1999:261-263) explain that parks and protected areas in South Africa can be divided into different categories or levels. National parks are at the top level of this pyramid, and are managed by the South African National Parks (SANParks), which is a government-funded institution. In other words, these parks are managed at a national level of authority. The purpose of SANParks is to develop and manage a system of national parks representing South Africa's biodiversity (vegetation and wildlife), landscapes and other associated heritage assets (SANParks, 2007:i). There are 21 national parks in South Africa at present, each making a great contribution to conservation of fauna and flora in South Africa (SANParks, 2010).

1.5.5 Addo Elephant National Park

The Addo Elephant National Park was established in 1931 as a sanctuary for the last 11 surviving elephants of the Eastern Cape. An elephant-proof fence was constructed in 1954 to prevent the animals from wandering to the surrounding areas (Saayman, 2001:68). Today, the elephant population has grown to approximately 450, over an area of 164 000ha (SANParks, 2010). The Park also has a marine zone and thus boasts the Big Seven (elephant, lion, rhino, buffalo, leopard, southern right whale and great white shark). This unique park conserves five of South Africa's biomes, including a coastal zone (SANParks, 2009). These biomes include forest regions, grasslands, subtropical thicket, Nama Karoo as well as Fynbos areas. The size of the park as well as the extreme variety of biomes and wildlife make this national park unique.

1.5.6 Augrabies Falls National Park

The Augrabies Falls National Park is situated in the Northern Cape, where the Gariep (Orange) River splits, creating a network of islands, channels and cataracts. This park is located in a semi-arid region with a low annual rainfall. This dry desert and semi-desert area has extreme temperatures and dominant plant life includes Camel and Sweet Thorn trees (SANParks, 2009). When the river is in full flood, there are about 19 falls, with the main fall plunging 56m over a granite cliff. The park lies on both banks of the river, covering 32 000ha. Although the falls are undoubtedly the main attraction, some game can also be seen at this park, including Klipspringer,

Springbok, Baboon, Vervet Monkey, and the Black rhino that can be seen north of the river (Olivier & Olivier, 2001:165).

1.5.7 Golden Gate Highlands National Park

The Golden Gate Highlands National Park is famous for its mountain scenery, dominated by remarkable sandstone formations and stretches of grassveld. The park lies in the foothills of the Maluti Mountains in the Free State, and is a true highland habitat to a variety of mammals. This 11 600ha park received its name from the incredible shades of gold the sun casts on the sandstone cliffs, especially on the well-known Brandwag rock. Spectacular caves and rock formations can also be seen in this unique park. The game to be seen include Grey Rhebuck, Black Wildebeest, Blesbok, Red Hartebeest, Klipspringer, Zebra and Oribi. A variety of 150 bird species can also be found in this park (Olivier & Olivier, 2001:112). Golden Gate is the only grassland national park in South Africa and consists of ±60 different species of grass, and is a typical highland region with distinctive summer thunderstorms (SANParks, 2009).

1.6 CHAPTER CLASSIFICATION

This study consists of the following chapters:

CHAPTER 1: Introduction and problem statement

This chapter focuses on the introduction and problem statement. The goals and objectives are also determined and the method of research discussed. A clarification of terms is given.

CHAPTER 2: Tourist behaviour

This chapter will focus on tourist behaviour and its importance when formulating marketing strategies for a tourism destination. Different theories regarding tourist behaviour will be discussed, as well as the tourist decision-making process and a consumer behaviour model in order to better understand the travel behaviour of tourists.

CHAPTER 3: Travel motives

This chapter will focus on the travel motives of tourists and why it is important to understand the different motives of tourists. The literature and different theories on

travel motives will be examined, and previous research and findings regarding the subject will be analysed.

CHAPTER 4: Empirical results

This chapter will focus on the results and findings of the study. A summary of the profiles of the tourists to each park will be discussed, as well as the travel motives of each park. The different motives of tourists to each park will be compared to determine the similarities and/or differences in travel motives of tourists to the three national parks with different attributes.

CHAPTER 5: Conclusion and recommendations

A conclusion will be drawn in this chapter regarding the literature studied and the results of the research, and recommendations will be made concerning the travel motives and marketing strategies of the three national parks. Recommendations regarding future research will also be made in Chapter 5.

2

CHAPTER 2 TOURIST BEHAVIOUR

2.1 INTRODUCTION

Bansal and Eiselt (2003:388) state that each discussion pertaining to tourism planning will have to start with an examination of tourist behaviour. The general issue of understanding consumers' needs is related to the psychology of tourists' behaviour. Before examining what motivates tourists to purchase specific offerings (or to travel to a specific destination) one needs to understand the behaviour involved when purchasing a tourism product, which is a complex process of different issues and different aspects (Bennett *et al.*, 2005:64). Tourist or consumer behaviour can be described as the behaviour that consumers show in selecting, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman & Kanuk, 2004:8; Hanna & Wozniak, 2001:2). Schiffman and Kanuk (2004:5) add to this by stating that the study of consumer behaviour focuses on the way that individuals make the decisions to spend their available resources, money, time and effort. The forces (motives) that influence tourist behaviour are also key aspects when trying to understand why tourists choose to visit certain destinations (Hanna & Wozniak, 2001:2).

Behavioural patterns and consumer decision making is essential information for marketing managers in the tourism industry, as it is needed when designing a marketing strategy for a tourism product. It is also useful information for the development of the tourism product so as to be able to satisfy tourists' needs more effectively (Bennett *et al.*, 2005:85).

The aim of this chapter is to conduct an analysis of tourist behaviour. This chapter will address the following: Firstly, the tourist decision-making process. Secondly, the choices in the tourist decision-making process will be discussed, including the different role players in this process. Thirdly, a model of consumer behaviour will be

explained. Fourthly, the different factors affecting tourist behaviour will be discussed in detail. Lastly, the chapter will end with a conclusion regarding the most important findings of the chapter.

2.2 MODELS OF TOURIST BEHAVIOUR

The study of consumer or tourist behaviour involves different processes when individuals or even groups choose, buy, use or dispose of products or services to satisfy their desires (Solomon, 2004:39). Businesses today are increasingly becoming aware of the importance of understanding the consumer's behaviour, and the essential role it plays in the success of the tourism business. Tourism destinations need to understand their consumers in order to be able to satisfy their needs. When learning more about how tourists behave, organisations such as SANParks can better understand why customers buy certain products. In other words, why they visit certain national parks or, more importantly, why they respond to certain marketing stimuli the way they do (Cant, *Brink & Brijball*, 2006:6). The reasons for understanding tourist behaviour are illustrated in Figure 2.1.

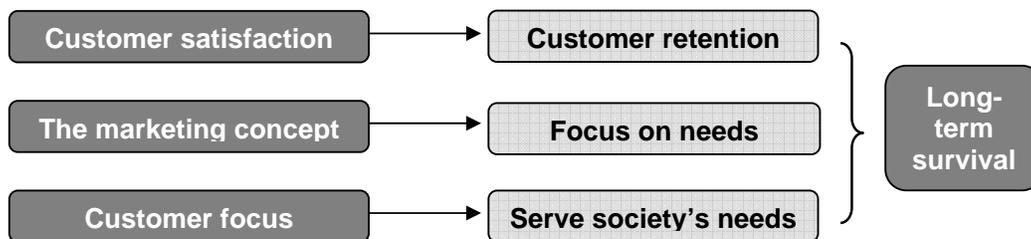


Figure 2.1: Reasons for understanding tourist behaviour (Sources: Sheth, Mittal & Newman, 1999:5; Cant *et al.* 2006:6)

In Figure 2.1, Cant *et al.* (2006:6) firstly explain briefly that customer satisfaction should not only be achieved during one single transaction, but rather by trying to retain the customer or tourist for life – in other words, attain customer retention. Secondly, the marketing concept should focus on the needs of the tourists, appealing to their desires. Lastly, organisations that focus on the needs of their customers ensure that the needs of the whole society are served better. In this way, the tourists will support the tourism product by continuing to buy their services or products.

After shedding more light on the reasons that one needs to understand tourist behaviour, the following section will focus on the literature regarding tourist behaviour, starting with the tourist purchase decision-making process.

2.2.1 The purchase decision-making process

When formulating a marketing strategy, it is important for tourism marketers to understand how and why tourists make their decisions to buy a tourism offering (George, 2008:191). Therefore, different models of the tourism purchase decision-making process will be analysed to better understand how tourists decide to purchase certain tourism products.

2.2.1.1 Purchase decision-making models

There are a number of variations (models) for purchase decision making that have been documented, for example those of Weaver and Lawton (2006), Middleton and Clarke (2001) and Blackwell, Miniard and Engel (2006). The earliest versions of this model date back to 1958 (Clark, 1958:100). The first work attempting to understand consumer behaviour in the “tourism decision-making process” was that of Wahab, Crampon and Rothfield (1976), whose work provided the basis for understanding this complex process. Wahab *et al.*'s (1976) model is divided into five stages (Figure 2.2): (i) the initial stimulus – where the person becomes aware of a need (ii) conceptual framework where consequences are calculated (iii) fact finding (information gathering) where cost-benefits of alternatives are calculated (iv) the definitions of assumptions (when decisions/choices are evaluated) (v) design of alternatives (the outcome of the decision is evaluated).

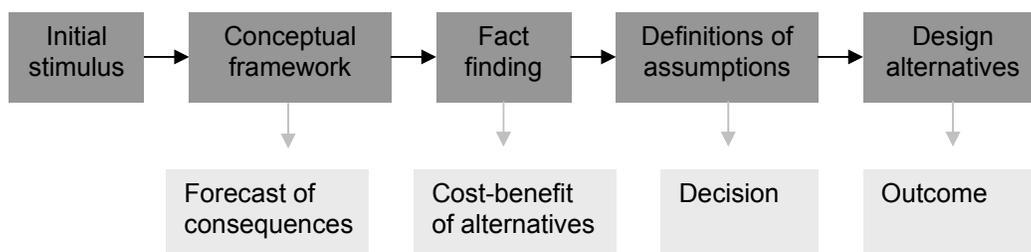


Figure 2.2: Decision-making process (Source: Wahab, Crampon & Rothfield, 1976)

In Figure 2.3, a more recent model of the purchase decision-making process is displayed (clearly similar to the much earlier model previously discussed). In Figure 2.3, the “decision-making process” is divided into six stages (one more than the original model by Wahab *et al.*, 1976) with the addition of the *action or buying* phase (Bennett *et al.*, 2005:86). Figure 2.3 will be discussed to gain a better understanding of how the tourism “decision-making process” occurs.

Both models are based on the assumption that consumers shift through various push and pull factors prior to and after the purchase of a service or product. The factors affecting tourist behaviour have a direct impact on the tourist's decision-making process, and can also be seen as the first phase in this process (George, 2008:176; Bennett & Strydom, 2001:34).

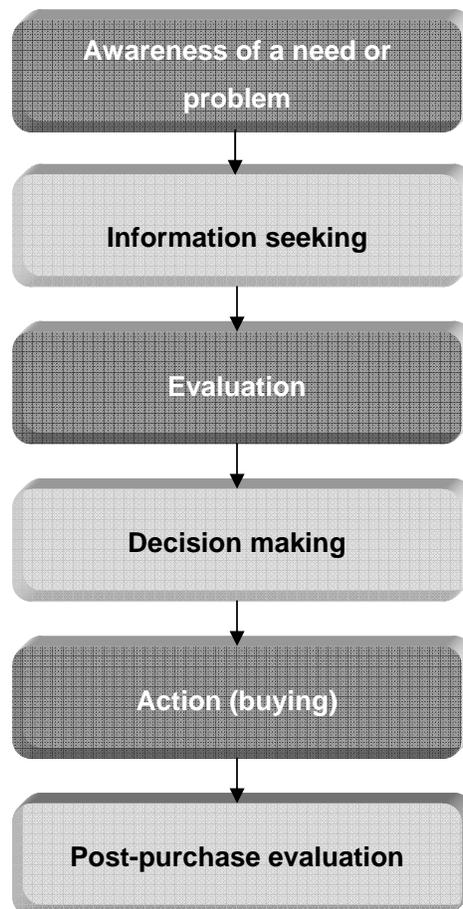


Figure 2.3: The purchase decision-making process (Source: Bennett, Jooste & Strydom, 2005:86)

The different stages of the purchase decision-making process as seen in Figure 2.3 are:

◆ **Stage 1: Awareness of a need**

The process begins with the recognition of a need or desire to go on holiday or to travel, for example an “African Safari”. Saayman (2006:49) explains that the tourist

knowingly or unknowingly, is implicitly or explicitly influenced by several motivations (travel motivations will be discussed in Chapter 3).

◆ **Stage 2: Information gathering**

This includes the physical search for information regarding tourism destinations (Botswana, Namibia, South Africa), products (accommodation, activities) and offerings (transfers). The search for this type of information includes consultations with travel agents, brochures and advertisements, and internet sites (George, 2008:17; Bennett & Strydom, 2001:35). Saayman (2006:49) suggests that the search process is also very much influenced by past tourism experiences and word of mouth recommendations from family or friends.

◆ **Stage 3: Evaluation (pre-purchase)**

In this stage the information collected is evaluated against all alternative trips, for example Botswana versus Namibia. The attributes and benefits are weighed for the different tourism offerings. Bennett and Strydom (2001:36) describe different criteria that are applied when evaluating the different tourism services and products:

(i) **Product criteria:**

The product criteria consist of the cost or price of the offering, the quality/durability of the offering as well as the aesthetic qualities of the offering.

(ii) **Psychological criteria:**

The psychological criteria consist of the satisfaction of the social needs of the tourist, the satisfaction of their ego/self-esteem needs, as well as the image of the offering as perceived by the tourist.

The above evaluation of criteria takes place in the mind of the consumer, and the process differs from person to person (Bennett & Strydom, 2001:36).

◆ **Stage 4: Decision making**

The internal decision making is a mental process, and is said to be extremely difficult to measure (Bennett & Strydom, 2001:36). After the evaluation of offerings, the consumer will decide to purchase the product or services that will best suit their needs (Bennett *et al.*, 2005:94).

◆ **Stage 5: Consumption**

This is the stage where the tourist actually experiences the products and services he decided on (George, 2008:177), for example an “African Safari” in Botswana. Here

the consumer acquires knowledge about the offerings, which will be used in the next process.

• **Stage 6: Post-purchase evaluation**

The final stage of the decision-making process is very important for future marketing sales potential (Bennett & Strydom, 2001:37; George, 2008:177). The holiday experience is now evaluated by the consumer, and the results will subsequently influence future holiday decisions.

After studying both versions of this process, it is clear that even though there are different variations of the model, they are all based on the same elements - becoming aware of a need, seeking the necessary information, evaluating all the options, making a decision, buying the product, and evaluating the decision afterwards (Blackwell *et al.*, 2006:77; Saayman, 2006:49). To better understand how tourists as consumers buy a tourism offering, the decision-making process has been adapted even further to suit the tourism industry and is called the “Tourist Choice Process” (Figure 2.4) (Saayman, 2006:49).

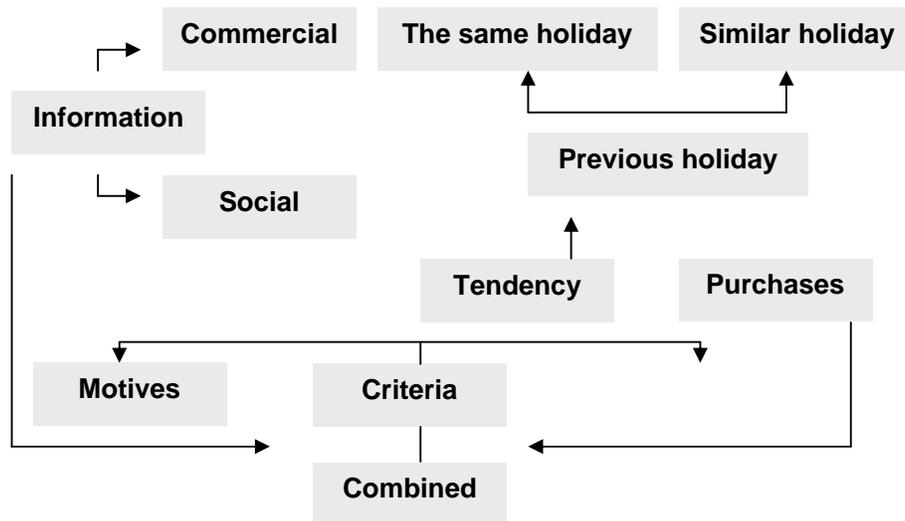


Figure 2.4: The tourist choice process (Source: Saayman, 2006:49)

Again, this model is similar to the previously discussed “purchase decision-making processes”. In the first stage, information is acquired commercially (e.g. brochures and magazines) and socially (family and friends - also known as ‘word of mouth’). All the information is measured according to certain criteria including tendencies and trends. The holiday choice is then made, after which the holiday will be purchased (Saayman, 2006:49). In studying the different “consumer decision-making

processes”, it is clear that this is a complex process resulting in the purchase of a tourism product (Bennett *et al.*, 2005:89). Not only is it a complex process, but different roles exist in this process (Bennett *et al.*, 2005:89; McCabe, 2009:93). These roles are adopted by friends or family, and differ for every situation. Different roles include:

- ◆ The **initiator** – The person starting the decision-making process and gathering information.
- ◆ The **influencer** – The person expressing his preferences, influencing the collection of information.
- ◆ The **decider** – The person with the financial control and authority.
- ◆ The **buyer** – The person actually making the purchase and finalising arrangements.
- ◆ The **user** – The person consuming the product or service; the one who takes the trip.

The following section will focus on the different choices that affect the decision-making process and that need to be considered by a tourist.

2.2.1.2 Choices affecting the purchase decision-making process

In 1989, Braun and Lohmann identified six sets of choices that tourists considered in the decision-making process (in Saayman, 2006:50). These sets of choices are listed in Figure 2.5. Tourists need to consider each of these choices before making a final decision, and these choices are now discussed:

- ◆ **Destination:** Firstly, the tourist has to decide which destination he/she would like to visit. When choosing a destination, the tourist would have to consider which types of attractions he would like to include, as well as the facilities to cater for their needs. These are included in the ‘destination mix’ as explained by Saayman (2006:56-57).
- ◆ **Type of travel:** Secondly, the tourist would have to decide about the type of travel he would like to embark on. For example: would the tourist like to go on a camping trip, a package tour in a historical city or a wildlife safari? There are a number of different types of travel the tourist can decide on such as adventure holidays or short city breaks (Rodgers, 2001:7).
- ◆ **Time and duration:** Thirdly, the tourist must decide on the time and duration of the stay. The tourist would have to consider in which season he would like to take the trip, as well as decide on how long he would like to stay. The amount of time available to travel is also an important factor and the distance

of the trip would also influence the duration of stay (Hayward, Marvell, Reynolds & Stewart, 2005:125).

- ◆ **Mode of transport:** Fifthly, after deciding which destination the tourist wants to visit, he/she must also consider the best mode of travel (transport). Some trips might require a flight on an aeroplane or other public transport, and others might be suitable for the tourist's personal vehicle such as domestic trips and short getaways not too far from home. The different modes of transport are airlines, railways, motor cars, bus/coach operators, car rental operators and bikes (Slabbert & Saayman, 2003:4).
- ◆ **Type of accommodation:** Sixthly, the tourist must decide on the type of accommodation they would like to make use of. Their options would include guesthouses, hotels, farmhouses, timeshare, vacation resorts and caravan/camping sites (Slabbert & Saayman, 2003:4).
- ◆ **Tour/travel organisation:** Lastly, the tourist will have to decide whether he would like to make use of tour/travel organisations and services such travel agents or tour operators.

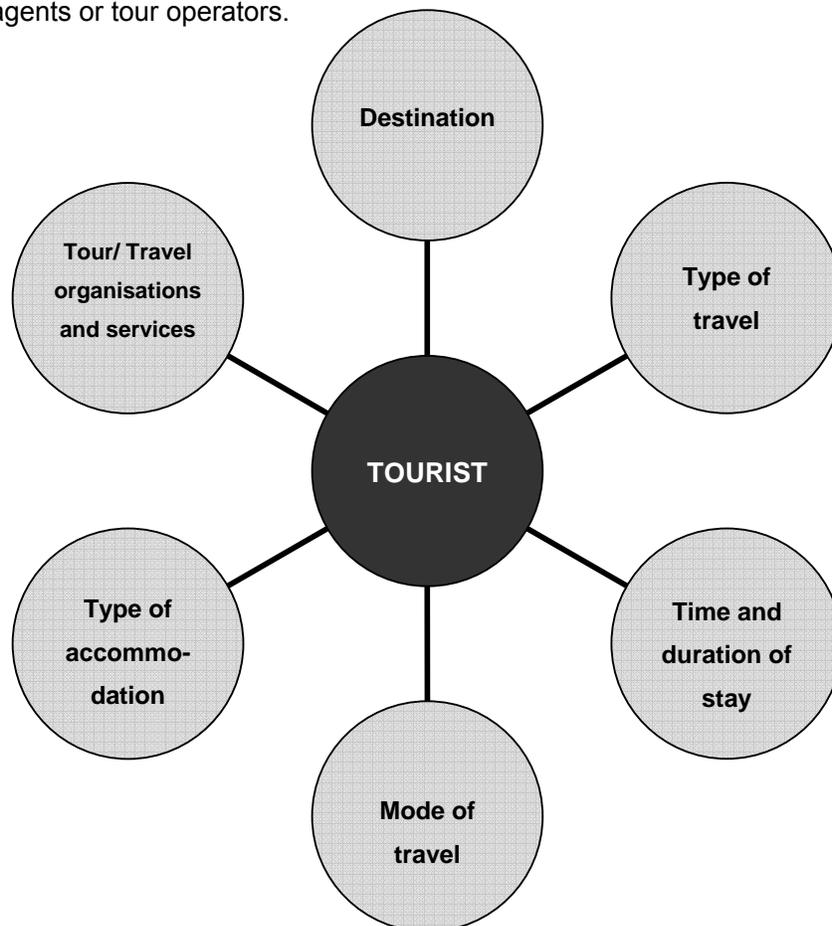


Figure 2.5: Sets of choices in the travel decision-making (Source: Saayman, 2006:50)

Other than the different “sets of choices” the tourist has to consider, there are a number of factors that influence the tourist’s decision to travel in general, and thus affect the overall demand for travel. The main determinants of demand for travel and tourism are summarised by Middleton and Clarke (2001:54) as:

- ◆ **Economic factors** (including comparative prices): Fluctuating exchange rates or the economic situation of a country may increase or reduce the demand for travel.
- ◆ **Demographics** (including education): Age, race, education and income can influence the demand for travel from certain groups.
- ◆ **Geographic**: Some geographic areas may have a higher demand for tourism than others, due to their specific locations or destination attributes.
- ◆ **Socio-cultural attitude towards tourism**: Some cultures might not want to be over-commercialised through tourism and other cultures might welcome it.
- ◆ **Mobility**: Depending on mobility to travel, some groups or cultures may travel more than others. The availability of infrastructure or transport also plays a role.
- ◆ **Government**: The political state of stability of a country could also affect the demand for travel. Some countries might not be safe travel destinations due to their political situation.
- ◆ **Media communications**: Media communications targeted at tourists could increase the demand for travel by creating awareness of a need to travel.
- ◆ **Information and communication technology**: The vast amount of information and communication technology available could increase the demand for travel, as it is very easy to acquire information and communicate with destinations all over the world.

The following section will focus on the model of consumer behaviour and the different factors affecting consumer behaviour.

2.2.2 A model of consumer behaviour

Various theories and studies to understand tourist behaviour and travel motives were found (Fishbein & Ajzen, 1975; Iso-Ahola, 1982; Cant *et al.*, 2006). Fishbein and Ajzen (1975) introduced the theory of planned behaviour to predict human behavioural intention and actual behaviour. The model takes various elements into account such as a person’s beliefs regarding different subjects, and their behaviour towards these beliefs. Another theory is that of Iso-Ahola (1982), which states that tourist and leisure behaviour takes place within a framework of optimal arousal. The

importance of consumers' feelings of independence and capability to ensure satisfaction is highlighted.

The discussion of the next section is based on the consumer behaviour model, which shows various factors affecting tourist behaviour, as seen in Figure 2.6.

There are two important areas of consumer behaviour: (i) the factors affecting consumer behaviour which can be seen in the model of consumer behaviour (George, 2008:169) and (ii) the consumer decision-making process (previously discussed). This model of consumer behaviour (Figure 2.6) outlines the important aspects regarding consumer behaviour, and the focuses on the factors affecting the purchase decision-making process.

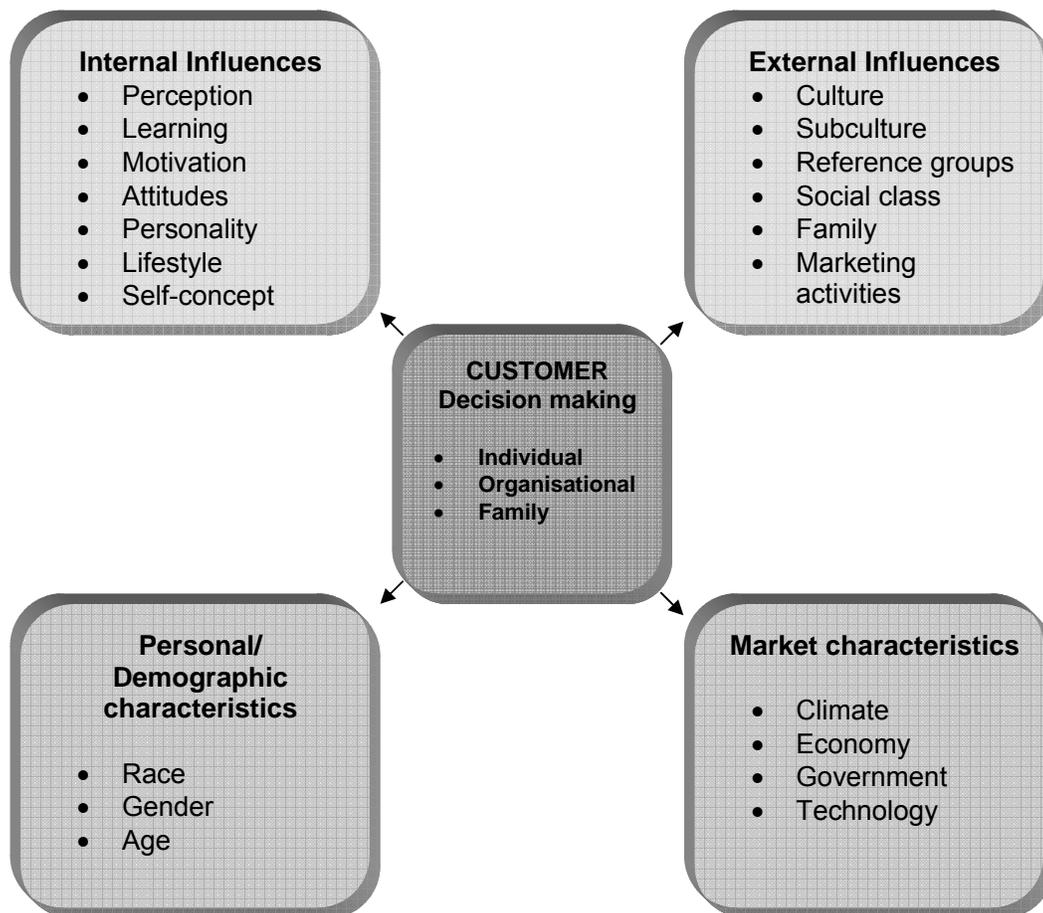


Figure 2.6: A model of consumer behaviour (Source: Cant, Brink & Brijball, 2006:23)

The factors affecting consumer or tourist behaviour outlined in Figure 2.6 are divided into four groups by Cant *et al.* (2006:23). These are: internal influences, external influences, personal/demographic characteristics and market characteristics. George (2008:169) focuses on two categories (*personal* and *social* factors) and explains that each category involves its own complex series of factors which affect individual consumer decisions about tourism products. A discussion of the four groups of factors will follow:

2.2.2.1 Internal influences

The internal factors (also known as *Individual factors*) can be described as the psychological or internal characteristics of the individual that influence tourist behaviour (George, 2008:170; Bennett *et al.*, 2005:86). The following internal influences have been identified:

◆ *Perception*

George (2008:172) defines perception as the process by which a person will interpret certain information that is available to them, resulting in them having a particular opinion about the tourist offering or destination. They will thus perceive that a specific destination offering will satisfy their wants and needs. This is also related to previous experiences or purchases (Middleton & Clarke, 2001:80; George, 2008:172). Bennett *et al.* (2005:88) state that perception and image play an important role in the decision-making process, and it is essential to determine how people perceive different destinations. These “mental images” of the destinations are formed by various factors such as climate, attributes, scenery, personal safety and sanitation.

◆ *Learning*

Learning refers to the manner in which experience affects a person’s behaviour. After experiencing a tourism product or offering, a person will thus learn about it. These memories of the particular tourism product will be recalled when making future travelling decisions (George, 2008:171). The process of learning continually develops and changes as a result of newly obtained knowledge (Cant *et al.*, 2006:122). As identified by Nicholas (2008:225), there are three elements found in the learning process: (i) stimulus (ii) response and (iii) reinforcement. The learner’s interest is encouraged by the stimulus, which motivates them to obtain the product or service. The consumer or tourist then responds with an action, resulting in satisfaction (reinforcement) because of this certain behaviour. Bennett *et al.* (2005) explains that visitors develop a mental inventory of good and bad experiences, which

forms the basis of learned criteria regarding a particular destination. These different expectations of destinations will be recalled when choosing future holiday destinations.

◆ *Motivation / Motives*

Motives are the psychological influences that affect an individual's choices (George, 2008:169; Middleton & Clarke, 2001:71). With regards to tourism, the motive to travel refers to a set of needs that cause an individual to take part in a tourism-based activity (Park & Yoon, 2008:100). In other words, people have certain needs that motivate them to travel, in order to satisfy these needs. This study is concerned with the travel motives of tourists to national parks. Therefore the different theories and past research and the importance of travel motives will be discussed in detail in Chapter 3.

◆ *Attitude*

A person's attitude portrays his thoughts or opinion towards different subjects such as politics, religion, food and clothes, which will lead tourists to like or dislike certain things. Bennett and Strydom (2001:37) give the example: if an individual does not like camping or the outdoors, he will not consider an outdoor getaway as his destination of choice. Some research regarding consumer behaviour focuses on individual or more specific aspects, such as the role of attitudes and the way they relate to behaviour (Hanna & Wozniak, 2001:181). This theory focuses on whether attitudes determine behaviour and how attitudes guide behaviour. A traditional model of attitudes explains three different components of attitudes and their interrelationships with each other (Figure 2.7).

The *cognitive component* (Figure 2.7) is concerned with what an individual thinks he/she knows regarding an attitude object. The *affective component* explains a person's positive or negative response towards an attitude object. The *behavioural component* is one's tendency to respond in a certain way, expressing the favourable or unfavourable feelings formed in the affective component (Hanna & Wozniak, 2001:183).

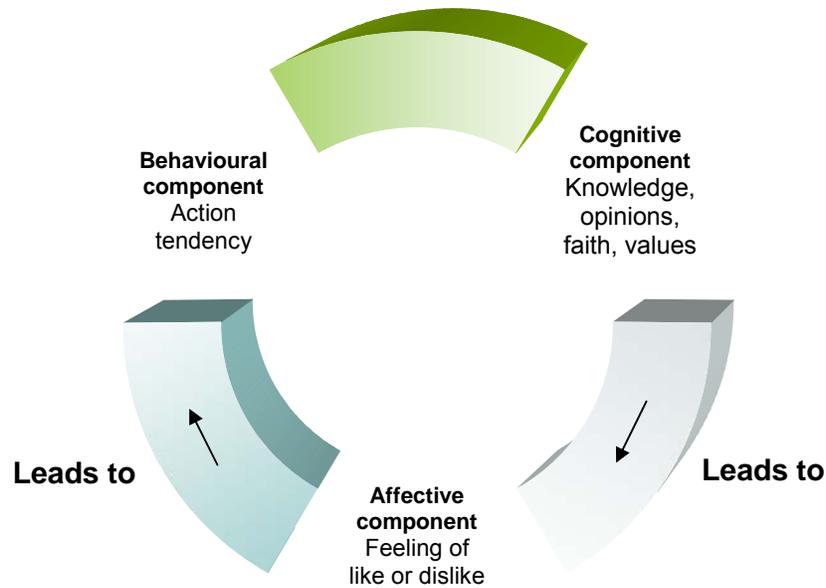


Figure 2.7: Model of attitudes (Source: Hanna & Wozniak, 2001:183)

◆ *Personality*

An individual's personality can be described as a unique set of psychological characteristics influencing the way a person responds to his or her environment (Kardes, Cronley & Cline, 2011:162). Personality also influences the person's buying behaviour in that it will affect the type of holiday the person will choose. Adventurous individuals might decide on different holiday destinations than more cautious individuals (George, 2008:171). The different dimensions of a person's personality are usually in conjunction with an individual's choice of leisure activities, political outlook, aesthetic tastes and other factors regarding certain lifestyles (Solomon, 2004:188).

◆ *Self-concept and Lifestyle*

As a result of these factors and variables, a person develops a self-concept, which ultimately reflects his lifestyle. *Self-concept* can also be explained as the totality of a person's thoughts and feelings about himself, and his/her *lifestyle* is simply how the person lives (Cant *et al.*, 2006:23). Self-concept is an important aspect to marketers as the tourist's self-perception influences his/her attitude towards products and brands as well as their purchase behaviour (Kardes *et al.*, 2011:152). People live in different ways, and thus have different lifestyles. Psychographics is the method of studying peoples lifestyles in terms of activities, interests and opinions, leading to a

better understanding of people's needs to ultimately achieve more effective marketing (George, 2008:174).

2.2.2.2 External (social) influences

External or social factors are explained by Bennett *et al.* (2005:87) as *Group factors* which are associated with social groups to which individuals may belong. These are as follows:

◆ *Culture and subculture*

Culture can be explained as the sum of shared attitudes, perceptions, values and behaviour of a group of people. It is made up of what a certain group has in common and that also distinguishes it from other groups (George, 2008:173). According to Cant *et al.* (2006:56) one's culture can be summed up as a person's behaviour in a appropriate way according to his/her society's standard of behaviour.

Subculture is seen as an identifiable segment within a larger society for example, a person's language or religion. Subculture can also be categorised through demographics such as teenaged and middle-aged subcultures individuals (Cant *et al.*, 2006:59).

◆ *Reference groups*

A reference group can influence an individual's buying behaviour, as people make decisions based on their current reference groups. These groups include friends, family, universities and churches to name a few (George, 2008:173). People either desire to join certain groups, or disassociate themselves from certain groups. An example is given by Bennett and Strydom (2001:38) of a teenage girl who prefers going on holiday with her friends rather than her family, as her friends consider family holidays as 'boring'. This is a clear example of how a reference group can influence a person's decision. Solomon (2004:366) describes three ways in which reference groups influence consumers. These are informal, utilitarian and value-expressive influences:

Informal influence:

- The person seeks information about various brands (Sun International, ATKV, SANParks) from an independent group of experts.
- The person seeks information from people who work with the product as a profession.

- The individual seeks knowledge and experience about a brand from reliable friends, family members and work colleagues.
- The person observes what experts do (which airline would a travel agent make use of?).

Utilitarian influence:

- A person's decision to visit a certain destination depends on what his or her co-workers choose to do for their holidays.
- The preferences of social groups influence which brands are bought.
- The preferences of family members influence the decision to purchase a certain tourism brand.
- The desire to satisfy the expectations that others might have of him or her also impacts the buying of certain brands.

Value-expressive influence:

- A person feels that a certain brand might change the image others might have of him.
- A person feels that some people that purchase a certain brand possess some characteristics he or she would like to have.
- A person would like to be like the person displayed in a certain advert.
- A person feels that some people who buy a certain brand are admired and respected by others.

◆ *Social class*

Social class can be determined by factors such as occupation, income and education, and is a powerful factor influencing buying behaviour. Higher social classes will most likely visit different destinations to lower social classes (George, 2008:173). Social class also affects access to certain resources. Max Weber, a German sociologist, showed that the rankings people develop are not one-dimensional, and may involve "social honour" (status groups), power or party as well as wealth and property (class) (Solomon, 2004:444). Solomon (2004:450) states that a person can also be defined by what he or she does for a living. Occupational prestige can also be used to evaluate a person's social class. The hierarchies of social class are quite stable and similar across different societies.

◆ *Family life cycle*

Traditionally, a family can be defined as two or more people related by blood or marriage or adoption and who live together (Cant *et al.*, 2006:211). Depending on

the family life cycle stage a person is currently in, a consumer will make certain travel decisions (George, 2008:175). For example, a father will have to take his children into consideration when deciding on a holiday destination. According to Cant *et al.* (2006:211), there are five stages in the family life cycle:

- **Bachelorhood:** Young, single men or women, with their own established households apart from their parents.
- **Honeymooners:** This stage starts after couples get married, and continues until the couple has their first child.
- **Parenthood:** This stage lasts until the last child leaves the house, and can also be divided into shorter phases – pre-school phase, primary school phase, high school phase and tertiary education phase.
- **Post-parenthood:** This stage is also known as the ‘empty nest’ stage and starts when all the children have left the household. Both parents can seek new interests, pursue their hobbies or travel, as they now have more money and time available.
- **Dissolution:** This stage occurs with the death of a spouse. The surviving spouse tends to lead a more economical life.

◆ *Marketing activities*

These marketing activities would include market segmentation, customer loyalty, relationship-based buying and e-commerce. Market segmentation helps marketers to understand where and how consumers shop or, in this case, where tourists like to travel to and what services they want to buy. Customer loyalty is concerned with getting first time customers or guests to a destination to become return or repeat customers (Cant *et al.*, 2006:211).

2.2.2.3 Personal/Demographic characteristics

Cant *et al.* (2006:24) describe the personal factors as biological or physiological characteristics that a person is born with and identified three, race, gender and age:

◆ *Race*

Race can be defined as the genetic heritage group in which a person is born (Cant *et al.*, 2006:88). Marketers use race as a variable to help establish the different values and needs of different groups. Although some might feel uncomfortable with the idea that people’s racial and ethnic differences should be openly taken into account when a marketing plan and strategies are formulated, the reality is that belonging to

different cultures and subcultures are frequently dominant when determining people's wants and needs (Solomon, 2004:474).

◆ Gender

Whether a person is male or female is important information for marketers when determining their behaviour, as this influences a person's values and preferences. These differences could include different food consumption habits, clothing, housing preferences and home décor. Men and women are perceived to have different roles in particular social contexts. There has been a change in the perception of the role of women. Whereas, traditionally, women were seen as housewives whose responsibilities were taking care of the children and running the house, the perception of women has become more modern (Cant *et al.*, 2006:95).

◆ Age

There are two types of "age" of which a marketer should be aware. A person's *chronological age* refers to the length of time (usually in years) that has passed since his or her birth. *Biological age* refers to the changes that take place in the human function capacity over time. Individuals of different ages will have different needs that they wish to satisfy (Cant *et al.*, 2006:100).

Marketing professionals should know that the age of a person would play a role in determining the person's need for comfort, economy, excitement and safety. The person's age ultimately has a major influence on his tourism buying behaviour. People with different ages have different priorities (Burke & Resnick, 2000:41). Age categories commonly used by marketers are:

- Under 6 (preschoolers).
- 6 – 11 (children).
- 12 – 19 (teenagers).
- 20 – 34 (young adults).
- 35 – 49 (middle-aged adults).
- 50 – 64 (mature adults).
- 65 and older (senior citizens).

Age has three important effects on marketing a tourism product. These are:

- (i) Age affects a person's wants and needs.
- (ii) Age helps marketers to determine a lifetime value of their customers.

- (iii) Changes in the age composition of a population are linked to significant shifts in values and demand (Cant *et al.*, 2006:100).

2.2.2.4 Market characteristics

There are many market characteristics that influence the physical environment and the way in which consumers live. These market characteristics influence what consumers or tourists need, the way they behave, who will be involved in the purchase decision-making process and how that decision will be made in the end. Understanding these characteristics will enable marketers to use them in the marketing mix and ultimately offer products and services the tourists are interested in (Cant *et al.*, 2006:42). The following market characteristics have been identified:

◆ *Climate*

During the cold winter months of certain countries, especially in the northern hemisphere, many Europeans travel to warmer destinations - such as South Africa. The unfavourable seasonal weather including snow, blizzards and freezing temperatures push people towards destinations with warmer climates (Keyser, 2009:261). In South Africa, tourists travel to certain destinations to enjoy the climate (for example coastal regions) as well as the offerings included at these destinations (the beach). Recreation activities are also undertaken according to climate (in combination with natural resources), for example visiting a ski resort in the winter (Saayman, 2006:58).

◆ *Economy*

Bennett *et al.* (2005:86) state that *Economic factors* have an influence on the consumer's behaviour and the decision-making process. These economic factors include aspects such as disposable income, purchasing power and the willingness to purchase a tourism product. The economic areas of greatest concern to most marketers are: inflation, interest rates and exchange rates. These factors have great impacts on prices and consumer demand (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004:381). These aspects will influence how effective a marketing budget will be as well as how much money travellers will be willing/ able to spend. A good example of how the economy affects the tourism industry would be the impact of the recent recession, which led to a serious downturn in major industries including global tourism (DEAT, 2009). When individuals are struggling to satisfy their basic needs because of a recession, travelling will certainly be lower on the list of priorities.

In South Africa, there is a substantial gap between the income of rich and middle class people. Even though this gap has narrowed considerably in the past decade, there is still a vast difference (Bennett & Strydom, 2001:45). Having less disposable income means less money to spend on travel and tourism. Other than disposable income, the exchange rate also affects tourists' behaviour. Bennett and Strydom (2001:46) give the advantages and disadvantages of the fluctuating exchange rate for South Africa:

Advantages:

- The declining Rand makes it cheaper for foreigners to visit South Africa, attracting more tourists.
- A weak local currency stimulates domestic travel, as travelling abroad becomes too expensive for South Africans.

Disadvantages:

- When local businesses or the South African Tourism Board market South Africa internationally, it is found that marketing is negatively affected by an unfavourable exchange rate.
- Customers often cancel international trips when the currency decreases in value, which results in a loss of income for travel agents or airlines.

◆ *Government*

Legislation and political ideologies can affect travel and tourism businesses in many ways. Bennett and Strydom (2001:49) explain that a tourism destination should have a stable economic environment to increase tourism. An example of this would include past laws prohibiting black people from staying in hotels or other accommodation reserved for white people only, which dampened the growth of tourism in black cultures in general. The first democratic election in South Africa in 1994 had a profound impact on the travel and tourism industry of the country. The reporting of the events by international journalists laid the foundation for a mass inflow of foreign tourists to South Africa, and the tourist activity increased significantly after the elections (Bennett & Strydom, 2001:49).

◆ Technology

Technological changes in recent years have affected both the nature of travel and the way travel products are marketed and sold (Burke & Resnick, 2000:9). These technological advances affect South African tourists in numerous ways, and are described by Cant *et al.* (2006) as the following:

- The ways in which people seek and find information about the marketplace or destinations and the different alternatives it offers have been permanently changed.
- The way in which marketers communicate their messages to the consumers or tourists has become much more electronic in form.
- The purchasing process of consumers is increasingly changing, taking place over the internet and using credit card technology.
- Consumers can now purchase anything from anywhere in the world (travel to any desirable destination), increasing competition for South African tourism destinations.

Technology also affects the nature of the transit region (Weaver & Lawton, 2006:37). Travelling has become much faster, making the transit time shorter and long-haul travel more feasible. This increases the accessibility of any destination, escalating competition for South African destinations even more.

The various factors discussed show that the decision-making process is definitely a complex process and that many factors influence this process in different ways. Weaver and Lawton (2006:173) explain that all these factors 'drive' the decision to travel, having a direct impact on the first stage in the individual's decision-making process – the decision to travel.

2.3 CONCLUSION

The aim of this chapter was to review the literature and different theories regarding travel behaviour. By examining the different processes and models regarding tourist behaviour in this Chapter, it comes to light that many factors (internal and external) play a role in the why tourists behave in certain ways. It is important to understand why and how tourists behave, as it facilitates customer satisfaction and retention, as well as product development. The tourist chooses a destination by means of the tourist decision-making process which is divided into six stages: *awareness of a need*,

information seeking, information evaluation, decision-making, action and evaluation. It is clear that the decision-making process is a complex process. Various factors including internal, external, market-related and personal factors influence the tourist during this purchase decision-making process. By understanding this process and how the tourist makes his/her decision, the marketers have the opportunity to influence this process, by offering to satisfy these needs that they have just become aware of. There are also different sets of choices that a tourist must consider when making a decision to visit a destination. These are the type of destination, accommodation and transport, as well as the duration of their stay and the involvement of travel/tour operators. Again, the marketers of SANParks can influence the selection of these aspects by offering the tourists what they want and need.

The model of consumer behaviour is of great importance to marketers when trying to understand why tourists choose certain destinations, and explains the internal, external, personal and market characteristics which influence the tourists' behaviour. By focusing on these factors, marketing strategies can be put into place which will best suit the needs of the prospective visitors.

It has been emphasised that understanding consumer behaviour is of great importance to marketers of a tourism destination. To effectively market tourism products and services, marketers must understand why individuals behave in a certain way, and what motivates them to do so. While motivation is only one of many aspects of travel behaviour, it is a very critical variable, as it is seen as the driving force behind all behaviour (Fodness, 1994:555). Now that there is a better understanding regarding the subject of consumer behaviour and the theories thereof, the following chapter will focus on one key aspect of consumer behaviour - travel motives. Travel motives and their importance to the tourism industry will be discussed in Chapter 3.

3

CHAPTER 3 TRAVEL MOTIVES

3.1 INTRODUCTION

Past research on marketing and tourist behaviour increasingly emphasises the importance of travel motives as a predictor of tourist behaviour (Park & Yoon, 2008:100; Fodness, 1994:555). Motives have been described as internal or psychological needs leading to specific actions, such as travelling, that are likely to bring satisfaction to these needs (Crompton, 1979:409; Kim, Crompton & Botha, 2000:34). In this regard, the motive to travel is explained as a set of needs causing a person to take part in certain tourism-based activities, believing that this experience will satisfy these needs (Park & Yoon, 2008:100).

Some of the first studies regarding tourist behaviour recognised motives as an important role player affecting a consumer's (in this case a tourist's) decision to travel (Clark, 1958:100; Pizam & Mansfield, 1999:7). The motives for tourists to travel play an important role in tourism marketing. For marketing (which is quite an expensive exercise) to show the desired results, the marketer needs to gain knowledge about the tourists (Saayman, 2006:21). The tourists are the most important role players in the tourism industry, for it is their needs that have to be addressed and satisfied. The marketing of a tourist destination should be built on these needs, as it is these needs that will motivate the tourists to travel to a particular destination (Saayman, 2006:22).

The aim of this chapter is to conduct a literature analysis of the travel motives of tourists. The chapter will address and discuss the following: firstly the theories and approaches to travel motives by Maslow (1970), Crompton (1979), Iso-Ahola (1982) and McIntosh and Goeldner (1986). Secondly, the theoretical model of tourist types and, thirdly, past research conducted on the subject of travel motives to natural areas or national parks, and their different findings will be analysed.

3.2 TRAVEL MOTIVES: THEORIES AND APPROACHES

Various theories have been drafted in an attempt to explain the different influences that affect the tourist's choice of destination. Leiper (2004) indicates a number of pre-trip psychological factors a person must experience before embarking on a journey. The first factor starts with a basic need or desire, which the person wants to satisfy through travelling. The second factor is the gathering of information from advertising and promotional material, word of mouth and other information provided in the tourism industry. Third, the person then forms expectations in his mind about the experience the destinations have to offer. The fourth factor is the time to take the trip - does the person have enough free time available, and when will he have time to take the trip? The fifth factor, and a very important one, is the availability of funding as there needs to be sufficient funds and resources available to be able to pay for the trip. The last factor is the absence of any other constraints limiting him to take the trip. In other words, he/she has the freedom to embark on his desired trip.

The circumstance of a person's life will determine their needs (such as food, clothing and shelter), but people also have *wants* – things they are able to live without, but would like to have. Marketing managers recognise the effectiveness of targeting their products or offerings to the perceived needs of consumers. This helps to ensure that prospective consumers will notice their products or offerings (Du Plessis & Rousseau, 2003:227). In an attempt to understand the motives of tourists, tourism researchers have created different travel motivation models (theories). Frequently used theoretical frameworks used in literature regarding travel motives will be discussed to provide a better understanding of the travel motives of tourists, as seen in Figure 3.1.

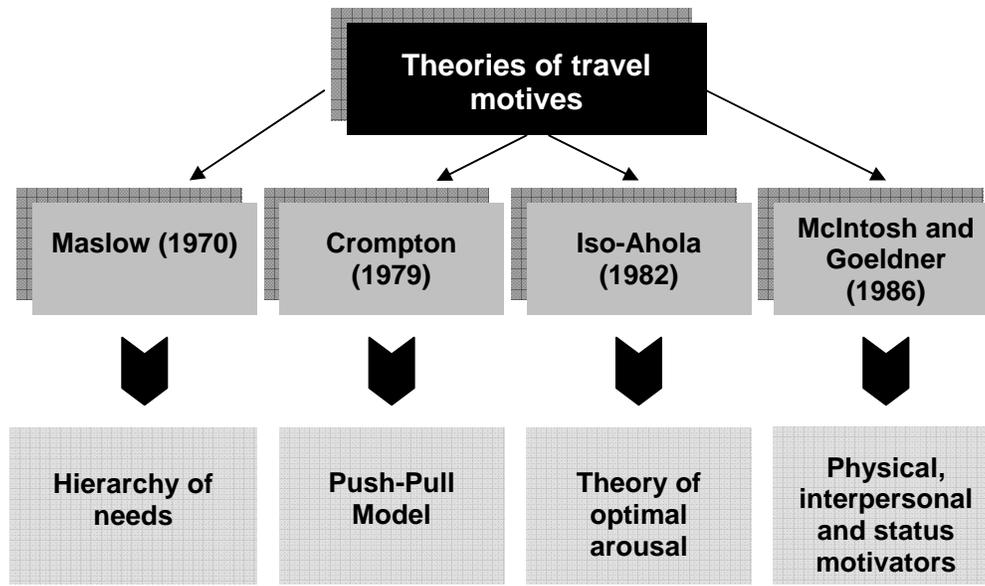


Figure 3.1: Theories of travel motives

3.2.1 Maslow's (1970) hierarchy of needs

Various researchers have used Maslow's hierarchy of needs as a framework when studying the travel motives of tourists (Pearce & Caltabiano, 1983; Chon, 1989; Ryan, 2002). Although Maslow's theory is not specific to travel motives, it provides a logical starting point for studying the psychology of need satisfaction and human behavioural studies (Burke & Resnick, 2000:139). Maslow's (1970) hierarchy of needs is illustrated in Figure 3.2.

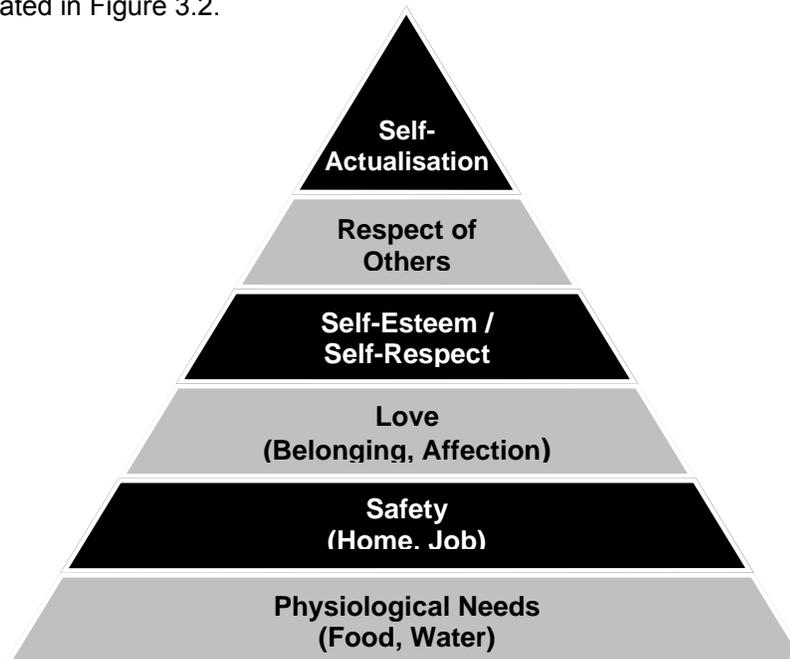


Figure 3.2: Maslow's (1970) Hierarchy of needs (Burke & Resnick, 2000:139)

This theory suggests that human behaviour is determined by the ability to satisfy certain needs. These needs are divided into different hierarchical categories, in the order of increasing motivational importance: Physiological needs such as food and water, safety (home, job and security), love (the need to belong and affection), self-esteem / self-respect, respect of others, and lastly, self-actualisation. A person will aim to satisfy the most basic needs such as food and water first, before moving on to satisfy the next most important need (Kotler, 1991:4).

Mill and Morrison (1985:7) adapted Maslow's hierarchy of needs for tourism literature, and added two more needs, knowledge (to know, learn and understand) and aesthetics (appreciation of beauty). Table 3.1 illustrates this adapted hierarchy of needs, includes a motive for each need, and gives examples of how this model fits into tourism literature.

Table 3.1 Maslow's hierarchy of needs adapted for tourism (Saayman, 2006:31)

Need	Motive	Tourism Literature Reference
Physiological	Relaxation	<ul style="list-style-type: none"> ◆ Escape ◆ Relaxation ◆ Tension relief ◆ Sunlust ◆ Physical ◆ Mental relaxation ◆ Health
Safety	Security	<ul style="list-style-type: none"> ◆ Recreation ◆ Stay healthy
Belonging	Love Aesthetics	<ul style="list-style-type: none"> ◆ Family togetherness ◆ Kinship enhancement ◆ Companionship ◆ Social interaction ◆ Maintaining personal ties ◆ Interpersonal relations ◆ Roots
Esteem	Status	<ul style="list-style-type: none"> ◆ Prestige ◆ Social recognition ◆ Ego-enhancement

Self-actualisation	Being true to one's own nature	<ul style="list-style-type: none"> ◆ Self-evaluation ◆ Self-discovery ◆ Satisfaction of inner desires
Know and understand	Knowledge	<ul style="list-style-type: none"> ◆ Cultural ◆ Education
Aesthetics	Appreciation of beauty	<ul style="list-style-type: none"> ◆ Wanderlust ◆ Interest in foreign / new areas ◆ Environmental ◆ Scenery

Pearce and Caltabiano (1983) studied travel motives from different travel experiences, using Maslow's hierarchy of needs as a theoretical framework. Almost 400 travel experiences were analysed by means of a five-stage classification. The results fit perfectly into Maslow's hierarchy of needs which are as follows: relaxation needs at the lowest level, followed by safety/security needs, relationship needs, self-esteem and development needs and, at the highest level, fulfilment needs. The study further concluded that a different needs system is required to suit tourists more appropriately.

Awaritefe (2004) studied the motivation and other considerations in the choice of tourism destinations in Nigeria, and concluded that the findings fit into Maslow's hierarchy of needs, especially self-actualisation, knowledge, aesthetics and physiology. These are all internal factors or motives, also known as *push* factors. As the push factors or internal motives are of importance in this study, the following section will focus on the push-pull model.

From the literature above pertaining to Maslow's hierarchy of needs, it is clear that his theory can be adapted to the tourism industry to determine the travel motives of tourists.

3.2.2 Push-Pull model (Crompton, 1979)

A popular typology for understanding travel motives is the push-pull model and this has been used as a theoretical framework for various tourist behavioural studies (Dann, 1977; Crompton, 1979; Jang & Cai, 2002; Jang & Wu, 2005). The underlying idea of the push-pull model is the decomposition of a tourist's choice of a travel

destination into two forces – *push* forces or factors, which are aspects that push one away from home by developing a desire or need to be somewhere else. *Pull* forces or factors are associated with destination attributes and attractiveness (Lam & Hsu, 2005:589).

Crompton (1979) initially drew up seven *push* or socio-physiological motives: escape, self-exploration, relaxation, prestige, regression, kinship-enhancement and social interaction. He also identified two *pull* factors, novelty and education. Since Crompton’s (1979) study to identify these *push* and *pull* factors, various researchers have attempted to study and identify push and pull motives to travel in different settings. Jang and Wu (2006) studied the travel motives of Taiwanese seniors and identified five push factors, ego-enhancement, self-esteem, knowledge-seeking, relaxation and socialisation, and three pull factors - ‘cleanliness and safety’, ‘facilities, events and cost’ and, lastly, ‘natural and historical sight’. According to Awaritefe’s (2004) study regarding travel motives by means of a case study of Nigeria, a number of *push* factors exist that motivate destination visits to or in Nigeria: physiological (relaxation, games, swimming), self-actualisation (viewing animals, education, peace, appreciation of nature, scenery) and belonging or love (friendship, social interaction). Table 3.2 shows different push and pull factors identified by various researchers studying travel motives in the past.

Table 3.2: Push and pull factors

Researcher	Title of study	Push and pull factors
Crompton, Fakeye and Lue (1992)	A case study of positioning lower Rio Grande Valley in the winter long stay market.	<p>Push factors:</p> <ul style="list-style-type: none"> ◆ Escaping from pressure ◆ Social interaction ◆ Enjoy natural environment ◆ Seeking warm weather ◆ Family togetherness <p>Pull factors:</p> <ul style="list-style-type: none"> ◆ Quality of life ◆ Natural ambience ◆ Cultural attractions ◆ Transport and

		<ul style="list-style-type: none"> accommodation ◆ Shopping and recreation ◆ Evening entertainment
Correia, Oom do Valle and Moco (2007)	Why people travel to exotic places.	<p>Push factors:</p> <ul style="list-style-type: none"> ◆ Knowledge ◆ Leisure ◆ Socialisation <p>Pull factors:</p> <ul style="list-style-type: none"> ◆ Facilities ◆ Core attractions ◆ Landscape features
Dunne, Buckley and Flanagan (2007)	City break travel motivation - a case study of Dublin.	<p>Push factors:</p> <ul style="list-style-type: none"> ◆ Escape ◆ Socialise (internal) ◆ Self-esteem ◆ Fun & excitement ◆ Socialise (external) ◆ Relax <p>Pull factors:</p> <ul style="list-style-type: none"> ◆ Convenience ◆ Cost of travel ◆ Fun destination image ◆ Pre-arranged event ◆ Friendly image ◆ Previous visit ◆ Tourist sites ◆ Security

When analysing the above findings, it is clear that the push factors are internal motives pushing individuals to travel, and the pull factors are external forces pulling individuals to choose specific destinations (Lam & Hsu, 2005:589).

The findings of Crompton *et al.* (1992) are based on a case study of tourists to the lower Rio Grande Valley in the winter long-stay market, and have found five basic

internal motives for travel (push factors). These are escape, socialisation, enjoying their natural surroundings, family togetherness, and seeking warm weather. These might all be factors that the tourists are *seeking* (e.g. family togetherness, socialisation, warm weather and natural environment) or *escaping* (e.g. pressure), as explained in Iso-Ahola's (1980) theory of optimal arousal (discussion to follow).

When looking at the findings of Dunne, Buckley and Flanagan (2007) studying city breaks to Dublin, they found the following push factors or internal motives: escape, socialise (internal), self-esteem, fun and excitement, socialise (external) and to relax. In both studies the tourists wish to socialise and relax, yet in the Rio Grande Valley study, the motives tend to be more for resting purposes and spending family time together whereas in Dublin, the tourists' motives to travel also include fun and excitement and to enhance self-esteem. By studying why people visit exotic places, Correia *et al.* (2007) have found three push motives, knowledge, leisure and socialisation. Here the motive *knowledge* is unique, which points out that tourists wish to learn about the exotic places they visit.

By better understanding the implications of push and pull factors, marketers gain advantage when compiling that destination's promotional activities – as they can now be designed to reflect both sides simultaneously, making the destination even more attractive to potential tourists (Saayman, 2006:35).

3.2.3 Iso-Ahola's (1982) theory of optimal arousal

Optimal arousal refers to the level of satisfaction that an individual tourist would prefer. A person whose day-to-day life and work is busy and exciting might want to counter the pressure by taking a relaxing break to rest. Another person who does not enjoy his work or finds it boring might want to take a more stimulating holiday trip with lots of activities and excitement (Fridgen, 1991:58).

The motives for optimal arousal have been classified by Iso-Ahola (1980, 1982) into approach (seeking) and avoidance (escaping). Tourists can be motivated by seeking personal reward such as relaxation, rest, prestige, or ego-enhancement or are motivated to escape their personal situations for example personal problems, stress or work.

Figure 3.3 displays four categories or quadrants in which tourists can be placed depending on the situation, time or circumstances (Uysal & Hagan, 1993:798-810):

- ◆ **Quadrant 1:** The need to escape interpersonal environments, for example family or group situations.
- ◆ **Quadrant 2:** The desire to seek personal rewards like rest, relaxation and tranquillity.
- ◆ **Quadrant 3:** The desire to seek interpersonal rewards such as family togetherness and socialising situations.
- ◆ **Quadrant 4:** The desire to escape and get away from the everyday environment and situations such as stress and problems.

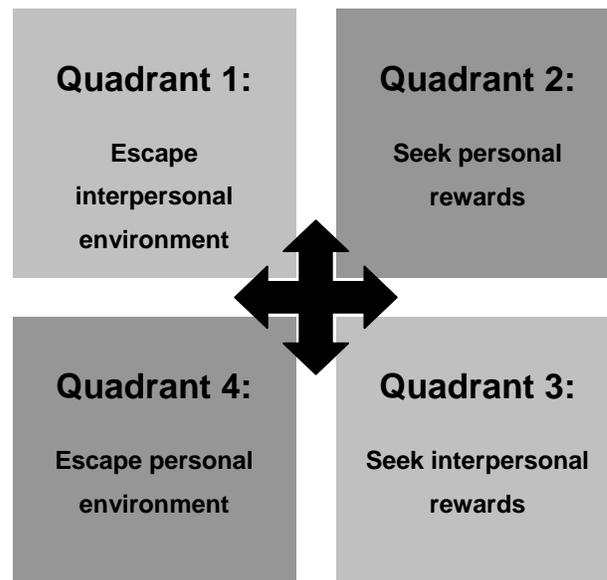


Figure 3.3: Dimensions of leisure motivation (seeking and escaping) (Source: Saayman, 2006:26)

The motives in each quadrant (either individually or combined) can be responsible for the reasons that people travel. This model is also dynamic, as a tourist may be transformed from one quadrant to another whilst on a certain trip, and this can also change from one trip to another (Iso-Ahola, 1989).

3.2.4 McIntosh and Goeldner's (1986) categories of motives

McIntosh and Goeldner (1986) have identified three categories of factors that motivate tourists to travel, *physical*, *interpersonal* and *status and prestige* motivators. These categories are explained as follows (McIntosh, Goeldner & Ritchie, 1995):

- ◆ Physical motivators:

These motives are associated with the reduction of tension by means of physical activities such as sports, beach recreation or health spas. Various national parks offer physical activities like hiking, 4x4 routes or bird watching, which fit perfectly into this category.

- ◆ Interpersonal motivators:

These motivators are associated with maintaining or establishing personal relationships, like visiting family and / or friends or meeting new people. An example could be families breaking away for the weekend to spend time together.

- ◆ Status and prestige motivators:

These motivators are concerned with a person's ego-enhancement and personal development. Examples of these are individuals embarking on business trips, or travelling to attend conventions or events (McIntosh, Goeldner & Ritchie, 1995).

Up to this point, the theories regarding travel motives have been explained, which brings us to tourist types or typologies. This plays an important part when dealing with travel motives as it has a direct impact on a person's travel motives.

3.3 THEORETICAL MODEL OF TOURIST TYPES

Having discussed the general theories of travel motives, the following section will deal with the classification of tourists based on their personalities and motives. These classifications are called tourist typologies, and a brief overview can be seen in Figure 3.4, derived from Keyser (2009:269). There are many different types of tourists, each with their own needs and demands from a destination, leading to different travel motives. By having different needs to fulfil, it will lead to different motives and decisions regarding their travel behaviour.

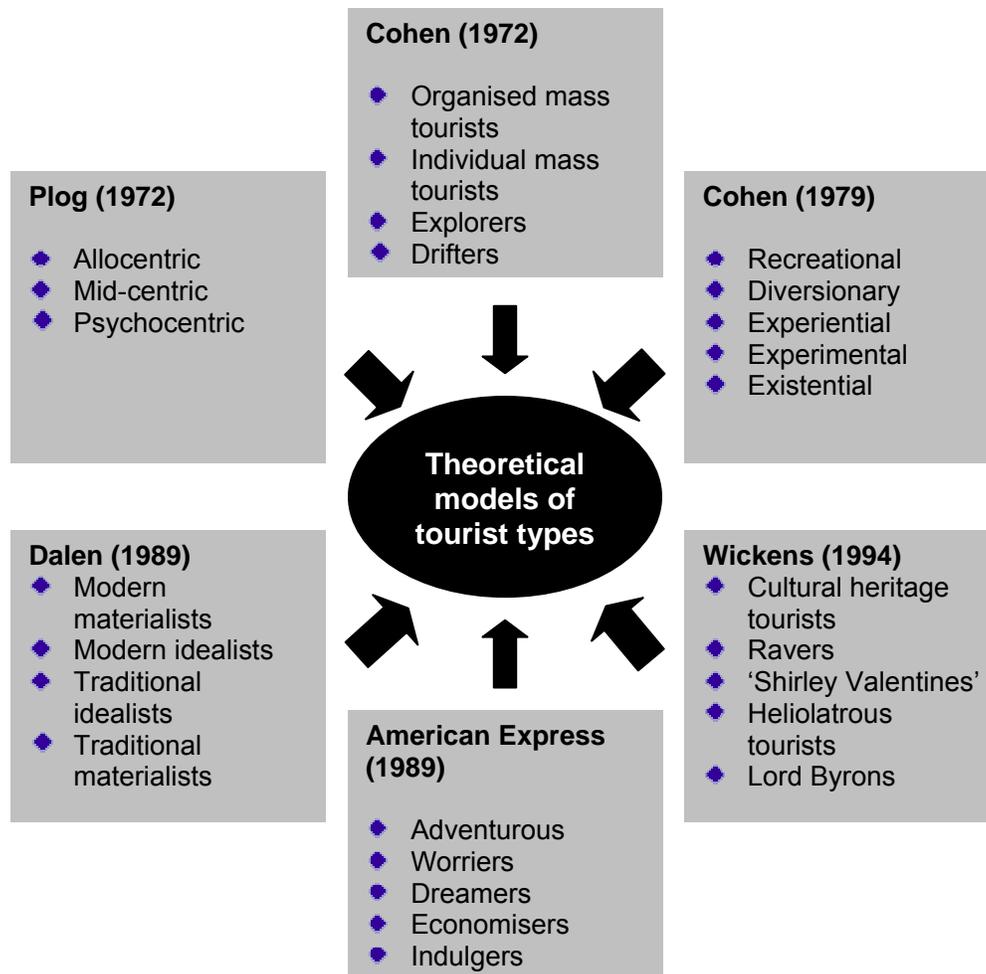


Figure 3.4: Typologies of tourists (Source: Keyser, 2009:269)

Plog (1972) and Cohen (1979) (in Murphy, 1985:7) both consider the sociological concept of 'centre' which suggests that every society possesses a centre that represents the characteristics of the core moral values of the group. Plog (1972) divides tourists into three categories, 'allo-centric' (demanding adventure and exploration), 'mid-centric' (demanding facilities with a growing reputation) and 'psycho-centric' (demanding organised package holidays to popular destinations). Plog (1972) explains that that certain types of destinations attract certain types of tourists as they evolve from untouched destinations to more popular resorts. Cohen (1979) divides tourists similarly according to their needs: 'existential' (a tourist who leaves his everyday life to seek fulfilment of his/her 'elective centre', 'experimental' (searches for alternate lifestyle and authentic ways of others), 'experiential' (looks for the meaning in life of others and enjoys authenticity), 'diversionary' (needs to escape from everyday routine, and is therapeutic) and 'recreational' (trip is entertaining and relaxing to restore both physical and mental powers).

Cohen (1972) explains the following different tourist types and their motives to travel:

- ◆ The 'drifter', who is motivated by searching for exotic and strange destinations to visit, for example small cultural villages and exotic islands.
- ◆ The 'explorer', who tries to get off the beaten track by arranging his own trip, for example a tourist who travels through Africa with his own 4x4, and enjoys activities on his route such as river rafting, 4x4 trails and game viewing.
- ◆ The 'individual mass tourist', who prefers that a travel agent arranges his trip, usually to popular destinations, for example a package tour to Mauritius.
- ◆ The 'organised mass tourist', who searches for the familiar, likes to feel safe, and usually travels with a guide or group. An example is a tourist who arranges his family holiday to the same destination each year, or with the same group of people.

Similarly, other researchers and institutions such as Wickens (1994) (in Seaton, 1994:818-825), American Express (1989) and Dalen (1989) have categorised tourists into types, and the results are relatively similar. Wickens (1994:819) divides tourists into the following groups: 'Cultural heritage tourists' (interested in culture, history and natural beauty), 'Ravers' (who are more concerned with night life and days on the beach), 'Shirley Valentines' (who are interested in romantic experiences)', 'heliolatrous tourists' (also known as sun worshipers who are concerned with tanning on the beach) and Lord Byrons (returning visitors who like to become familiar with places).

The American Express (1989) categorised tourists into five different types, the 'adventurous' tourists who are independent and confident tourists who like to try new activities, the 'worriers', who are stressed about their safety and security while travelling, the 'dreamers', who are fascinated by the idea of travelling to other destinations, the 'economisers', tourists who travel as a routine opportunity to relax, and 'indulgers', who like to be treated and pampered while on holiday (Swarbrooke & Horner, 1999:89).

Lastly, Dalen (1989) identifies four tourist types, 'modern materialists', who focus on self-satisfaction, 'modern idealists' who like having fun, yet are more intellectual than the previous group, 'traditional idealists' who are motivated by culture, peace and

heritage and, lastly, 'traditional materialists', who are on the lookout for specials and packages, and also concerned with their safety on the trip (Holden, 2008:53-54).

From the literature pertaining to "tourist types" above, one can see that there are different types of tourists which impacts on the different motives to travel and the fulfilment of their needs.

The following section will focus on research regarding travel motives to national parks and natural areas.

3.4 PREVIOUS RESEARCH REGARDING TRAVEL MOTIVES

The review of literature regarding travel motives revealed that various researchers have identified different motives to travel in different settings or to different attractions. Decrop (2006:83) has identified six categories that emerged from studying travel motives in the vacation decision-making process.

- ◆ Discovering new things: This category includes visiting certain destinations to acquire knowledge, e.g. learning about new cultures, places or history.
- ◆ Resting and relaxing (which is often seen as the contrast of the above category) to eliminate stress. This requires breaking one's normal routine.
- ◆ Social experiences with other people, be it locals, travel partners or other vacationers.
- ◆ Exciting activities and having fun, relating particularly to leisure activities, social togetherness or romantic experiences.
- ◆ Looking for personal values such as prestige, richness and knowledge in order to impress others.
- ◆ Experiencing authentic environments that have not yet been corrupted by vacationers.

Pearce (2005:58) extensively studied travel motives and selected 74 motive items (for example, having fun, getting away from daily routine, being independent, learning new things, being close to nature, developing personal interests, feeling excitement and enjoying isolation, to name but a few) to be assessed by using principal component analysis and based his study on the career ladder approach which, again, was based on Maslow's hierarchy of needs, and proves to be very similar. The career ladder approach described tourist motives as consisting of five different levels: relaxation needs, safety/security needs, relationship needs, self-esteem and

development needs, and self-actualisation or fulfilment needs (Pearce, 2005:52). The study resulted in 14 motivation factors and were labelled (in order of importance): (1) novelty, (2) escape and relaxation, (3) strengthening relationship, (4) autonomy, (5) nature, (6) self-development, (host-site involvement), (7) stimulation, (8) self-development (personal development), (9) relationship (security), (10) self-actualisation, (11) isolation, (12) nostalgia, (13) romance and (14) recognition.

Table 3.3 summarises the research on travel motives of tourists to national parks or natural areas from various researchers. This research will help determine whether the motives to travel to different natural areas with different product offerings are similar or very diverse.

Table 3.3: Travel motives to national parks or natural areas

Researcher	Topic of study	Travel Motives
Uysal, McDonald and Martin (1994)	Australian visitors to US national parks and natural areas.	<ul style="list-style-type: none"> ◆ Relaxation/ hobbies ◆ Novelty ◆ Enhancement of kinship relationship ◆ Prestige ◆ Escape
Kerstetter, Hou and Lin (2003)	Profiling Taiwanese ecotourists using a behavioural approach	<ul style="list-style-type: none"> ◆ Adventure ◆ Education ◆ Holistic
Tao, Eagles and Smith (2004)	Profiling Taiwanese ecotourists using a self-definition approach.	<ul style="list-style-type: none"> ◆ Learn about nature ◆ Participation in recreation activities ◆ Fun and entertainment ◆ Physical activity ◆ Change from work ◆ Being free to act ◆ Experience different lifestyles ◆ Destination attractions
Beh and Bruyere (2007)	Segmentation by visitor motivation in three	<ul style="list-style-type: none"> ◆ General viewing ◆ Nature

	Kenyan national reserves	<ul style="list-style-type: none"> ◆ Culture ◆ Adventure ◆ Mega-fauna ◆ Escape ◆ Learn ◆ Personal growth
Van der Merwe and Saayman (2008)	Travel motivations of tourists visiting the Kruger National Park.	<ul style="list-style-type: none"> ◆ Nature ◆ Activities ◆ Attractions ◆ Nostalgia ◆ Novelty ◆ Escape
Saayman and Saayman (2009a)	Socio-demographic and behavioural determinants of visitor spending at the Kruger National Park.	<ul style="list-style-type: none"> ◆ Explore a new destination ◆ Spend time with family ◆ Wildlife related aspects ◆ Tourists grew up with the park
Saayman and Saayman (2009b)	Why travel motivation and socio-demographics matter in managing a national park.	<ul style="list-style-type: none"> ◆ Nature ◆ Activities ◆ Family & socialisation ◆ Escape ◆ Attractions ◆ Photography
Saayman, Slabbert and Van der Merwe (2009)	Travel motivation: a tale of two marine destinations in South Africa.	<p>Hartenbos</p> <ul style="list-style-type: none"> ◆ Escape and relaxation ◆ Destination attractiveness ◆ Socialisation ◆ Personal attachment ◆ Site attributes ◆ Trip features <p>Jeffreys Bay</p> <ul style="list-style-type: none"> ◆ Escape and relaxation ◆ Destination attractiveness

		<ul style="list-style-type: none"> ◆ Leisure activities ◆ Site attributes ◆ Novelty ◆ Personal attachment
Saayman, Van der Merwe and Pienaar (2009)	Expenditure-based segmentation of tourists to the Kruger National Park	<ul style="list-style-type: none"> ◆ Significant others ◆ Educational reasons ◆ Photographic reasons
Kruger and Saayman (2010)	Travel motivation of tourists to the Kruger and Tsitsikamma National Parks: a comparative study.	<p>Kruger National Park</p> <ul style="list-style-type: none"> ◆ Knowledge seeking ◆ Activities ◆ Park Attributes ◆ Nostalgia ◆ Novelty ◆ Escape and relaxation <p>Tsitsikamma National Park</p> <ul style="list-style-type: none"> ◆ Knowledge-seeking ◆ Nature experience ◆ Photography ◆ Escape & relaxation ◆ Park attributes ◆ Nostalgia

From Table 3.3 one sees that research on travel motives to nature-based areas or national parks is indeed increasing. To highlight some of the research, the following can be reported: Uysal *et al.* (1994) studied Australian visitors to US national parks and natural areas, and identified five different motives to travel, *relaxation/ hobbies, novelty, enhancement of kinship relationship, prestige* and *escape*. Kerstetter, Hou and Lin (2003) studied Taiwanese ecotourists to coastal wetlands in Taiwan by using a behavioural approach, and identified the following motives: *adventure, education* and *holistic* motives. Tao *et al.* (2004) also studied Taiwanese ecotourists in general and identified travel motives such as: *learn about nature, participation in recreation activities, fun and entertainment, physical activity, change from work, being free to act, experience different lifestyles* and *destination attractions*. Tao *et al.*'s (2004) research indicated that *educational reasons* and *activities* were among the most

important travel motives for these Taiwanese ecotourists. Beh and Bruyere (2007) studied three Kenyan nature reserves, and identified eight travel motives, *escape, culture, personal growth, mega-fauna, adventure, learning, nature and general viewing*. Saayman *et al.* (2009) who conducted research on marine tourism in South Africa, which also forms part of nature-based tourism, found that marine tourists' travel motives were as follows: *escape and relaxation, destination attractiveness, personal attachment, site attributes, novelty, features and socialisation*. Saayman, Van der Merwe and Pienaar (2009) studied the travel motives of tourists to the Kruger National Park, and identified the following three reasons for travel: *Significant others, educational and photographic reasons*.

By analysing research regarding travel motives to national parks in South Africa, the following researchers were studied: Van der Merwe and Saayman's (2008) research on travel motives of tourists to the Kruger National Park had the following results: *nature, activities, nostalgia, attractions, novelty and escape*. Some of these motives, *nature, activities, attractions and escape* were confirmed by Saayman and Saayman (2009a) later in 2009 in their study regarding the travel motives of visitors to the Addo Elephant National Park. They also added two motives, *family and socialisation and photography*. In a later study by Saayman and Saayman (2009b) regarding why travel motivation and socio-demographics matter in managing a national park, four reasons or motives were identified: *to explore a new destination, to spend time with family, wildlife related aspects*, and the tourists *grew up with visiting the park*.

In 2010, Kruger and Saayman (2010) studied the travel motives of tourists to the Kruger National Park (a Big Five park, well known all over the world and the biggest national park in South Africa) and the Tsitsikamma National Park (the oldest marine park in South Africa, scenic beauty, but little game such as lion and antelope species), where they determined that tourists to the Kruger National Park had similar motives as well as different motives to those visiting the Tsitsikamma National Park. For the Kruger National Park, the following six motives were identified: *knowledge seeking, activities, park attributes, nostalgia, novelty and escape and relaxation*, whereas for Tsitsikamma National Park it was *knowledge-seeking, nature experience, photography, escape and relaxation and park attributes*. From these results, one can see that tourists visiting national parks managed by the same organisation, in this case SANParks, but with different product offerings, for example in the case of the Kruger National Park and the Tsitsikamma National Park which showed that tourists

have different as well as similar travel motives to visit these parks. Therefore this impacts on the marketing strategy of SANParks.

In comparing the findings of these studies listed in Table 3.3, it was found that there are similar travel motives for tourists to nature-based attractions, escape, relaxation, education and learning, nature and novelty, but there were also differences found even between parks of the same organisation and country. Therefore this literature analysis on travel motives clearly shows that organisations such as SANParks in South Africa need to develop different marketing materials for each park to attract the right tourist. SANParks has a range of very diverse national parks across the country, each with different attributes and products (SANParks, 2011). With each park being unique, the tourists that visit them might have different motives for doing so. Therefore, it might be necessary to promote them to the tourists in different ways - as the different offerings might appeal to different tourists with different motives.

The three national parks chosen for this research are relatively diverse regarding their attributes and attractions, and have not been researched before. The Golden Gate Highlands National Park, which is set in the foothills of the magnificent Maluti Mountains in the Free State offers unique scenic views, various species of antelope, birds and plant species. The Addo Elephant National Park, which is a coastal park in the Eastern Cape, offers unique coastal views in combination with the 'Big Seven', making its wildlife a main attraction. The Augrabies Falls National Park, which is located in a rocky region of the Northern Cape (this area is an arid region) offers picturesque views of the Augrabies Waterfall, and other viewpoints and does have some wildlife such as eland, rhino and smaller antelope species. It is clear that these parks have extremely different attributes and experiences to offer the tourists, meaning that tourists might have specific motives as to why they would want to visit these specific parks. This brings us to Chapter 4, the results of the study, which aims to determine whether the tourists visiting these three national parks have different motives for doing so.

3.5 CONCLUSION

The aim of this chapter was to review the literature and theories regarding travel motives. From the literature review, it can be accepted that travel motives are multidimensional, meaning that tourists seek to satisfy a number of needs through a travel experience (Oh *et al.* 1995:125). There are also a number of theories such as

those of Maslow (1970), Iso-Ahola (1982), Crompton (1979) and McIntosh and Goeldner (1986) that have been used as a base for studying travel motives. We can also see that travel motives are very complex, and that a tourist can have a number of motives, all leading the individual to a certain action (Keyser, 2009:269). Swarbrooke and Horner (2006) note the following aspects, which are important to remember when counselling customers about possible destinations (such as travel agents and tour operators), and sum up the importance of travel motives of tourists:

- ◆ When deciding to travel, people might have more than one motivator motivating them to travel.
- ◆ People often do not express their true motives to travel. The reason for this could be that the individuals are afraid that others might think their motives are unacceptable, are afraid of being judged by others or they might simply not recognise their own motives.
- ◆ Individuals are not only influenced by their own motives, but also by those of their travel companions. Individual members of a travel group might rarely share the same travel motives, meaning that a compromise has to be reached to keep all the members' different needs satisfied by the decision.
- ◆ People's motives may change from trip to trip.

From the review of previous studies regarding travel motives of tourists to natural areas, one can see that there are similarities in motives, as well as differences, and that unique motives might be due to the specific destinations. This chapter also analysed the different tourist typologies that explained the different categories of tourists and their underlying motives. From this analysis, it is clear that tourists travel for different reasons. Now that the theories behind travel behaviour and travel motives have been discussed, the next chapter will focus on the empirical research and the results of the study.

4

CHAPTER 4 EMPIRICAL RESULTS

4.1 INTRODUCTION

The aim of this study is to determine the travel motives of tourists to three national parks with extremely different attributes, the Addo Elephant, Golden Gate Highlands and Augrabies Falls National Parks (see Chapter 1), and to determine whether there are differences or similarities between tourists' travel motives to the selected three parks. Through understanding what motivates tourists to travel and knowing the profiles of these visitors, marketers at SANParks will be able to better understand their visitors, draw up improved marketing strategies, and develop the product so that it will best suit the needs of their potential tourists (Woodside & Martin, 2008:185).

This chapter's aim is to analyse the data collected through the surveys conducted, and the results and findings will be discussed in detail, therefore addressing the objective of this study: to determine the travel motives of tourists to the selected national parks. This chapter is constructed as follows: Firstly, the method of research will be discussed; secondly a short profile of each park's visitors will be given; thirdly, the results of the factor analysis will be analysed, and the travel motives of tourists to these parks will be discussed. Lastly, the travel motives of each park will be compared to determine whether there are any differences or similarities between the travel motives of tourists visiting these three parks.

4.2 METHOD OF RESEARCH

The following section will focus on the methods used to gather the data, and to analyse the data collected.

Secondary data was used for the empirical study and was quantitative in nature. The research was done by The Institute for Tourism and Leisure Studies at the North-

West University, Potchefstroom Campus, regarding the profiles of visitors to national parks in South Africa. A structured questionnaire was used as the method of collecting data. The data used for this research was gathered over a period of four years (2005-2008) by using a consumer-based questionnaire (Table 4.1).

Table 4.1: Total number of questionnaires used (2005-2008)

Park	Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
2005	66 <i>(November)</i>	23 <i>(June/July)</i>	43
2006	89 <i>(July)</i> 48 <i>(November)</i>	48 <i>(June/July)</i>	68 <i>(November)</i>
2007	68 <i>(June)</i> 86 <i>(November)</i>	44 <i>(June/July)</i>	70 <i>(November)</i>
2008	111 <i>(July)</i>	65 <i>(June/July)</i>	109 <i>(December)</i>
Total	468	180	290

The data analysis of this study was done in two stages. During the first stage, a general profile of tourists (descriptive) to the selected parks was compiled using SPSS (2007).

In the second stage, a combined factor analysis (explorative) was conducted to determine the underlying factors in the data compiled for all three parks. Wu and Zhang (2006) explain that a factor analysis is a statistical approach used to analyse the interrelationships between a number of variables, explained in their common underlying factors. The secondary data from 2005 - 2008 was used to conduct the factor analysis. The factor analysis explored the underlying communalities and patterns that could be found in the data, which ultimately will extract a number of underlying factors.

The factor analysis extracted six factors from the combined data. Using a pattern matrix, the sampling adequacy was analysed by means of the Kaiser-Meyer-Olkin measurement. This method aims to determine whether the relationship between the different variables proves to be strong enough to proceed with the factor analysis. The Kaiser-Meyer-Olkin measurement for the combined parks' data was .835, which

is very good, indicating a strong enough relationship between the variables. The following section will give a description of the visitors' profiles to the selected national parks.

4.3 VISITORS PROFILE (Descriptive data)

This section will focus on determining the profiles of the visitors to the three national parks. Tables 4.2 - 4.10 give an overview of the visitor profiles for each park. To determine the individual profile of visitors to each of the selected national parks, information was collected on the following aspects: language, age, marital status, country of residence, province, level of education, number of people paying for, number of times they have visited the park, number of nights they are staying and their main reason for visiting the park.

Table 4.2: Age of visitors

AGE		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
33% = 35–49 years old	41% = 50–64 years old	37% = 35–49 years old
31% = 50–64 years old	33% = 35–49 years old	23% = 50–64 years old
19% = 65+ years old	17% = 65+ years old	22% = 25–34 years old

Table 4.2 indicated that the majority of the visitors to the Addo Elephant and Golden Gate Highlands National Parks were between the ages of 35 and 49 years (33% and 38% respectively), and between 50 and 64 years in the case of the Augrabies Falls National Park (41%). The second most important age groups were 50 - 64 years in the Addo Elephant National Park (33%), 35 - 49 years in the Augrabies Falls National Park (33%) and 50 - 64 years in the Golden Gate Highlands National Park (23%). The third most important age groups were 65+ years in the Addo Elephant National Park (19%), 65+ years in the Augrabies Falls National Park (17%) and 25 - 34 years in the Golden Gate National Park (22%). This information shows that the majority of visitors in all three parks are middle-aged, indicating a specific age group in the target market.

Table 4.3: Language of visitors

LANGUAGE		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
English = 45% Afrikaans = 30%	Afrikaans = 59% English = 37%	Afrikaans = 49% English = 36%

The majority of visitors to the Addo Elephant National Park speak English (45%), whereas visitors to the Augrabies Falls National Park (59%) and the Golden Gate Highlands National Park (49%) are Afrikaans-speaking (Table 4.3).

Table 4.4: Marital status of visitors

MARITAL STATUS		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
73% = Married 15% = Not married 8% = Living together	80% = Married 8% = Not married 6% = Living together	74% = Married 18% = Not married 4% = Living together

Tourists to all three parks were mainly married with Addo Elephant National Park (73%), Augrabies Falls National Park (80%) and Golden Gate Highlands National Park (74%) (Table 4.4). This is followed by tourists who are not married (for all three parks: Addo (15%), Augrabies (8%) and Golden Gate (18%). Therefore there is no difference regarding marital status of tourists to the selected three national parks.

Table 4.5: Country of residence of visitors

COUNTRY OF RESIDENCE		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
Domestic (RSA = 63%)	Domestic (RSA = 94%)	Domestic (RSA = 89%)

Germany = 13.4%	Germany = 1.1%	Netherlands = 4.8%
United Kingdom = 4.7%	Spain = 1.1%	Germany = 3.1%

Visitors to all three parks were mostly from South Africa. Addo Elephant National Park (63%, Augrabies Falls National Park (94%) and Golden Gate Highlands National Park (89%) (as seen in Table 4.5). A small percentage of international tourists also visit the park, with the largest number visiting the Addo Elephant National Park, of which 13.4% are from Germany and 4.7% from the United Kingdom. The Augrabies Falls National Park attracted visitors from Germany (1.1%) and Spain (1.1%). The Golden Gate Highlands National Park attracted visitors from the Netherlands (4.8%) and Germany (3.1%). This means that the main markets for the three parks are domestic travellers.

Table 4.6: Province of residence

PROVINCE		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
50% = Western Cape 28% = Eastern Cape 12% = Gauteng	46% = Western Cape 25% = Gauteng 10% = Eastern Cape	55% = Gauteng 15% = Free State 7% = KwaZulu-Natal

Table 4.6 shows that visitors to the Addo Elephant National Park were mainly from the Western Cape and the Eastern Cape, 50% and 28% respectively, which is in close proximity to the parks. Only 12% were from Gauteng. Augrabies Falls National Park's main market was also from the Western Cape (46%) with Gauteng as the second biggest market (25%). The majority of visitors to the Golden Gate Highlands National Park were from Gauteng (55%) and the Free State (15%). Therefore one can conclude by stating that the Addo Elephant and Augrabies Falls National Parks' main tourist markets are situated in the Western Cape, whereas the Golden Gate Highlands National Park attracts more tourists from Gauteng.

Table 4.7: Level of education of visitors

LEVEL OF EDUCATION		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
Well educated: Diploma/Degree = 39% Professional = 23% Postgraduate = 18%	Well educated: Diploma/Degree = 43% Matric =21% Postgraduate = 18%	Well educated: Diploma/Degree = 41% Postgraduate = 26% Professional = 19%

Visitors to all three parks were mostly well-educated with the majority having a degree or diploma (Table 4.7). Of the tourists to the Addo Elephant National Park, 39% have a diploma/degree, 23% are professional and 18% postgraduates. Of the tourists to the Augrabies Falls National Park, 43% have diplomas/degrees, 21% have a matric qualification and 18% are postgraduates. Of the tourists to the Golden Gate Highlands National Park, 41% have a diploma/degree, 26% are postgraduates and 19% are professionally qualified. Therefore no meaningful difference was found regarding the level of education of tourists to the three selected national parks.

Table 4.8: Number of times visited in the past three years

NUMBER OF TIMES VISITED IN THE LAST THREE YEARS		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
0 - 2 Times = 40% 3 - 5 Times = 31% 6 - 10 Times = 20%	3 - 5 Times = 41% 0 - 2 Times = 31% 6 - 10 Times = 21%	0 - 2 Times = 40% 3 - 5 Times = 35% 6 - 10 Times = 15%

Addo Elephant National Park was visited 0 - 2 times by tourists in the past three years (with 40%), followed by 3 - 5 times with 31%. Augrabies Falls National Park was visited 3 - 5 times by the majority of tourists in the past three years with 41%, followed by 0 - 2 times with 31% (Table 4.8). Golden Gate Highlands National Park was visited 0 - 2 times in the last three years with 40%, followed by 3 - 5 times with 35%. Therefore it is clear that tourists have visited these selected national parks at

least two times in the last three years. This shows that visitors to these selected national parks are brand loyal.

Table 4.9: Number of nights stayed

NUMBER OF NIGHTS STAYED		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
2 Nights = 42%	1 Night = 30%	2 Nights = 29%
3 Nights = 21%	2 Nights = 29%	3 Nights = 21%
1 Night = 17%	3 Nights = 20%	1 Night = 17%

The majority of tourists visiting the Addo Elephant National Park stayed in the park for two nights (43%) followed by three nights (21%) (Table 4.9). Tourists visiting the Augrabies Falls National Park mostly stayed for one night (30%), followed by 2 nights with 29%. Visitors to the Golden Gate Highlands National Park stayed for two nights with 29% or three nights (21%). From these results, it is determined that tourists to the Augrabies Falls National Park stayed for a shorter time. This is because this park is used as a stop-over for tourists visiting the Kgalagadi Transfrontier National Park as well as tourists travelling from northern to southern provinces or vice versa (Van der Merwe, Saayman & Ferreira, 2007).

Table 4.10: Number of people paying for in group

NUMBER OF PEOPLE PAYING FOR IN GROUP		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
1 - 2 People = 64%	1 - 2 People = 52%	1 - 2 People = 55%
3 - 4 People = 25%	3 - 4 People = 39%	3 - 4 People = 30.3%
5+ People = 10%	5+ People = 9%	5+ People = 14.2%

The majority of visitors to the three selected parks pay for 1 – 2 people in their travel group (Addo Elephant National Park – 64%, Augrabies Falls National Park – 52% and Golden Gate Highlands National Park 55% (Table 4.10).

In conclusion, the profiles of the visitors to the Addo Elephant, Augrabies Falls and Golden Gate Highlands National Parks are very similar. The visitors are predominantly South African citizens between 35 and 64 years old, married, well educated, they visit the parks regularly, stay for 1 or 2 nights per visit, and they pay for 1 or 2 persons in their group. The main differences revealed by the results are the province of residence (Addo Elephant and Augrabies Falls visitors are from the Western Cape, and visitors to Golden Gate Highlands are from Gauteng), and the languages spoken (visitors to the Addo Elephant National Park are English, while visitors to Augrabies Falls and Golden Gate Highlands National Parks are Afrikaans speaking).

The following section will focus on the travel motives of tourists to the three chosen national parks. The results will be analysed to determine whether there are differences in the motives of tourists to parks with different attributes and offerings.

4.4 TRAVEL MOTIVES OF TOURISTS

This section will analyse the different findings of the factor analysis to determine the travel motives of tourists to the three selected national parks.

4.4.1 The reasons for visiting the selected national parks

The reasons for visiting each park and the importance of each aspect are illustrated in Table 4.11 (Addo Elephant National Park), Table 4.12 (Augrabies Falls National Park) and Table 4.13 (Golden Gate Highlands National Park).

Table 4.11: Reasons for visiting the Addo Elephant National Park

	1	2	3	4	5
	Not at all important	Slightly important	Important	Very important	Extremely important
To get away from regular routine	9.9%	11.5%	17.8%	24.2%	36.6%
To relax	5.7%	6.8%	18.1%	29.8%	39.5%
To explore a new destination	10.2%	12.9%	21.7%	22%	33.3%

To spend time with friends	31.2%	19.3%	18.6%	13.7%	17.2%
For the benefit of children	46.6%	7.1%	13%	13%	20.4%
For family recreation or time with someone special	18.7%	6.1%	13.7%	21.5%	40%
To learn about nature/wildlife	22.2%	11.7%	20.1%	22.5%	23.4%
To appreciate endangered species	21.2%	12%	20.8%	24.1%	21.9%
For educational reasons	21%	16.1%	27.6%	21%	14.3%
To learn about animals in general	6.9%	10.9%	32.4%	27.9%	21.9%
To learn about endangered species	11.8%	14.6%	29.8%	26%	17.7%
To learn about plants	18.4%	26.4%	30.1%	14.3%	10.8%
To learn about specific animals	16.3%	19.3%	28.2%	20.9%	15.3%
To photograph animals	12%	13.5%	22.4%	23.1%	29%
To photograph plants	31.2%	26.1%	19.6%	9.9%	13.1%
Grew up with the park	64.2%	13.6%	8.5%	5.4%	8.3%
It is a well-known brand	46.4%	19.9%	16.2%	8.6%	8.8%
Good accommodation and facilities	7.2%	14%	36.9%	25.3%	16.5%
Because of the climate	19%	24.1%	32.3%	15.1%	9.5%

To do the hiking trails	52.4%	23.2%	13.3%	5.7%	5.5%
For conferences	83.4%	6.3%	4.1%	1.2%	5%
For events in the area	81.7%	7.9%	3.7%	2%	4.7%

From Table 4.11 it is clear that the following are seen as very important to extremely important reasons to travel to the Addo Elephant National Park:

- ◆ To relax (69.3%).
- ◆ For family recreation or time with someone special (61.5%).
- ◆ To get away from regular routine (60.8%).
- ◆ To explore a new destination (55.3%).
- ◆ To photograph animals (52.1%).
- ◆ To learn about animals in general (48.9%).
- ◆ To appreciate endangered species (46%).
- ◆ To learn about nature/wildlife (45.9%).
- ◆ To learn about endangered species (43.7%).
- ◆ Good accommodation and facilities (41.8%).

The following are seen as important reasons:

- ◆ Good accommodation and facilities (36.9%).
- ◆ To learn about animals in general (32.4%).
- ◆ Because of the climate (32.3%).
- ◆ To learn about animals (30.1%).
- ◆ To learn about endangered species (29.8%).
- ◆ To learn about specific animals (28.2%).
- ◆ For educational reasons (27.6%).
- ◆ To photograph animals (22.4%).
- ◆ To appreciate endangered species (20.8%).
- ◆ To learn about nature/wildlife (20.1%).

The following reasons are seen as not at all to slightly important:

- ◆ For conferences (89.7%).
- ◆ For events in the area (89.6%).
- ◆ Grew up with park (77.8%).
- ◆ To do the hiking trails (75.6%).
- ◆ It is a well-known brand (66.3%).

- ◆ To photograph plants (57.3%).
- ◆ For the benefit of their children (53.7%).
- ◆ To spend time with friends (50.5%).
- ◆ To learn about plants (44.8%).
- ◆ Because of the climate (43.1%).

Table 4.12: Reasons for visiting the Augrabies Falls National Park

	1	2	3	4	5
	Not at all important	Slightly important	Important	Very important	Extremely important
To get away from regular routine	6.9%	8.6%	21.3%	23%	40.2%
To relax	2.8%	4%	18.2%	30.1%	44.9%
To explore a new destination	4.6%	9.8%	22%	26.6%	37%
To spend time with friends	29%	14.2%	25.4%	16%	15.4%
For the benefit of children	33.8%	6.5%	19.4%	15.1%	25.2%
For family recreation or time with someone special	11.3%	5.6%	14.4%	25%	43%
To learn about nature/wildlife	18.3%	13.4%	25.6%	27.4%	15.2%
To appreciate endangered species	14.9%	17.3%	28.6%	23.2%	16.1%
For educational reasons	22.2%	15%	31.7%	16.8%	14.4%
To learn about animals in general	16.5%	18.2%	36.5%	17.6%	11.2%
To learn about endangered species	20.7%	19.5%	33.7%	15.4%	10.7%
To learn about plants	18.2%	26.5%	32.9%	12.9%	9.4%

To learn about specific animals	23.1%	27.2%	32%	9.5%	8.3%
To photograph animals	16.2%	21.4%	30.6%	17.9%	13.9%
To photograph plants	26%	29.6%	21.3%	10.7%	12.4%
Grew up with the park	72.7%	11.2%	8.1%	4.3%	3.7%
It is a well-known brand	43.9%	18.9%	17.1%	14%	6.1%
Good accommodation and facilities	9.3%	13.4%	33.7%	26.7%	16.9%
Because of the climate	18.6%	25.6%	32%	19.2%	4.7%
To do the hiking trails	34.5%	23.6%	20%	13.3%	8.5%
For conferences	88.7%	8.2%	1.9%	0%	1.3%
For events in the area	76.2%	11.6%	4.3%	3.7%	4.3%

From Table 4.12 it is clear that the following are seen as very important to extremely important reasons to travel to Augrabies Falls National Park:

- ◆ To relax (75%).
- ◆ For family recreation or time with someone special (68%).
- ◆ To explore a new destination (63.6%).
- ◆ To get away from regular routine (63.2%).
- ◆ Good accommodation and facilities (43.6%).
- ◆ To learn about nature/wildlife (42.6%).
- ◆ For the benefit of their children (40.3%).
- ◆ To photograph animals (31.8%).
- ◆ To spend time with friends (31.5%).
- ◆ For educational reasons (31.2%).

The following are seen as important reasons:

- To learn about animals in general (36.5%).

- ◆ To learn about endangered species (33.7%).
- ◆ Good accommodation and facilities (33.7%).
- ◆ To learn about plants (32.9%).
- ◆ To learn about specific animals (32%).
- ◆ Because of the climate (32%).
- ◆ To photograph animals (3.6%).
- ◆ To appreciate endangered species (28.6%).
- ◆ To learn about nature/wildlife (25.6%).
- ◆ To spend time with friends (25.4%).

The following are seen as not at all to slightly important reasons:

- ◆ For conferences (96.9%).
- ◆ For events in the area (86.8%).
- ◆ Grew up with park (83.9%).
- ◆ It is a well-known brand (62.8%).
- ◆ To do the hiking trails (58.1%).
- ◆ To photograph plants (55.6%).
- ◆ To learn about specific animals (50.3%).
- ◆ To learn about plants (44.7%).
- ◆ Because of the climate (44.2%).
- ◆ To spend time with friends (43.2%).

Table 4.13: Reasons for visiting the Golden Gate Highlands National Park

	1	2	3	4	5
	Not at all important	Slightly important	Important	Very important	Extremely important
To get away from regular routine	5.6%	4.6%	15.5%	25.7%	48.6%
To relax	2.1%	3.8%	9.1%	31.7%	53.3%
To explore a new destination	10.2%	15.1%	15.8%	30.3%	28.5%
To spend time with friends	28.6%	15.8%	18.3%	20.1%	17.2%
For the benefit of children	44.9%	4.5%	12.1%	16.2%	22.3%

For family recreation or time with someone special	13.6%	4.3%	11.1%	25%	46.1%
To learn about nature/wildlife	23.4%	18.2%	24.5%	21.2%	12.8%
To appreciate endangered species	23.6%	17.5%	26.5%	20.7%	11.6%
For educational reasons	28.1%	24.1%	25.6%	14.8%	7.4%
To learn about animals in general	23.3%	21.1%	28%	21.1%	6.5%
To learn about endangered species	24%	21.8%	30.2%	16.7%	7.3%
To learn about plants	21.5%	25.8%	32.4%	15.3%	5.1%
To learn about specific animals	28.2%	27.1%	24.5%	13.9%	6.2%
To photograph animals	23.1%	18.8%	26.4%	19.5%	12.3%
To photograph plants	28.6%	26%	21.6%	16.7%	7.1%
Grew up with the park	63.8%	15.3%	9.7%	7.5%	3.7%
It is a well-known brand	44.1%	21.3%	20.2%	10.7%	3.7%
Good accommodation and facilities	7.5%	12.1%	36.1%	25.4%	18.9%
Because of the climate	13.4%	20.2%	34.3%	21.7%	10.5%
To do the hiking trails	17.6%	15.1%	24%	22.9%	20.4%
For conferences	79.1%	10.1%	3.4%	4.1%	3.4%
For events in the area	67.8%	15.2%	10.5%	4.3%	2.2%

From Table 4.13 it is clear that the following are seen as very important to extremely important reasons to travel to Golden Gate Highlands National Park:

- ◆ To relax (85%).
- ◆ To get away from regular routine (74.4%).
- ◆ For family recreation or to spend time with loved ones (71%).
- ◆ To explore a new destination (58.8%).
- ◆ Good accommodation and facilities (44.3%).
- ◆ To do the hiking trails (43.3%).
- ◆ For the benefit of their children (38.5%).
- ◆ To spend time with friends (37.3%).
- ◆ To learn about nature/wildlife (34%).
- ◆ To appreciate endangered species (32.4%).

The following are seen as important reasons:

- ◆ Good accommodation and facilities (36.1%).
- ◆ Because of the climate (34.3%).
- ◆ To learn about plants (32.4%).
- ◆ To learn about endangered species (30.2%).
- ◆ To learn about animals in general (28%).
- ◆ To appreciate endangered species (26.5%).
- ◆ To photograph animals (26.4%).
- ◆ For educational reasons (25.6%).
- ◆ To learn about nature /wildlife (24.5%).
- ◆ To do the hiking trails (24%).

The following are seen as not at all to slightly important reasons:

- ◆ For conferences (89.2%).
- ◆ For events in the area (83%).
- ◆ Grew up with the park (79.1%).
- ◆ It is a well-known brand (65.4%).
- ◆ To learn about specific animals (55.3%).
- ◆ To photograph plants (54.6%).
- ◆ For educational reasons (52.2%).
- ◆ For the benefit of their children (49.4%).
- ◆ To learn about plants (47.3%).
- ◆ To learn about endangered species (45.8%).

In the results above, it is interesting that the aspects that were seen as very important to extremely important by the tourists in all three parks were very similar, for example to relax, to explore, for family recreation and to learn about nature or wildlife. The aspects that were seen as important were also quite similar, such as good accommodation and facilities, the climate, to learn about plants and to photograph animals.

The next section will focus on the factor analysis carried out on these 22 different elements to determine the underlying travel motives of the tourists to the three selected parks.

4.4.2 Results of the factor analysis(Explorative)

The following section will focus on the factor analysis conducted. The factor analysis was based on a question on the questionnaire regarding the reasons why the visitors chose the specific park. A 5-point Likert scale was used to determine the importance of 22 separate motives or reasons for visiting the park where: *1 = Not at all important; 2 = Slightly important; 3 = Important; 4 = Very important; 5 = Extremely important.*

The Total Variance Explained of the factors for the three parks combined accounted for 50.9% (as seen in Table 4.14), which is satisfactory..

Table 4.14: Total Variance Explained

Rotation Sums of Squared Loadings			
Component	Total	% of Variance	Cumulative %
Factor 1: Knowledge-seeking	4.436	24.636	24.6
Factor 2: Relax & socialise	1.917	8.972	33.6
Factor 3: Park activities	2.000	6.893	40.5

Factor 4: Nature & wildlife	3.022	5.372	45.9
Factor 5: Photography	2.273	2.785	48.7
Factor 6: Park attractions & facilities	1.933	2.233	50.9

A rotation pattern matrix method was used to extract the six factors from the data. To determine whether the factor analysis and the six factors that were extracted are reliable, a reliability scale was used, *Cronbach's Alpha*. The *Cronbach's Alpha* factor loading must be above 0.5 for the factor to be reliable, and the closer to 1 the factor loading is, the more reliable the factor (George & Mallery, 2003:231). All six factors extracted are above 0.5: **factor 1** = 0.907, **factor 2** = 0.658, **factor 3** = 0.632, **factor 4** = 0.860, **factor 5** = 0.734, **factor 6** = 0.579.

The results of the factor analysis with the six factors that were extracted can be seen in Table 4.15.

Table 4.15: Combined factor analysis for the Addo Elephant, Augrabies Falls and Golden Gate Highlands National Parks

Factor components						
	Factor 1: Knowledge-seeking	Factor 2: Relax & socialise	Factor 3: Park activities	Factor 4: Nature & wildlife	Factor 5: Photography	Factor 6: Park attractions & facilities
Cronbach's Alpha	.907	.658	.632	.860	.734	.579
Mean values	2.9	3.5	1.8	3.0	2.8	3.1
Reasons for Travel						
Educational reasons	.597					
To learn about animals	.882					
To learn about endangered species	.875					
To learn about plants	.720					
To learn about specific animals	.738					

Getaway		.785				
Relax		.769				
Explore destination		.279				
Time with friends		.171				
Benefit for children		.176				
Family recreation		.322				
Grew up with park			.582			
Well-known park			.415			
Hiking			.403			
Conferences			.711			
Events			.235			
To learn about nature / wildlife				.872		
Appreciate endangered species				.720		
To photograph animals					.609	
To photograph plants					.755	
Accommodation & Facilities						.715
Climate						.504

Table 4.15 displays the six different factors extracted from the data, and the factor analysis is explained as follows:

◆ **Factor 1: Knowledge-seeking**

This factor contains the following aspects regarding motives for travel: Educational reasons, learning about animals, learning about endangered species, learn about plants and learn about specific animals. In Tao *et al.*'s (2004:159) study concerning the travel motives of Taiwanese ecotourists, learning about nature was identified as a motive to travel to a nature-based area (the coastal wetlands of Taiwan). Kerstetter *et al.* (2003:494) support this result, by finding that education (an aspect of knowledge-seeking) is a very important motive for Taiwanese ecotourists visiting coastal wetlands in Taiwan. Another study by Beh and Bruyere (2007:1468) also identified learning as a travel motive for tourists to three Kenyan national reserves. The factor **knowledge-seeking** has a *Cronbach's Alpha* value of .907, which is extremely good, and has a mean value of 2.9, making it the fourth most important travel motive.

◆ **Factor 2: Relax and socialise**

This factor includes the following aspects regarding motives to travel: To get away, to relax, to explore the destination, to spend time with friends, for the benefit of their children and for family recreation. Saayman *et al.* (2009:89-90) studied the travel motivations of tourists to two marine destinations in South Africa, Hartenbos and Jeffreys Bay, and found relaxing/escaping to be the main motive for tourists visiting both coastal destinations. They also confirmed socialisation as a motive for visitors to Hartenbos. This motive is also commonly found in studies regarding natural areas or national parks. Beh and Bruyere (2007:1468) studied the travel motives of tourists in three Kenyan national reserves, and found escaping (relaxing) to be an important motive for tourists to these reserves. Socialisation, as the desire to share travel experiences and develop relationships, is seen as an underlying motive by Correia *et al.* (2007:52). The factor **relax and socialise** has a *Cronbach's Alpha* value of .658, which is acceptable for this purpose, and has a mean value of 3.5, making it the most important travel motive.

◆ **Factor 3: Park activities**

This factor includes the following aspects: Grew up with the park, well-known park, to do hiking trails, to attend conferences and events. By studying the Australian visitors to US National parks and natural areas, Uysal *et al.* (1994:21) found that

relaxation/hobbies (which includes activities, participation and excitement) is an important motive for these tourists. Van der Merwe and Saayman (2008) studied the travel motivations of tourists visiting the Kruger National Park, and found that activities as a motive (including attending events and conferences, or going hiking) is important to the tourists visiting the park, confirming *park activities* as a motive. The factor ***park activities*** has a *Cronbach's Alpha* value of .632, which is acceptable, and a mean value of 1.8, making it the least important travel motive.

◆ **Factor 4: Nature & wildlife**

This factor contains the following aspects: to learn about nature and wildlife, and to appreciate endangered species. Kerstetter *et al.* (2003) studied the profiles of Taiwanese ecotourists, and found that 'holistic' reasons (which include being in a natural setting and observing ecological landscapes) are the most important motives for these tourists. Van der Merwe and Saayman (2008), in studying the tourists to the Kruger National Park, confirm the factor nature (including viewing animals and plants) as a travel motive. The factor ***nature and wildlife*** has a *Cronbach's Alpha* value of .860, which is very good, and has a mean value of 3.1, making it the third most important motive for the parks combined.

◆ **Factor 5: Photography**

This factor is concerned with the photographing of animals as well as plants in the different parks. Kruger and Saayman (2010:99) studied the travel motives to the Kruger and Tsitsikamma National Parks, and found photography as a motive for tourists visiting the Tsitsikamma National Park, confirming this factor as a motive to travel. The factor ***photography*** has a *Cronbach's Alpha* value of .734, which is reasonably good, and has a mean value of 2.8, making it the fifth most important motive for the parks combined.

◆ **Factor 6: Park attractions and facilities**

This factor includes the park's accommodation and facilities, as well as the climate of the environment. Saayman *et al.* (2009:89) studied the travel motives of tourists visiting two marine destinations, and found *site attributes* (which included accommodation, facilities and climate) as a motive for tourists visiting Hartenbos and Jeffreys Bay. Saayman *et al.* (2009:121) identified *park characteristics* as a motive when conducting an expenditure-based segmentation of tourists visiting the Kruger National Park, which also included the aspects such as accommodation, facilities and climate. The factor ***park attractions and facilities*** has a *Cronbach's Alpha* value

of .579, which is acceptable for the purpose of this study, and has a mean value of 3.1, making it the second most important motive for the parks combined.

4.4.3 Practical significance test

Ellis and Steyn (2003:51) explain that the effect size is independent of sample size, and is a measure of practical significance. The effect size can be understood as a large enough effect to be of importance in practice, and is explained for differences in means, the relationships in two-way frequency tables as well as multiple regressions (Table 4.16). The effect sizes are classified as follows:

- ◆ 0.2 – Indicates a small effect size, meaning there is a small to no practical significant difference
- ◆ 0.5 – Indicates a medium effect size, meaning that a medium practical significant difference exists
- ◆ 0.8 – Indicates a large effect size, indicating a large practical significant difference (Ellis & Steyn, 2003:52)

Table 4.16 ANOVA: Practical significant differences between parks

					Effect Sizes	
Factor	Park	Mean	Std. deviation	p-value	Addo with:	Augrabies with:
Factor 1: Knowledge-seeking	Addo	3.05	1.04	0.05		
	Augrabies	2.76	1.08		0.27	
	Golden Gate	2.56	1.07		0.45	0.18
Factor 2: Relax & socialise	Addo	3.36	.88	0.001		
	Augrabies	3.58	.75		0.25	
	Golden Gate	3.56	.82		0.24	0.02
Factor 3: Park activities	Addo	1.72	.80	0.05		
	Augrabies	1.77	.71		0.07	
	Golden Gate	2.00	.68		0.35	0.32
Factor 4: Nature and wildlife	Addo	3.13	1.36	0.003		
	Augrabies	3.08	1.24		0.03	
	Golden Gate	2.79	1.26		0.25	0.23
Factor 5: Photography	Addo	2.95	1.17	0.002		
	Augrabies	2.73	1.17		0.19	

	Golden Gate	2.64	1.21		0.26	0.07
Factor 6: Park attractions & facilities	Addo	3.00	1.02	0.058		
	Augrabies	2.95	.91		0.05	
	Golden Gate	3.15	.99		0.15	0.21

To determine the differences or similarities between the motives to each park, the different findings are analysed:

Knowledge-seeking

When comparing the effect sizes of the Addo Elephant and Augrabies Falls National Parks (as seen in Table 4.6), it shows that the factor *knowledge-seeking* has a relatively small effect size (0.27), yet when comparing the Addo Elephant National Park to the Golden Gate Highlands National Park, *knowledge-seeking* has a medium effect size, indicating a medium practical significant difference between the two parks. A small practical significant difference also exists between the Augrabies Falls and Golden Gate Highlands National Parks (0.18). *Knowledge-seeking* proves to be a more important factor in the Addo Elephant National Park with a mean value of 3.05, compared to the Golden Gate Highlands (2.56) and Augrabies Falls National Parks (2.76) which shows a slight difference in the importance of *knowledge-seeking* as a motive to visit these three parks. The Golden Gate Highlands and Augrabies Falls National Parks also show some commonalities in their results. With the Addo Elephant National Park being such a diverse park, with five of South Africa's biomes, including a coastal region and the 'Big Seven', this offers a great opportunity for gaining knowledge and learning about the diverse animal and plant species of this park.

Relax and socialise

When comparing the effect sizes of the parks regarding *relax and socialise*, a small practical significant different exists between the following parks: Addo Elephant and Augrabies Falls National Parks (0.25), Addo Elephant and Golden Gate Highlands National Parks (0.24). No practical significant difference exists between the Augrabies Falls and the Golden Gate Highlands National Parks (0.02). *Relax and socialise* as a motive to travel is found to be slightly more important in the Golden Gate Highlands and Augrabies Falls National Parks with mean values of 3.56 and 3.58 respectively. This factor seems less important, but still very important to visitors

to the Addo Elephant National Park, with a mean value of 3.36. Once again, there are similarities between the results for the Auwabies Falls and Golden Gate Highlands National Parks. These similar results of the motive *relax and socialise* confirm that tourists wish to relax and spend time with family and friends when visiting these national parks, regardless of the park and offerings.

Park activities

When comparing the effect sizes of the parks regarding *park activities*, no practical significant difference exists between the Addo Elephant and Auwabies Falls National Parks (0.07). A small to medium practical significant difference exists between the Addo Elephant and Golden Gate Highlands National Parks (0.35), and between the Auwabies Falls and Golden Highlands National Parks (0.32). The motive *park activities* is found to be more important in Golden Gate (with a mean value of 2.0), and less important to Addo Elephant and Auwabies Falls National Parks with similar results (1.72 and 1.77 respectively). The fact that park activities (hiking and events) is a bigger travel motive for tourists visiting the Golden Gate Highlands National Park, could be because the park and the surrounding area offers a wide range of activities for tourists including a number of hiking trails, sightseeing, 4x4 trails, and horse riding. These activities might attract visitors for a quick break from city life (specifically Gauteng), and to enjoy various activities while doing so. As indicated, this park is situated in the beautiful Maluti Mountains, contributing to this travel motive. Another reason could be that there are less park activities to participate in at Addo Elephant- and Auwabies Falls National Parks, making this factor less important in these parks.

Nature and wildlife

The motive *nature and wildlife* shows a small practical significant difference when comparing the effect sizes of all three parks: between Addo Elephant and Auwabies Falls National Parks (0.03), between Addo Elephant and Golden Gate Highlands National Parks (0.25) and between Golden Gate Highlands and Auwabies Falls National Parks (0.23). The motive *nature and wildlife* proves to be more important in the Addo Elephant National Park with a mean value of 3.13, than in the Auwabies Falls National Park (3.08) and the Golden Gate Highlands National Park (2.79). The fact that the Addo Elephant National Park has such a diverse amount of fauna and flora (Big Seven and a marine region), could lead to it attracting more visitors motivated by *nature and wildlife*. Boshoff, Landman, Kerley and Bradfield (2007:191) studied the profiles and views of tourists visiting the Addo Elephant National Park, and found that tourists' main reason for visiting the park was to see the animals. This

supports the finding that wildlife is a more important aspect for visitors to the Addo Elephant National Park than for the Auwabies Falls and Golden Gate Highlands National Parks. The Auwabies Falls National Park shows some similarity in the findings when compared to the Addo Elephant National Park, which could be due to the small number of wildlife species the park has to offer.

Photography

When comparing the effect sizes of the three parks regarding the motive *photography*, small practical significant differences exist between all three of the parks: between the Addo Elephant and Auwabies Falls National Parks (0.19), between the Addo Elephant and Golden Gate Highlands National Parks (0.26) and between the Golden Gate Highlands and Auwabies Falls National Parks (0.07). *Photography* as a motive to travel is more important in the Addo Elephant National Park with a mean value of 2.95 than in the Golden Gate Highlands (mean value – 2.64) and the Auwabies Falls National Parks (mean value – 2.73). The Addo Elephant National Park is popular for photography as it provides great opportunities for photographing wildlife and the diverse environments including a coastal region. There proves to be similarities between the results for the Addo Elephant and Auwabies Falls National Parks, which may be due to the wildlife attributes in these two parks. Similarities are also found between the Golden Gate Highlands and Auwabies Falls National Parks, which could be due to the scenic attributes these two parks have to offer – the Golden Gate Highlands National Park with its spectacular mountain ranges, and the Auwabies Falls National Park with the majestic waterfalls for tourists to view.

Park attractions and facilities

When comparing the effect sizes of the three parks regarding the motive *park attractions and facilities*, small practical significant differences exist between all three of the parks: between the Addo Elephant and Auwabies Falls National Parks (0.05), between the Addo Elephant and Golden Gate Highlands National Parks (0.15) and between the Golden Gate Highlands and Auwabies Falls National Parks (0.21). *Park attractions and facilities* as a motive to travel is considered more important in the Golden Gate Highlands National Park with a mean value of 3.15, than in the Addo Elephant (3.0) and Auwabies Falls National Parks (2.95). This could be because the visitors are mainly from Gauteng, who tend to break away for the weekend. Climate and facilities would thus play an important role in their getaway experience. Similarities exist between the findings for all three parks, meaning that

the park attractions and facilities (accommodation, facilities and climate) are important aspects when visiting any of these three national parks, regardless of their offerings.

In the results above, it is determined that the different attributes and offerings of the selected national parks have a direct impact on the travel motives of the tourists visiting them. When looking at the results and different findings for each park, it can be said that certain travel motives are more important to tourists visiting specific parks. For example, *nature and wildlife* being seen as more important to visitors to the Addo Elephant National Park, *relax and socialise* being more important to visitors to the Augrabies Falls National Park and *park activities* being more important to visitors to the Golden Gate Highlands National Park. Seeing that the motives to travel to these national parks differ in some way, it is necessary for SANParks to promote these parks to the markets differently. The individual marketing strategy for each park should focus on the different travel motives, and be marketed as the answer to their different needs. The overall marketing for SANParks can focus on aspects such as escape and relaxation, nature and wildlife. Addo Elephant National Park's marketing should focus on their diversity of plant and wildlife species, whereas Augrabies Falls should focus on promoting their tranquil environment as the perfect destination to rest and relax. Golden Gate Highlands National Park should include the park activities in their promotional strategy, as it is an important motive for the tourists visiting this park.

4.5 CONCLUSION

The aim of this chapter was to determine the profiles of tourists to the selected national parks and compare the travel motives of tourists visiting the Addo Elephant Augrabies Falls and Golden Gate Highlands National Parks. The profiles of visitors to all three parks proved to be very similar: the visitors are South African citizens between 35 and 64 years old, married, well educated, they visit the parks regularly, stay for 1 or 2 nights per visit, and they pay for 1 – 2 persons in their group. The main differences are the province of residence (Addo Elephant and Augrabies Falls visitors are from the Western Cape, and visitors to the Golden Gate Highlands are from Gauteng), and the languages spoken (visitors to the Addo Elephant National Park are English, while visitors to Augrabies Falls and Golden Gate Highlands National Parks are Afrikaans speaking).

Six travel motives were determined: *Knowledge-seeking, relax and socialise, park activities, nature & wildlife, photography* and *park attractions and facilities*. **Relax and socialise** proves to be the most important factor in each park, and is slightly more important for visitors to the Auwabies Falls National Park than for tourists to the Addo Elephant National Park and the Golden Gate Highlands National Park. **Nature and wildlife** as a motive is of greater importance to visitors to the Addo Elephant National Park than to tourists to the Auwabies Falls and Golden Gate Highlands National Parks. **Knowledge-seeking** as a motive is more important to visitors to the Addo Elephant National Park, yet is less important to visitors to the Auwabies Falls and Golden Gate Highlands National Parks. **Park attractions and facilities** is more important to visitors to the Golden Gate Highlands National Park, followed by the Addo Elephant National Park, and the Auwabies Falls National Park. **Photography** showed no practical significant difference between the three parks. Lastly, **park activities** as a motive is more important to the Golden Gate Highlands National Park, than to the Auwabies Falls and Addo Elephant National Parks.

The findings of each park indicate that certain motives are more important to some parks than others. The marketing strategies of South African National Parks should ideally be tailor-made to suit the travel motives of tourists visiting the different parks. This would lead to better target marketing, and would appeal to potential tourists who have these needs and motives to travel.

The next and final chapter will serve to present the conclusions and recommendations concerning this study.

5

CHAPTER 5 CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The aim of this chapter is to draw conclusions and provide recommendations concerning this research. The goal of the study was to determine the travel motives of tourists to selected national parks in South Africa, the Addo Elephant, Au-grabies Falls and Golden Gate Highlands National Parks. To achieve the main goal, the following objectives were set:

◆ ***Objective 1: To conduct a theoretical analysis of tourist behaviour (Chapter 2)***

This objective was met in chapter 2, which focused on analysing tourist behaviour and the tourist's decision-making process when buying a tourism product. The following aspects were discussed: firstly, why it is important for marketers of tourism destinations to understand tourist behaviour; secondly, the purchase decision-making process and the choices affecting this process; thirdly, a model of consumer behaviour and the factors that influence this model were discussed.

◆ ***Objective 2: To conduct a theoretical analysis of travel motives (Chapter 3)***

This objective was met in chapter 3, in which the travel motives of tourists were discussed in detail. Firstly, the theories and approaches regarding research on travel motives were discussed, and focused mainly on the following theories: Maslow's hierarchy of needs, Crompton's *push and pull* model, Iso-Ahola's theory of optimal arousal and McIntosh and Goeldner's (1995) different categories of motives. Secondly, a theoretical model of tourist types was also discussed and, lastly, past research on travel motives of tourists to natural areas or national parks was analysed.

- ◆ **Objectives 3 and 4: To determine the profiles of tourists to the selected national parks and to determine and compare the travel motives of tourists to the selected national parks (Chapter 4)**

These two objectives were met in chapter four, which contained the results of the empirical study. Firstly, the method of research was discussed; secondly the visitors profiles to each park were determined and compared; thirdly the travel motives of tourists were determined by means of a factor analysis, which extracted six factors from the data; Lastly, the travel motives of each park were compared to determine the differences and/or similarities.

- ◆ **Objective 5: To draw conclusions and make recommendations regarding the study (Chapter 5).**

Objective 5 will be met in this chapter. This chapter is constructed as follows. Firstly, an overview of the objectives will be given. Secondly, conclusions will be drawn from the study. Thirdly, recommendations regarding this study and future research will be provided. Lastly, the limitations of the study are discussed.

5.2 CONCLUSIONS REGARDING THE RESEARCH

This section is constructed as follows:

- ◆ Firstly, conclusions will be drawn regarding the literature analysis done on tourist behaviour (Chapter 2) and travel motives (Chapter 3).
- ◆ Secondly, conclusions will be drawn from the empirical results (Chapter 4).

5.2.1 Conclusions with regards to tourist behaviour (Chapter 2)

The following conclusions can be drawn with regards to tourist behaviour (Objective 1):

- ◆ Tourist behaviour can be described as the behaviour shown by tourists when selecting, purchasing, using, evaluating and disposing of a tourism product (c.f. 2.1).
- ◆ Tourism destinations need to understand their customers to be able to satisfy their needs (c.f. 2.2).
- ◆ The reasons for understanding tourist behaviour are: (i) to attain a customer for life; (ii) to focus the destination's marketing concept on the tourist's needs; (iii) to be able to serve societies' needs (c.f. 2.2).
- ◆ When formulating a marketing strategy, tourism product marketers need to understand how and why tourists make their decisions (c.f. 2.2.1).

- ◆ Different variations of the purchase decision-making models exist, these being those of Weaver and Lawton (2006), Clarke (1958), Wahab, Crompon and Rothfield (1976) and Bennett, Jooste and Strydom (2005) (c.f. 2.2.1.1).
- ◆ There are two important areas regarding tourist behaviour, the consumer decision-making process and the factors that affect tourist behaviour (c.f. 2.2.1, c.f. 2.2.1.1, c.f. 2.2.2).
- ◆ The purchase decision-making process is divided into six stages, (1) awareness of a need; (2) information seeking; (3) evaluation of information; (4) decision-making; (5) action or buying and (6) post-purchase evaluation (c.f. 2.2.1.1).
- ◆ The purchase decision-making process has been further developed to suit the tourism industry by means of the tourist choice process, and includes the acquiring of information commercially and socially, the measurement of information regarding certain criteria, and the holiday choice that is made (c.f. 2.2.1.1).
- ◆ The different role players in the purchase decision-making process are: (1) the initiator; (2) the influencer; (3) the decider; (4) the buyer and (5) the user (c.f. 2.2.1.1).
- ◆ There are different choices the tourist needs to consider in the purchase decision-making process, and are: (1) destination; (2) type of travel; (3) time and duration of stay; (4) mode of travel; (5) type of accommodation and (6) tour/ travel organisations and services (c.f. 2.2.1.2).
- ◆ The model of consumer behaviour outlines the important aspects regarding consumer behaviour (c.f. 2.2.2).
- ◆ The important factors affecting consumer behaviour are:
 - *Internal/ individual influences* namely, perception, learning, motivation, attitudes, personality, lifestyle and self-concept can influence a tourist when deciding on a destination (c.f. 2.2.2, c.f. 2.2.2.1).
 - *External/ social influences*, culture and subculture, reference groups, social class, family cycle and marketing activities can influence the tourist's decision-making process (c.f. 2.2.2, c.f. 2.2.2.2).
 - *Personal / demographic characteristics* that can influence the tourist's decision-making process are: race, age and gender (c.f. 2.2.2, c.f. 2.2.2.3).

- *Market characteristics*, climate, economy, government, and technology can also affect the decision making of a tourist's choice (c.f. 2.2.2, c.f. 2.2.2.4).

5.2.2 Conclusions with regards to travel motives (Chapter 3)

The following important conclusions regarding travel motives are made (Objective 2):

- ◆ Understanding travel motives is essential in predicting tourists' behaviour, and travel motives are important factors to consider for marketers of a tourism destination (c.f. 3.1).
- ◆ Motives in general can be described as internal or psychological needs leading to a specific action. The motive to travel can be seen as a set of needs causing a person to take part in certain tourism-based activities, such as travelling (c.f. 3.1).
- ◆ Travel motives are seen as an essential role player in the tourist's choice process, as these motives help determine which destination a tourist will visit (c.f. 3.1).
- ◆ Understanding the motives of tourists is important information for marketers of a tourism destination, as their marketing strategies need to be formulated according to the tourists needs (motives) (c.f. 2.1).
- ◆ There are a number of documented theories on which research on travel motives are based (c.f. 3.2).
 - Maslow's hierarchy of needs suggests that human behaviour is determined by the ability to satisfy certain needs. These needs are physiological, safety, love, self-esteem, respect of others and self-actualisation (c.f. 3.2, c.f. 3.2.1).
 - Crompton's push-pull model divides motives into two forces: *push factors*, escape, self-exploration, relaxation, prestige, regression, kinship-enhancement and social interaction and *pull factors*, novelty and education (c.f. 3.2, c.f. 3.2.2).
 - Iso-Ahola's theory of optimal arousal refers to the level of satisfaction that an individual tourist would prefer, and have been classified as approach (seeking) and avoidance (escaping) (c.f. 3.2, c.f. 3.2.3).
 - McIntosh and Goeldner have identified three categories of different factors that motivate tourists to travel, *physical*, *interpersonal* and *status and prestige* motivators (c.f. 3.2., c.f. 3.2.4).

- ◆ Tourists also have different needs according to their type. Many different tourist typologies have been identified by various researchers (c.f. 3.3).
- ◆ A number of studies regarding travel motives have been conducted in the past, and many motives to travel, specifically to natural areas or national parks, have been identified (c.f. 3.4).
- ◆ The following motives to travel to natural areas have been identified by various researchers, *culture, pleasure seeking / fantasy, relaxation, physical attributes, knowledge-seeking, nature / wildlife, to escape, to participate in activities, experience different lifestyles, destination attractions, nostalgia, photography, novelty, to explore, family recreation, socialising* (c.f. 3.4).
- ◆ The previous research on travel motives indicates similar motives such as escape, relaxation, learning and education, nature and novelty as well as differences in motives, such as *prestige, experiencing different lifestyles and photographic reasons*.

5.2.3 Conclusions with regards to the empirical results (Chapter 4)

The following section will focus on the conclusions of the empirical results (Objective 3 and Objective 4), and is divided into two sections, the profiles of visitors (descriptive) and the factor analysis (explorative).

- ◆ A short profile of the visitors to each national park was determined to conclude whether there were any differences between the profiles of the three parks. The profiles of visitors to the selected national parks are summarised as follows (c.f. 4.3):
 - The visitors to the Addo Elephant, Augrabies Falls and Golden Gate Highlands National Parks are South African citizens between 35 and 64 years old, married, well educated, they visit the parks regularly, and they pay for 1 – 2 persons in their group.
 - The main differences are the province of residence (Addo Elephant and Augrabies Falls visitors are from the Western Cape, and visitors to the Golden Gate Highlands are from Gauteng), and the languages spoken (visitors to the Addo Elephant National Park are English, while visitors to the Augrabies Falls and Golden Gate Highlands National Parks are Afrikaans-speaking). Tourists to the Addo Elephant and Golden Gate Highlands National Parks stayed longer than visitors to the Augrabies Falls National Park. This could be because Augrabies Falls National Park is often used as a stop-over destination (c.f. 4.3).

- ◆ The following table shows the *important to extremely important* aspects (c.f. 4.4.1).

Table 5.1: Reasons for visiting the national parks (*important to extremely important*)

Reasons for visiting the national parks		
Addo Elephant National Park	Augrabies Falls National Park	Golden Gate Highlands National Park
◆ To relax (69.3%)	◆ To relax (75%)	◆ To relax (85%)
◆ For family recreation or time with someone special (61.5%)	◆ For family recreation or time with someone special (68%)	◆ To get away from regular routine (74.4%)
◆ To get away from regular routine (60.8%)	◆ To explore a new destination (63.6%)	◆ For family recreation or to spend time with loved ones (71%)
◆ To explore a new destination (55.3%)	◆ Good accommodation and facilities (43.6%)	◆ To explore a new destination (58.8%)
◆ To photograph animals (52.1%)	◆ To learn about nature/wildlife (42.6%)	◆ Good accommodation and facilities (44.3%)

- ◆ By making use of a factor analysis, six factors were determined for the Addo Elephant, Augrabies Falls and Golden Gate Highlands National Parks, these were *knowledge-seeking, relax and socialise, park activities, nature and wildlife, photography and park attraction*. The factors are explained as follows (c.f. 4.2.2):

- The factor ***relax and socialise*** is the most important motive and consists of the following aspects: to get away, relax, explore the

destination, spend time with friends, for the benefit of children and family recreation. The factor *relax and socialise* was the most important factor in all three parks, yet more important in the Augrabies Falls National Park, than in the Addo Elephant and Golden Gate Highlands National Parks. This indicates that the most important motive to travel to all three selected national parks is to “*relax and socialise*” (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).

- The factor ***park attractions and facilities*** is the second most important motive and consists of the following aspects: accommodation, facilities and climate. The factor “*park attractions and facilities*” was most important to the Golden Gate Highlands National Park than to the Addo Elephant and Augrabies Falls National Parks, meaning that accommodation, facilities and climate were seen as more important motives to travel to the Golden Gate Highlands National Park (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).
- The factor ***nature and wildlife*** is the third most important motive and consists of the following aspects: to learn about nature and wildlife and to appreciate endangered species. The factor *nature and wildlife* was more important in the Addo Elephant National Park than in the Augrabies Falls National Park, and least important to visitors to the Golden Gate Highlands National Park. The reason for this is that the Addo Elephant National Park is a ‘Big Seven’ park, and has a greater variety of fauna and flora, making *nature and wildlife* a more important travel motive to travel to this park (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).
- The factor ***knowledge-seeking*** is the fourth most important motive and consists of the following aspects: educational reasons and to learn about plants, animals, endangered species and specific animals. The factor *knowledge-seeking* was more important in the Addo Elephant National Park than in the Augrabies Falls and Golden Gate Highlands National Parks, as people were motivated to learn about animal and endangered species (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).
- The factor ***photography*** is the fifth most important motive and consists of the following aspects: to photograph plants and to photograph animals. The factor *photography* was more important to visitors to the Addo Elephant National Park than the Augrabies Falls and Golden Gate Highlands National Parks, which is because the

Addo Elephant National Park has more to offer regarding wildlife and diverse regions for photographic motives (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).

- The factor ***park activities*** is the least important motive and consists of the following aspects: grew up with the park, well-known park, hiking, conferences and events. The factor *park activities* was regarded more important to visitors to the Golden Gate Highlands National Park, than to the Addo Elephant and Auwabies Falls National Parks, which is due to the increased number of activities offered at the Golden Gate Highlands National Park, which includes various hiking trails and horse riding (c.f. 4.4.2, c.f. 4.4.3, c.f. 4.4.4.).
- ◆ When analysing the results and comparison of the travel motives of the three national parks, it is clear that not all the motives are equally important to all the parks. *Knowledge-seeking* is more important for tourists to the Addo Elephant National Park, together with *nature and wildlife* as a motive. *Park attractions and facilities* and *park activities* proved to be more important to the Golden Gate Highlands National Park, while to *relax and socialise* was more important to visitors to the Auwabies Falls National Park (c.f. 4.4.3).

5.3 RECOMMENDATIONS

This section will give recommendations from this study, as well as recommendations for future research activities.

5.3.1 Recommendations regarding the travel motives of tourists to the Addo Elephant, Auwabies Falls and Golden Gate Highlands National Parks

The following recommendations can be made with regards to the travel motives of tourists visiting the selected national parks:

- ◆ Marketers of SANParks should take into account that tourists to different national parks indicated different motives as important to visit the park. This impact on the development of marketing material as well as product development of each park. Therefore the marketing strategies of SANParks should make provision for developing park-specific marketing material.
- ◆ From this research as well as previous research regarding national parks, it was found that “relaxation and escape” remains the top motive for tourists to

visit national parks. The implication of this is that SANParks must implement this finding in their overall marketing strategy for all their national parks.

- ◆ Each of the three parks selected for this study consists of unique park attributes, and these attributes should be marketed to attract potential tourists with correlating needs or travel motives, for example the Addo Elephant National Park should be marketed to tourists as a park where they will have the opportunity to learn about wildlife especially the Big Seven. The Golden Gate Highlands National Park should be marketed as a scenic destination, offering ample opportunity to relax and socialise and the Augrabies Falls National Park should be marketed for its arid landscapes and waterfall offerings and the opportunity to relax and socialise.
- ◆ Park management of the respective parks need to take the travel motives of tourists into account in planning and development of the park, aiming to satisfy the needs and travel motives of the tourists to the parks.

5.3.2 Recommendations for further research

The following aspects should be considered for further research:

- ◆ Research on travel motives should be conducted continuously in all other national parks, to give insight on the needs and motives of the tourists visiting South African national parks.
- ◆ Further research is needed regarding the travel motives of foreign nationals to South African national parks, which is needed to develop marketing strategies that will attract foreign tourists.
- ◆ Research regarding feature trends in nature-based and wildlife tourism is needed, which can assist SANParks in developing sustainable ecotourism products.
- ◆ Similar research for private game reserves can also be done.

5.4 LIMITATIONS OF THE STUDY

Limitations to this study included the following: This research was conducted during South Africa's school holidays, for example June/July or December/January, when the parks are mainly occupied by domestic tourists and therefore, in a sense, excluding the view of international tourists as they prefer to visit South African national parks in the off season. Therefore, to gain more international tourists, one needs to conduct surveys during the times that these international tourists are in the national parks.

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**APENDIX A:
The Questionnaire**

AFDELING A: SOSIO-DEMOGRAFIESE DETAIL
SECTION A: SOCIO-DEMOGRAPHIC DETAIL

1. Huistaal?/*Home language?* English 1
 Afrikaans 2
 Ander/*Other* 3
 (Spesifiseer/*Specify*)

2. In watter jaar is u gebore? / In which year were you born? _____

3. Inligting i.v.m. kinders wat die Park saam met u besoek (indien enige)./*Information regarding children*

who visit the Park with you (if any)

	Ouderdom/ Age
1ste kind/ <i>1st child</i>	
2de kind/ <i>2nd child</i>	
3de kind/ <i>3rd child</i>	
4de kind/ <i>4th child</i>	

4. Huwelikstatus?/*Marital status?* Getroud/*Married* 1
 Ongetroud/*Not married* 2
 Geskei/*Divorced* 3
 Wewenaar,
 Weduwee/*Widow/er* 4
 Woon saam/*Living together* 5

5. Land van herkoms (Indien buite RSA)?/
Country of residence (If outside RSA)? _____

6. In watter provinsie is u woonagtig?/
In which province do you live? Gauteng 1
 KwaZulu-Natal 2
 Oos-Kaap/*Eastern Cape* 3
 Wes-Kaap/*Western Cape* 4
 Noord-Kaap/*Northern Cape* 5
 Limpopo 6
 Mpumalanga 7
 Vrystaat/*Free State* 8
 Noordwes/*North West* 9

7. Dui asseblief u hoogste kwalifikasie aan./
Please indicate your highest level of education. Geen skool/*No school* 1
 Matriek/*Matric* 2
 Diploma, Graad/*Diploma, Degree* 3
 Nagraads/*Post Graduate* 4
 Professioneel/*Professional* 5
 Ander/*Other* 6

(Spesifiseer/Specify)

AFDELING B: EKONOMIESE IMPAK
SECTION B: ECONOMIC IMPACT

1. Vir hoeveel persone **betaal** u in u toergroep?/

*How many people are you **paying** for in your travelling group?*

2. Met watter tipe vervoer reis u na die Park?/

Which mode of transport do you use to travel to the Park?

4x4
Kombi
Rekreasie voertuig/*Leisure vehicle*
Sedan
Ander/*Other*
(Spesifiseer/Specify)

1
2
3
4
5

3. Hoeveel keer het u Nasionale Parke oor die afgelope 3 jaar besoek? /
How many times have you visited National Parks over the past 3 years?

4. Hoeveel nagte bly u in dié Park?/How many nights are you staying at this Park?

5.1 Wat is die hoofrede waarom u die Nasionale Park gekies het? / What is the main reason for choosing this National Park?

6.1 Meen u die huidige aktiwiteite, bv staproetes, is voldoende? /Do you feel the current activities, for

example hiking routes, are adequate?

Ja/Yes	Nee/N
1	2

6.2 Motiveer u antwoord op vraag 6.1. / Please justify your answer to question.

6.3 Watter ander aktiwiteite, bv sterrekyk, sou u graag in die nabye toekoms in die Park wou sien?

Which other activities, for example stargazing, would you like to see in this Park in the near future?

6.4 Indien kinders onder 18 jaar oud saam met u die Park besoek, watter tipe rekreasie-aktiwiteite sou hulle verkies? / *If children under the age of 18 years are included in your travel party, what type of recreation activities would they prefer?*

Geen kinders vergesel ons nie/ <i>No accompanying children</i>	1
Speletjies (aktiwiteitsboek)/ <i>Games (activity book)</i>	2
Opvoedkundige praatjies/ <i>Educational talks</i>	3
Gidsuitstappies / <i>Guided walks</i>	4
Ouer-en-kind aktiwiteite / <i>Parent-and-child activities</i>	5
Natuurvideo's/ <i>Nature video's</i>	6
Rekreasieprogramme/ <i>Recreational programmes</i>	7
Kleutersorg/ <i>Daycare</i>	8
Ander/ <i>Other (Spesifiseer/Specify)</i>	9

7. Beoordeel volgens die skaal waarom u die Park besoek het (beantwoord asseblief al die moontlikhede)?/Rate on a scale of importance why you visited the Park? (please answer all possibilities)

Uiters belangrik/ <i>Extremely important</i>	5					
Baie belangrik/ <i>Very important</i>	4					
Belangrik/ <i>Important</i>	3					
Minder belangrik/ <i>Slightly important</i>	2					
Glad nie belangrik/ <i>Not at all important</i>	1					
	1	2	3	4	5	
a. Om weg te breek uit my roetine/ <i>To get away from my routine</i>	1	2	3	4	5	
b. Om te ontspan/ <i>To relax</i>	1	2	3	4	5	
c. Om 'n nuwe bestemming te verken/ <i>To explore a new destination</i>	1	2	3	4	5	
d. Om tyd saam met my vriende te spandeer/ <i>To spend time with my friends</i>	1	2	3	4	5	
e. Tot voordeel van my kinders/ <i>For the benefit of my children</i>	1	2	3	4	5	
f. Vir gesinsrekreasie of om tyd saam met iemand spesiaal deur te bring / <i>For family recreation (to be with family) or to spend time with someone special.</i>	1	2	3	4	5	
g. Sodat ander lede van my geselskap kan leer van die natuur/ <i>So that other members in my party could learn about nature</i>	1	2	3	4	5	

h. Sodat ander lede van my geselskap waardering vir bedreigde spesies en wildlewe kan ontwikkel/ <i>So that other members in my party could develop an appreciation for endangered species and wildlife</i>	1	2	3	4	5
i. Hoofsaaklik om opvoedkundige redes (om dinge te leer, my kennis te verbreed)/ <i>Primarily for education reasons (to learn things, increase my knowledge)</i>	1	2	3	4	5
j. Om van diere in die algemeen te leer/ <i>To learn about animals in general</i>	1	2	3	4	5
k. Om van bedreigde spesies te leer/ <i>To learn about endangered species</i>	1	2	3	4	5
l. Om van plante te leer/ <i>To learn about plants</i>	1	2	3	4	5
m. Om van spesifieke diere te leer/ <i>To learn about specific animals</i>	1	2	3	4	5
n. Om diere te fotografeer/ <i>To photograph animals</i>	1	2	3	4	5
o. Om plante te fotografeer/ <i>To photograph plants</i>	1	2	3	4	5
p. Omdat ek met die Park grootgeword het/ <i>Because I grew up with the Park</i>	1	2	3	4	5
q. Dit is 'n bekende handelsmerk, daarom ken almal dit/ <i>It is a well-known brand; therefore everybody knows it</i>	1	2	3	4	5
r. Die Park het goeie akkommodasie en fasiliteite/ <i>The Park has great accommodation and facilities</i>	1	2	3	4	5
s. Ek verkies die gebied weens die klimaat/ <i>I prefer this area, because of its climate</i>	1	2	3	4	5
t. Vir die staproetes/ <i>To do hiking trails</i>	1	2	3	4	5
u. Vir konferensies/ <i>For conferences</i>	1	2	3	4	5
v. Vir gebeurtenisse in die omgewing / <i>For events in the area</i>	1	2	3	4	5

8.1 Besoek u enige winkels insluitend vulstasies in die onmiddellike

omgewing van die Park?*/Do you visit any shops including petrol stations in the immediate vicinity of the Park?*

J	N
a	e
/	/
Y	N
e	o
s	

8.2 Indien Ja, noem die tipes besighede / *If Yes, list the types of businesses*

9. Hoeveel het u tydens u besoek aan die volgende bestee?*/ How much did you spend during your visit to*

the Park on the following?

- | | | |
|---|------|---------------|
| 1. Ingangs- en bewaringsfooi/Entrance and conservation fee | R | _____ |
| 2. Akkommodasie/Accommodation | R | _____ |
| 3. Restaurante/Restaurants | R | _____ |
| 4. Kos/Food | R | _____ |
| 5. Drinkgoed/Beverages | R | _____ |
| 6. Tabakprodukte/Tabacco products | R | _____ |
| 7. Klere en skoene/Clothes and footwear | R | _____ |
| 8. Vervoer/Transport: | | |
| 8.1. Na die Park/ To the Park | R | _____ |
| 8.2. By die Park/At the Park | R | _____ |
| 9. Rekreasie (Wildritte)/Activities (Game drives) | R | _____ |
| 10. Medisyne/ Medicine | R | _____ |
| 11. Toiletware/Toiletries | R | _____ |
| 12. Aandenkings en juwele/Souvenirs and jewelry | R | _____ |
| 13. Telefoon, faks, internet/Telephone, fax, internet | R | _____ |
| 14. Ander uitgawes nie hierbo vervat nie (Spesifiseer) /Other expenses not listed above (Specify) | | |
| | 14.1 | _____ R _____ |
| | 14.2 | _____ R _____ |
| | 14.3 | _____ R _____ |

**AFDELING C:
VERBRUIKERSPROFIEL
SECTION C: CONSUMER PROFILE**

1.a) Watter dienste behoort die besoekersentrum te lewer?/

Which services should the visitor centre offer?

- a) Ouditorium met natuurvideo's/
Auditorium with nature video's
- b) Skyfievertonings/
Slide shows
- c) Spesialispraatjies/
Specialist talks
- d) Vermaak vir kinders/
Entertainment for kids
- e) Ander (spesifiseer)/ Other (specify)

1
2
3
4
5

2. Watter van die volgende verkies u wanneer u die Park besoek?/

Which of the following do you prefer when you visit the Park?

a) Selfbediening /Self-catering	1
b) Uiteet & selfbediening/ / Dine out & self-catering	2
c) Bed & ontbyt/ Bed & breakfast	3

d) Aandete, bed & ontbyt/*Dinner, bed & breakfast*

4

3.1 Watter tydskrifte koop u **gereeld**? / *Which magazines do you buy regularly?*

a _____
b _____
c _____

3.2 Watter koerante koop u **gereeld**? / *Which newspapers do you buy regularly?*

a _____
b _____
c _____

3.3 Na watter TV-programme kyk u **gereeld**? / *Which TV programmes do you watch regularly?*

a _____
b _____
c _____

3.4 Na watter radiostasies luister u **gereeld**? / *Which radio stations do you listen to regularly?*

a _____
b _____
c _____

3.5 Waar het u van die Park te hore gekom (Toon slegs die belangrikste een)? / *Where did you hear about the Park (Indicate only the most important one)?*

- a. Webwerf/*Website*
- b. Skoue/*Shows (Getaway)*
- c. Vriende & familie/*Friends & family*
- d. Radio
- e. TV
- f. Tydskrifte/*Magazines*
- g. SANParke/*SANParks*
- h. Vorige besoeke/*Previous visits*
- i. Ander/*Other (Spesifiseer/ Specify)*

1
2
3
4
5
6
7
8
9

4. Besit u 'n "Wild Card"? / *Are you a Wild Card holder?*

Ja/ Yes	Nee/ No
1	2

5. Hoe het u die volgende in die Park ervaar? / *How did you experience the following in the Park?*

Nie van toepassing/ <i>Not applicable</i>	6						
Uitstekend/ <i>Excellent</i>	5						
Goed/ <i>Good</i>	4						
Redelik/ <i>Fair</i>	3						
Swak/ <i>Poor</i>	2						
Baie swak/ <i>Very poor</i>	1						
	1	2	3	4	5	6	
a. Restaurante/ <i>Restaurants</i>	1	2	3	4	5	6	
b. Winkels/ <i>Shops</i>	1	2	3	4	5	6	
c. Aanwysings/ <i>Directions</i>	1	2	3	4	5	6	
d. Pamflette/brosjures (aangekoop)/ <i>Pamphlets/brochures (purchased)</i>	1	2	3	4	5	6	
e. Gratis pamflette/brosjures/ Free <i>pamphlets/brochures</i>	1	2	3	4	5	6	
f. Uitleg van die Park in die algemeen/ <i>Layout of the Park in general</i>	1	2	3	4	5	6	
g. Wildritte (waar van toepassing)/ <i>Game drives (where applicable)</i>	1	2	3	4	5	6	
h. Wilduitstappies (waar van toepassing)/ <i>Game walks (where applicable)</i>	1	2	3	4	5	6	
i. Bosbraaie (gereël deur SANParke)/ <i>Bush Braais (arranged by SANParks)</i>	1	2	3	4	5	6	
j. Staproete/ <i>Hiking trail</i>	1	2	3	4	5	6	
k. Wassery/ <i>Laundry service</i>	1	2	3	4	5	6	
l. Piekniekplek/ <i>Picnic sites</i>	1	2	3	4	5	6	
m. Braaifasiliteite by Chalet/Tent/ <i>Braai facilities at Chalet/Tent</i>	1	2	3	4	5	6	
n. Vriendelikheid en diens van Park personeel/ <i>Friendliness and service of Park personnel</i>	1	2	3	4	5	6	
ONTVANGS/RECEPTION							
o. In boek/Registrasie-proses / <i>Check-in process</i>	1	2	3	4	5	6	
p. Genoegsame inligting rakende kontakpersone ingeval van nood/ <i>Sufficient information regarding contact persons in case of emergency</i>	1	2	3	4	5	6	
q. Inligting rakende attraksies en aktiwiteite in die Park/ <i>Information regarding attractions and activities in the Park</i>	1	2	3	4	5	6	
r. Vriendelikheid en diens van ontvangs / <i>Friendliness and service of reception</i>	1	2	3	4	5	6	
s. Ontvangs in die algemeen/ <i>Reception in general</i>	1	2	3	4	5	6	

6. Akkommodasie/Accommodation

6.1 Watter tipe akkommodasie verkies u (kan meer as een selekteer)?/

Which kind of accommodation do you prefer (more than one can be selected)?

Kampeer/
Camping
Chalets
Houthut/*Wooden hut*

Tentkamp/ *Tented camp*
Gastehuis/ *Guesthouse*
Wilderniskamp (sonder heining)/
Wilderness camp (without fence)
Ander (Spesifiseer)/ *Other*

1
2
3
4
5
6
7

(Specify)

□

6.2 Watter nuwe tipe akkommodasie, indien enige, sal u graag in die Park in die nabye toekoms wil sien?/

What new tpe of accommodation, if any, would you like to see in this Park in the future?

6.3 Word die akkommodasie-eenhede na u mening goed in stand gehou? (Motiveer asb.)

According to you, are the accommodation units well maintained? (Please justify)

Ja/ Ye s	N e / N o
1	2

6.4 Hoe kan die Park se "ambience" (milieu/omgewing) na u mening verbeter word?/ What do you

think should be done to enhance the ambience of this Park?

7.1 Is daar aan u verwagtinge voldoen t.o.v. die volgende?/Were your expectations met regarding

the following?

	Ja/ Yes	N e / N o
a. Akkommodasie/ <i>Accommodation</i>	1	2
b. Natuur- en wildlewe/ <i>Nature and wildlife</i>	1	2
c. Fasiliteite/ <i>Facilities</i>	1	2
d. Aktiwiteite/ <i>Activities</i>	1	2

7.2 Indien u NEE geantwoord het in enige kategorie, motiveer asb./ *If the answer was NO in any category, please justify.*

8. Sou u hierdie spesifieke Park vir u familie en vriende aanbeveel?/ Would you recommend this specific

Park to your friends and relatives?

Ja/ Y es	1
Nee/	2

No

8.1 Motiveer asseblief u antwoord op vraag 8./ *Please justify your answer to question 8.*

9. Enige aanbevelings of voorstelle?/ *Any recommendations or suggestions?*

**DANKIE VIR U ONDERSTEUNING
/ THANK YOU FOR YOUR
SUPPORT**

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