

**BENEFIT SEGMENTATION FRAMEWORK FOR POSITIONING MPUMALANGA AS A TOURIST  
DESTINATION**

by

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## ABSTRACT

Tourism is one of the key industries that drive the global economy, playing a key role in regional development. However, constant change, trends and tourist behaviour compel drive destinations to keep track of these changes in order to grow tourism and stimulate economic growth. Mpumalanga is one of the provinces in South Africa known for its flora and fauna, beautiful landscape, and game reserves together with wildlife; therefore, having the potential to draw tourists to the province. Mpumalanga province aim to position itself as a destination of choice. A process of segmenting should however first take place as positioning is the end result. The purpose of the present study was to segment and profile tourists based on benefits sought in order to develop a benefit segmentation framework for Mpumalanga. The data collection procedure was based on a self-administered survey applied to a sample of 400 tourists visiting Mpumalanga, and two segments were identified. Binary logistic regression indicated that benefits sought (all nine) were statistically significant predictors of the attractions tourists visited and the activities within which they participated during their stay in Mpumalanga. A benefit segmentation framework was developed as a recommendation, which may be useful in developing promotional and packaging activities for identified segments by incorporating activities and attractions obtained from the binary logistic regression results and by matching them within the identified segment while using benefits as guidelines.

**Key terms:** tourism destination, market segmentation, benefit segmentation, positioning Mpumalanga.

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## DECLARATION

I declare that this master's thesis, which I hereby submit for the degree MCom (Tourism Management) at the University of South Africa, is my own work and has not previously been submitted by me for a degree at another university.

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Date

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Signature

## LIST OF ABBREVIATIONS

ANOVA	Analysis Of Variance
DMO	Destination Management Organisation
EFA	Exploratory Factor Analysis
ETC	European Travel Commission
GDP	Gross Domestic Product
KMO	Kaiser–Meyer–Olkin
KNP	Kruger National Park
MTPA	Mpumalanga Tourism and Parks Agency
NDT	National Department of Tourism
SA	South African
SAT	South African Tourism
SPSS	Statistical Package for the Social Sciences
STP	Segmenting, Targeting and Positioning
UN-WTO	United Nations World Tourism Organisation
US	United States
USD	United States Dollar
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council
ZAR	South African Rand

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# CHAPTER 1: BACKGROUND TO THE STUDY

## 1.1 INTRODUCTION

In a world of change, one constant since the 1950s is the sustained growth and resilience of the tourism industry both as an activity and an industry (Cooper, 2012:5; United Nations World Tourism Organisation [UN-WTO], 2015a:1). Tourism is one of the main industries that drive the global economy, playing a key role in regional development (Perera, Vlosky & Wahala, 2012:451; World Travel & Tourism Council [WTTC], 2015:3). It is an activity of global importance and a major force in the economy contributing USD 7.6 trillion (10% of the global gross domestic product [GDP] and 277 million jobs (1 in 11 jobs) for the global economy in 2014 (WTTC, 2015:3). The tourism industry grew by 4.7% in 2014 and is expected to continue to grow at the rate of 4–4.5 % per annum outperforming industries such as manufacturing, financial services and retail (UN-WTO, 2014:4; UN-WTO, 2015b:4). The progress of the tourism industry continues despite a whole array of challenges plaguing the world, such as financial and political instabilities (Cooper, 2012:7; UN-WTO, 2016:3). South Africa is without exception as tourism arrivals grew by 6.6% in 2014 despite the Ebola outbreak (Hanekom, 2015:1). However, overall, South African (SA) tourist arrivals are down by 6.8% for 2015. One of the reasons attributed to the decrease is the latest visa requirements (Bac, 2016:1).

The total contribution of tourism to the GDP was 9.4% towards South Africa's overall GDP and is forecasted to increase by 3.3% in 2016 to 2026 (WTTC, 2016:7). In 2014, the total contribution of tourism employment in South Africa was 9.9% of the total employment in the country (WTTC, 2015:5). Creating 1 497 500 jobs in 2014 and expected to rise by 3.6% in 2015 to 1 551 500 jobs and to rise by 2.7% per annum to 2 028 000 (11.5%) jobs in 2025 (WTTC, 2015:5). The SA tourism industry was worth ZAR 60.5 billion in 2014 and is expected to increase by 0.3% in 2015, escalating at a rate of 2.3% per year over the next ten years to ZAR76 billion in 2025.

Because of the employment intensity of tourism and its multiplier effect on the broader economy, the SA government has announced the industry as one of the top six growth drivers in the economy (National Department of Tourism [NDT], 2015:ii). Since the tourism industry contributes to a country's economy, it has become an important part in the development strategy of any country (Kim, Park, Gazzoli & Sheng, 2011:281; WTTC, 2015:3). Tourism is extremely important to the SA economy and all nine provinces.

The SA tourism industry comprises the nine provinces in South Africa, namely Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, Northern Cape, North West and the Western Cape. Each of these provinces has its own legislature, premier and executive council, but also its own distinctive landscape, population, economy and climate. An overview of domestic annual trips to each province between 2013 and 2015 is presented in Table 1.1.

**Table 1.1: Domestic annual trips to each province**

	2013	2014	2015
Limpopo	20%	26%	22%
KwaZulu-Natal	27%	18%	19%
Gauteng	16%	15%	14%
Mpumalanga	12%	11%	13%
Eastern Cape	8%	11%	13%
Western Cape	9%	6%	7%
North West	4%	8%	7%
Free State	3%	3%	5%
Northern Cape	2%	2%	1%
<b>Total</b>	100%	100%	100%

*Source: South African Tourism [SAT] Annual report (2016:12)*

- Limpopo is the most visited province with 22% of tourist arrivals in 2015, which represents a decline from 26% in 2014.
- The second most visited province is KwaZulu-Natal with 19% although it is the province which represents an increase from 18% in 2014.
- Gauteng is the third most visited province (16%) although the province has been experiencing a decline of 1% for the past three years (2013–2016).
- Mpumalanga was the fourth most visited province with 12% in 2013 although it has been in the same position together with the Eastern Cape province for the past two years (2014–2015).

With regard to international tourists, Table 1.2 provides provincial distribution share of arrivals of international tourists from 2013 to 2015.

**Table 1.2: Provincial distribution of international arrivals**

	2013	2014	2015
Gauteng	41.4%	39.8%	41.4%
Western Cape	14.8%	14.5%	14.9%
Eastern Cape	3.1%	3.2%	3%
KwaZulu-Natal	8.6%	8%	8.4%
Mpumalanga	12.6%	12%	14.6%
Limpopo	15.9%	17.2%	15.1%
North West	5.5%	5.3%	8.7%
Northern Cape	1.7%	1.7%	1.2%
Free State	8.9%	10.1%	10.6%
<b>Total</b>	112.5%	111.8%	117.9%

Source: SAT Annual report (2016:68–70)

- Gauteng receives most of the international tourists with 41.4% of tourist arrivals in 2013 and experienced a decline of 1.6% in 2014. In 2015, the province's tourist arrivals increased by 1.6%.
- Limpopo was the second most visited province with 15.1% of tourist arrivals in at 2015, which represented a decline from 17.2% in 2014.
- Western Cape is the third most visited province with 14.8% in 2013, 14.5% in 2014 and 14.9% in 2015. The province, especially Cape Town, has been named the world's top place to visit in 2014 by the *New York Times* with international tourist expenditure estimated at USD 1.2 billion (ZAR 12.7 billion) in 2013 in the city (Mapenzauswa, 2014:1).
- Mpumalanga is the fourth most visited province with 14.6% of tourist arrivals in 2015, which represented an increase from 12% in 2014.

It is clear that Mpumalanga can improve on its position from the fourth place, as it has shown potential to grow as a tourist destination.

Although the province has experienced growth and prosperity, to survive in this competitive marketplace, it is the mandate of the National Department of Tourism (NDT) to put renewed focus on marketing and brand management of tourism in South Africa (NDT, 2012:vii). According to Buhalis (2000:97), a destination is a geographical area such as a country, region, town, province, city and municipality; therefore, *destination* and *province* will be used interchangeably in the present study. South African provinces, of which Mpumalanga is one, must be agile and adapt to changing demands and preferences of tourists.

## **1.2 PROBLEM STATEMENT**

As indicated in the background, research is needed into the various provinces of South Africa, specifically to improve the positioning of the country as a destination. Mpumalanga desires to position itself as a tourism destination of choice (Mpumalanga Tourism and Parks Agency [MTPA], (2015:1). Positioning is an end result of market segmentation whereby certain steps need to be achieved before positioning can be considered. To achieve a certain position within the market, a process of segmenting should take place (Kotler & Armstrong, 2012:214). The reason for this is that, when a destination or province knows and understands its target market it can apply correct marketing strategies towards the right market segment resulting in an overall improved positioning (Pesonen, Laukkanen & Komppula, 2011:303; Tsiotsou & Goldsmith, 2012:3; United Nations World Tourism Organisation & European Travel Commission [UN-WTO & ETC], 2009:5). Amongst others, the market segmentation research studies listed in Table 1.3 were done on the various provinces in South Africa.

**Table1.3: Segmentation studies conducted in different provinces in South Africa**

Author	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Saayman and Dieske (2015)							X		
Kruger, Viljoen and Saayman (2015)									X
Cini and Saayman (2014)									X
Kruger and Saayman (2010)	X								
Kruger, Saayman and Hermann (2014)						X			
Botha (2009)								X	
Boekstein and Spencer (2013)									X
Saayman, Saayman and Joubert (2012)									X
Kruger and Saayman (2015)			X						
Kruger, Saayman and Ellis (2012)									X
Kruger and Saayman (2014)						X			
Cini and Saayman (2014)									X
Kruger, Viljoen and Saayman (2015)							X		X
Boekstein (2015)									X
Saayman and Van der Merwe (2015)									X
Myburgh, Kruger and Saayman (2014)	X								
Duval and Smith (2014)				X					
Kruger and Saayman (2014b)					X				
Slabbert and Laurens (2012)						X			
Scholtz, Kruger and Saayman (2013)						X			
Jones and Lalley (2013)						X			
Kgote and Kotze (2013)								X	
Saayman, Slabbert and Van der Merwe (2009)	X								X

From the segmentation list of studies, the following summary was contracted per province in South Africa:

- 10 studies were done in the Western Cape;
- 5 studies were done in Mpumalanga;
- 3 studies were done in Eastern Cape;
- 2 studies were done in Northern Cape and North West;
- 1 Limpopo; and
- 1 study in Gauteng.

It is clear from the Table 1.3 that most segmentation studies have been carried out in the Western Cape. Even though studies were conducted in Mpumalanga, these only applied to the Kruger National Park and not in terms of the province, which leaves room for research to be conducted. Various segmentation approaches have been used in these studies done from a SA perspective, except for benefit segmentation, which identified a gap in segmentation (see Table 1.3).

Mpumalanga experienced insufficient marketing spent in the past, which has led to fragmented marketing programmes indicating that marketing by the province is not suitable for improving the positioning of the province (Nkambule, 2013:1). Limited financial resources led the province to withdraw from participating in the Tourism Indaba in 2013 (Nkambule, 2013:1). Even though the tourism budget has been increased for the year 2016, SA tourism indicated that it had suffered currency losses of R350m from 2011 to 2015 due to the depreciation of the rand and this has led to reduced marketing budgets (Ensor, 2016:1).

How does a province such as Mpumalanga achieve the goal to market a destination efficiently with such limited resources? Tourists worldwide are developing more diversified needs and tastes, consequently resulting in destination marketing organisations being forced to be more market/tourist-driven and capable of processing information (Li, 2014:18). Therefore, destinations ought to be tourist-led and seek to understand tourists' needs and wants before developing products to meet those needs.

This refers to target marketing, which is a tourist-driven marketing strategy with the intention to create value for targeted tourists (Kotler, & Armstrong, 2013:27).

Subsequently, market information and research have become important for destination marketing and management organisations regarding tourists' needs and wants or rather what they value (Li, 2014:18).

Travelling nowadays is less about location but rather to offer tourists solutions; therefore, natural resource endowment alone can hardly make a destination attractive as may have been in the past (Li, 2014:17). It is therefore important to find out which benefits tourists are seeking in order to offer such solutions or rather what tourists deem value they want or need.

Moreover tourists are not one homogeneous group of people seeking the same benefits from a destination; they are rather heterogeneous (Dolnicar & Grün, 2008:63; Pesonen, 2012:69). For this reason, a destination cannot offer its tourism product offering to appeal to each individual tourist in the market as this can be an expensive exercise. As a result, market segmentation is implemented to categorise groups of similar tourists who can be targeted with offers fulfilling their particular needs (Almeida, Correia & Pimpão, 2014:6; Dolnicar & Grün, 2008:63). Market segmentation is a process of classifying tourists into groups based on different needs, characteristics or behaviour, and this has strategic implications for targeting tourists and destination positioning (Sarigöllü & Huang, 2005:278). Segmentation of the market is conducted to ensure that the correct market segment is targeted and probably attracted to a destination (Middleton, Fyall, Morgan & Ranchhod, 2009:100; UN-WTO & ETC, 2009:5). Segmentation of tourists contributes to the competitiveness of a destination by differentiating its marketing strategy and uniquely positioning a destination within the market (Dolnicar, 2005:317; McCabe, 2009:147).

There are eight different market segmentation approaches used in travel and tourism, namely demographic, geographical, socioeconomic, psychographic, purpose of travel, buyer needs, motivations, and benefits sought (Middleton et al., 2009:103) (see Chapter 3, section 3.1 for a discussion on these segmentation approaches).

Because tourists' perceptions, needs and wants differ, it is important that the chosen segmentation criterion offers management of the destination a better understanding of the tourists visiting the destination (Frochot, 2005:339). One of these approaches is of importance, namely benefit segmentation.

Segmenting according to benefits focuses on the reasons potential tourists buy in the market (McCabe, 2009:154). Various scholars (Cooper, 2012:307; Frochot, 2005:338; Haley, 1968:31) suggest benefit segmentation to be a helpful approach in determining tourists' behaviour far more accurately than other descriptive variables such as demographic and geographic characteristics.

Furthermore, this benefit segmenting criterion is regarded as most suitable as it allows for better understanding of tourists' needs (Almeida et al., 2014:6; Armstrong, Adam, Denize & Kotler, 2014:159; Dolnicar, 2008:130; Frochot, 2005:339).

Benefit segmentation is suggested as the most suitable method to achieve Mpumalanga's strategic marketing objectives and realise its mission (MTPA, 2015:1). Moreover, by obtaining behavioural information, Mpumalanga marketers may also identify holiday patterns (for example activities in which tourists participate while on holiday), which would give a complete profile of the different segments (Dolnicar & Leisch, 2003:282; Pesonen et al., 2011:304).

With the diverse changes in tourists' needs as well as a limited marketing budget, how can Mpumalanga position itself as a destination of choice? More specifically, which segmentation criteria can the province adopt in order to segment and target its market effectively? How does a destination blessed with breath-taking landscapes as well as diverse flora and fauna ensure that it captures the right target market in order to achieve its goal of becoming a destination of choice?

### **1.3 SIGNIFICANCE OF THE STUDY**

Previous studies summarised in Table 1.3 show a lack of using benefit segmentation of tourists visiting Mpumalanga, on which this study is based. By doing this research, value will be added to tourism management. The study may bring a deeper understanding of tourists' preferences and assist management of Mpumalanga in marketing the province as a destination. This will enhance the knowledge of destination marketers. A deep understanding of tourists will assist management to develop well-devised programmes in line with tourists' benefits needed (Almeida et al., 2014:8). Clear segments will be developed using quantifiable evaluation criteria to determine segment attractiveness and to assist with target market selection (Jang, Morrison & O'Leary 2002:377).

Therefore, allowing for the province's management to develop and attract the most lucrative markets (Jang et al., 2002:377; Kim et al., 2011:54; Pesonen et al., 2011:311) offering Mpumalanga the option to target its market effectively and prioritise its marketing budget more effectively. Benefit segmentation analysis may allow the province to find the uniqueness of tourists visiting Mpumalanga, as clustered groups of tourists may further be analysed using demographic travel behaviour characteristics and activities participated in (Kim et al., 2011:47). By doing so, more applicable information can be offered to destination marketers, such as effective information sources used by tourists when planning travel. This type of research provides useful information for marketing the province.

Benefits discovered can be used in marketing messages to target specific markets, thereby attracting more tourists. In doing so, part of the mission of Mpumalanga Tourism and Parks Agency (MTPA) regarding stimulating the province's economic growth may be achieved. Understanding the tourist benefits may well be a rich basis of competitive advantage for Mpumalanga and a powerful tool for success. Analysis of benefits may enhance and better position a destination in the market place (Dolnicar, 2012:31). In order to identify the benefits that tourists seek when visiting Mpumalanga, the present study addressed this problem to position the province as a destination of choice. Primary and secondary objectives are presented in the next subsection.

## **1.4 RESEARCH OBJECTIVES**

The primary and secondary objectives of this thesis are introduced next:

### **1.4.1 Primary objective**

To develop a benefit-based segmentation framework for positioning Mpumalanga as a tourist destination of choice (in South Africa).

### **1.4.2 Secondary objectives**

In order to achieve the primary objective of the study, the following secondary objectives have been identified, namely to –

- explore relevant literature on tourism, tourism systems, tourism destinations, travel behaviour, trends shaping travel behaviour, and various marketing concepts such as segmentation, benefit segmentation, and positioning of tourism destinations;
- determine travel behaviour (information sources and travel planning), satisfaction and benefits sought by tourists visiting Mpumalanga;
- determine whether any statistically significant differences exist between the groups as identified within each of the demographic characteristics with regard to their travel behaviour, satisfaction and benefits experienced;
- use cluster analysis to identify and formulate market segments based on travel behaviour, tourist satisfaction, benefits sought and demographic characteristics in Mpumalanga;
- determine whether benefits sought, travel behaviour and tourist satisfaction can be used to predict activities and attractions using logistic regression; and
- formulate suggestions and recommendations for Mpumalanga in order to position the province as a preferred destination.

## **1.5 RESEARCH METHODOLOGY OF THESIS**

The research methodology applied in this study included both primary and secondary research. Secondary research is discussed in 1.5.1, followed by primary research in 1.5.2.

### **1.5.1 Secondary research**

Secondary research is defined as the collection of studies previously published by other authors on a topic for their own purposes (Cooper & Schindler, 2006:103). It is important for the research topic to be thoroughly conceptualised and that existing literature or body of knowledge is examined (Mouton, 2001:87). Previous studies were used as part of the literature review, including the following (Mouton, 2001:88; Notar & Cole 2010:3):

- academic journals;
- books;
- theses and dissertations;
- presentations at conferences,
- Internet websites; and
- electronic databases (for example, the library catalogue, EBSCOhost, Academic Search Premier, Hospitality & Tourism, ABI/Inform, Science Direct, and Emerald Full Text).

The references list containing all sources consulted appears at the end of the study. The literature review for this thesis conceptualised the concept of tourism destination management and marketing, strategic marketing, benefit segmentation and its application in tourism.

### **1.5.2 Primary research**

According to Welman, Kruger and Mitchell (2009:149), primary data is obtained from original research, which is information collected by the researcher for the purposes of the study.

Primary research was conducted to accomplish the aim of the study and to address the objectives of the present study. Eight steps were followed during the primary research, and these are discussed next.

The **first** step was to select a research design for the study. The research was of an empirical nature using a survey to collect primary data. A descriptive approach was adopted whereby quantitative research was followed.

The **second** step was to select and develop a sampling design for the study. The population for the present study comprised international and domestic tourists visiting Mpumalanga for a holiday. A sampling frame was not available; therefore, non-probability purposive sampling based on the data collection procedure was used to determine the sample for this study.

Because a sampling frame was not available, guidelines for determining the sample size as suggested by Nunnally, Bernstein and Berge (1967:421) as well as Hair, Black, Babin and Anderson (2010:102) were adopted for the study. The recommended sample size was a minimum of 300 and a maximum of 600. The actual sample size achieved was 400 as information reported in this research was provided by a total of N = 400 respondents (tourists) visiting Mpumalanga during April and May in 2015 (see section 4.4.4).

The **third** step was to select and develop the research instrument. A questionnaire was developed, and the questions related to the research objectives of the study. The questionnaire consisted of five sections (A–E), as outlined in Table 1.4. questions were based on previous research, i.e. the literature review of benefit segmentation studies. A Likert-type scale ranging from 1 to 7 was used in sections B, C, D of the questionnaire (refer to Appendix A). In section B, respondents had to indicate information sourced or consulted while planning their trip to Mpumalanga. Section C requested respondents to rate the degree of their satisfaction regarding different aspects during their stay in the province. In section D, respondents had to indicate the degree that accurately described their experience regarding a specific benefit when visiting Mpumalanga.

**Table 1.4: Construction of the questionnaire**

Research objectives of the study	Section in the questionnaire		Type of question
	<b>A</b>	Screening questions	A1–A2 closed-ended questions
To analyse the identified benefit-based markets further according to their travel characteristics and demographics	<b>B</b>	Travel behaviour prior to visit	B1–B2 closed-ended questions
	<b>C</b>	Tourists' satisfaction	C1 closed-ended question
To identify and formulate market segments based on the benefits sought by tourists in Mpumalanga	<b>D</b>	Tourists rated the importance of benefits during their stay in Mpumalanga	D1–D9 closed-ended questions
Research objectives of the study	Section in the questionnaire		Type of question
	<b>D</b>	Attractions visited and activities participated in	D10–D11 closed-ended questions
To analyse the identified benefit-based markets further according to their travel characteristics and demographics	<b>E</b>	Demographic information	Demographic information E1 open-ended question E2–E3 closed-ended questions E4 open-ended question E5–E6 closed-ended questions E7 open-ended question E8–E10 closed-ended questions

**Table 1.5: The Likert-type scale used in the questionnaire**

Applicable Likert-type scale used									
Section in questionnaire									
<b>B</b>	Did not consult at all	1	2	3	4	5	6	7	Definitely consulted
	Not at all	1	2	3	4	5	6	7	Definitely
	Not likely	1	2	3	4	5	6	7	Definitely
	Did not	1	2	3	4	5	6	7	Definitely
<b>C</b>	Not satisfied at all	1	2	3	4	5	6	7	Extremely satisfied
<b>D</b>	Strongly disagree	1	2	3	4	5	6	7	Strongly Agree
	Not much at all	1	2	3	4	5	6	7	Very much
	Not interested at all	1	2	3	4	5	6	7	Very much
	Not important at all	1	2	3	4	5	6	7	Very important
	Not at all	1	2	3	4	5	6	7	Definitely

The **fourth** step was to conduct a pilot test. Three academics (Dr NM Swart from Unisa, Prof. M Sotiriadis, a visiting researcher, and Dr AJ Snyman from Unisa) who had visited Mpumalanga and spent more than a night were identified, and they completed the questionnaire on 16 March 2015. Minor modifications, based on their recommendations, were made. The researcher randomly selected 15 previous tourists to Mpumalanga to complete the questionnaire. Following that, the questionnaires were analysed, and minor changes were made.

The **fifth** step was to conduct the fieldwork for the study. The population of this study comprised tourists visiting Mpumalanga. Data had to be collected throughout Mpumalanga during the months of April and May 2015. Data was collected at accommodation establishments and tourist attractions in Mpumalanga. At accommodation establishments, self-administered questionnaires were given to reception staff to be handed to tourists when checking in, which they only had to complete once they had spent the night. They could hand the completed questionnaire back to reception when checking out. Self-administered questionnaires were also handed to tourists at tourist attractions after they had spent a night in the province during the period of data collection. Four fieldworkers and the researcher conducted the fieldwork.

The **sixth** step, data processing, included capturing, coding and editing, the data. Data editing involved examining all completed questionnaires in order to identify and minimise errors and incompleteness.

Data coding was completed by making use of pre- and post-coding in the questionnaire. Data capturing consisted of each variable in the questionnaire being entered into a database by data typists.

Data analysis was the **seventh** step in the research process. Descriptive statistics were used to describe the characteristics of the sample taken, as reflected in Sections A–E of the questionnaire (refer to Appendix A) (Bickel & Lehmann, 2012:465).

Factor analysis is a multivariate interdependence technique that statistically identifies a reduced number of factors from a larger number of measured variables (Zikmund Babin, Carr & Griffin, 2010:593). Factor analysis provides an objective way of finding hidden concepts in social data and has the potential to solve tourism-related problems (Dwyer, Gill & Seetaram, 2012:207). An exploratory factor analysis was conducted, using principal axis factoring extraction and promax rotation was used for section B, C and D of the questionnaire (see Chapter 4 section 4.9.2).

Inferential statistics test of statistical significance, analysis of variance, t-test and the Kruskal–Wallis test were used to form inferences about the sample (Salkind, 2009:171; Tustin, Ligthelm, Martins & Van Wyk, 2005:560) (see Chapter 4 section 4.9.3).

Another multivariate technique, cluster analysis, whose general idea is to identify homogeneous groups (clusters) different from other groups was used in this study (Cooper & Schindler, 2006:595) (see Chapter 4 section 4.9.4 for a detailed description).

Regression processes assist in understanding and testing complex relationships among variables and in forming predictive equations (King, 2008:358). Binary logistic regression modelling was used for each of the attractions respondents choose to visit as well as each of the activities in which they participated (see Chapter 4 section 4.9.5).

The **eighth** and final step was to present the research results, which can be found in Chapter 6 of the thesis. The research methodology is discussed in more detail in Chapter 4. The major terms used in the study are discussed next.

## **1.6 DEFINITION OF TERMS**

This section defines key terms frequently used in this thesis.

### **1.6.1 Tourist as a consumer/traveller**

UN-WTO (2008c:10) defines tourists as visitors travelling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes. The *Dictionary of marketing terms* defines ‘consumer’ as “the ultimate user or consumer of goods, ideas and services” (Bennett & American Marketing Association, 1995:59).

Based on Kotler’s (2009) definition, consumers are ultimate users; therefore, in the present study, tourists are end users of tourism products or services provided by an organisation. In the present study, ‘tourism product’ or ‘organisation’ refers to a destination because even though a destination offers an amalgam of tourism products and different organisations and services, these are consumed under the brand name of a destination, therefore becoming an experience provider to the tourist (Buhalis, 2000:98; Cooper, 2012). A tourist can be a consumer and simultaneously a traveller; therefore, the terms ‘consumer’, ‘tourist’ and ‘traveller’ are used interchangeably in this thesis.

## **1.6.2 Tourism destinations**

Tourism destinations can be approached, defined, considered and examined from different perspectives, which are usually led by the priorities of a respective study (Murphy, Pritchard & Smith, 2000:43; Saraniemi & Kylänen, 2010:140). According to Laesser and Beritelli (2013:47), a destination is a “geographic entity, cluster or network of suppliers activated by visitors’ demands”.

This definition supports Buhalis (2000:97) in that, by tradition, destinations have been defined according to geographical area, such as a country, region, town, province, city or municipality. Such definitions focus more on political administration boundary; however, they fail to take into consideration tourists’ preferences or the functions of the tourism industry. Outlining a destination in such a manner does not present a holistic view of the supply as well as the demand to emphasise different components involved in a tourism destination. For purposes of this study, the UN-WTO’s (2008:8) definition of a destination was adopted because it refers to a destination as a “physical space in which a tourist spends at least one overnight. It includes tourism products such as support services and attractions and tourism resources within one day’s return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders such as a host community, the tourism industry, the public sector and tourists and can network to form larger destinations.

A tourist destination has physical and administrative boundaries defining its management, images and perceptions as well as its market competitiveness (UN-WTO, 2008a:5). Destinations “can be of any scale, from a whole country, a region or an island, to a village, town or city, or a self-contained centre” (UN-WTO, 2002:1).

## **1.6.3. Tourism and destination marketing**

In tourism terms, marketing is a management function, which prioritises its focus on tourists (Cooper, 2012:298; Kotler, 2011:132). Kotler (2009:7) defines marketing as a “science or rather an art of exploring, creating, and delivering value to satisfy needs and wants of target markets at a profit”. Central emphasis of Kotler’s definition is the exchange process between consumers and an organisation providing a service (Gamble, Gilmore, McCartan-Quinn & Durkan, 2011:235). Marketing within tourism becomes an application of process embedded within marketing to specific characteristics which apply to the tourism industry and its products, such as a tourism destination (Gilbert, 1989:23).

Tourism marketing is an adaptation of basic principles developed and practised for many decades across a wide range of consumer goods (Middleton et al., 2009:28). For a destination to be acquainted with its tourists' needs, wants and perceptions, it is necessary to first segment, because the needs and wants of different tourists are not similar (Cooper, 2012:320; Middleton et al., 2009:97; Saayman, 2006:82). Knowing and understanding the heterogeneity of tourism consumers has led marketing to move away from mass marketing and towards market segmentation and targeting (Dibb, Simkin, Pride & Ferrell, 2012:56; Kotler & Armstrong, 2013:244).

Destination marketing is therefore a management process through which the national tourist organisations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes at local, regional, national and international level, and to formulate and adapt their tourist products accordingly in view of achieving optimal tourist satisfaction thereby fulfilling the organisations objectives (Wahab, Crampon & Rothfield, 1976:24, cited in Pike, 2015:13). DMOs are usually given the management role of destination marketing.

#### **1.6.4 Destination management organisations (DMOs)**

Various authors (Buhalis, 2000; Fyall, Garrod & Tosun, 2006; Pike & Page, 2014) define DMOs differently although these differing definitions include both sides of managing and marketing the destination as functions of a DMO.

A DMO can be defined as a “proactive, visitor-centred focusing on the economic and cultural development of a destination that balances and integrates the interests of visitors, service providers and community” (Pearce & Schänzel, 2013:137). Fuchs and Weiermair (2004:212) define destination management holistically as a “fundamental goal of destination management to assess the adequacy and effectiveness of the product, facilities, services and programs that altogether provide memorable tourism experiences for visitors”.

Buhalis (2000:97) points out that such a definition disregards other stakeholders within a destination, which are important in order to achieve sustainability and raise awareness regarding tourism benefits to a destination. Cooper (2012:37) supports Buhalis in that a sustainable destination acknowledges its stakeholders in an attempt to satisfy all in the long term. Therefore, for the purposes of this study, ‘destination management’ was defined as a “proactive, visitor-centred organisation focusing on the economic and cultural development of a destination that balances and integrates the interests of visitors, service providers and community” (Pearce & Schänzel, 2013:137).

### **1.6.5 Target marketing and positioning**

Target marketing is a consumer-driven strategy with the intent to create value for the targeted consumers (Kotler & Armstrong, 2013:244). It allows an organisation to possess the necessary knowledge to be in a position to develop a right relationship with the right consumer (Kotler & Armstrong 2001:184).

Target marketing requires an organisation to undertake three major steps, namely market segmentation, market targeting and market positioning (McCabe, 2009:145). Market segmentation is the first stage in the strategic destination marketing process, and is the basis for positioning, branding and communicating relevant images to targeted potential tourists (Middleton et al., 2009:97).

The process involves dividing a market into groups of consumers with different needs, characteristics or behaviour, and might require dissimilar product offerings or marketing mixes (Kotler & Armstrong, 2013:64). The identified group's needs, wants and behaviour patterns are similar. The homogeneous group is then clustered into a homogenous segment (Kotler & Armstrong, 2013:64). Information regarding the identified segment, characteristics and behaviour are crucial when planning marketing as it may assist destination managers to develop products offerings or services suitable for that particular market segment.

The selected target market will therefore be a priority for marketing efforts (Dibb et al., 2012:239). Once a destination has defined available segments, target marketing will follow, which is the second stage. Market targeting requires destination managers to evaluate and select one or more segments which will be profitable and sustainable (Dibb et al., 2012:239; Kotler & Armstrong, 2001:65).

Market positioning and repositioning comprise the last stage of target marketing and refer to marketing a destination in such a way that it will occupy a clear, distinctive and desirable place relative to competing products in the target consumers (Kotler & Armstrong, 2001:65). Marketing position is about ensuring that tourists understand what a destination stands for, what its strengths are and where it outperforms its competitors (Anholt, 2009:34).

### **1.6.6 Travel behaviour**

Travel behaviour of consumers refers to the process of acquiring and organising information in the direction of purchase decision and of using and evaluating products or services (Moutinho, Ballantyne & Rate, 2011:83). According to Horner and Swarbrooke (2016:44), travel behaviour involves a sequence of problem solving stages:

- development and perception of a need or want;
- pre-purchase planning and decision-making;
- the purchase of a holiday; and
- post-purchase behaviour,.

DMOs develop websites to provide tourists with the necessary information in a quest to assist in travel planning (Chung, Lee, Lee & Koo, 2015:131). The nature of tourism calls for tourism managers to have an accurate understanding of travel behaviour to know about tourist preferences and expectations as well as factors influencing these preferences (Vu, Li, Law & Ye, 2015:222). Tourist satisfaction is important, and once a tourist has experienced the destination, this is where evaluation of the overall experience takes over and, depending on whether expectations were met or not, will determine satisfaction (Cohen, Prayag & Moital, 2013:12).

### **1.6.7 Market and benefit segmentation**

Segmentation is “the process of dividing the total market into identifiable, measurable and discrete groups who share some common characteristics or needs and whose attitudes or reactions towards communication messages about products or services might be similar” (McCabe, 2009:147). Dolnicar (2008:129) states segmentation is a “strategic tool to account for heterogeneity among tourists by grouping them into market segment, including members similar to each other while dissimilar to members of other segments”.

Segmenting is important because each destination can match certain types of demands; hence, destinations ought to recognise these needs and wants of their potential tourists to manage the destination’s resources and attract the correct market segment (Pesonen, 2012:69). All segmentation approaches can be classified as being either a priori or a posteriori segmentation approach (Dolnicar, 2004:209; Dolnicar, 2008:131; Hoek, Gendall & Esslemont, 1996:26).

A priori approach is defined as a case whereby a destination's management is aware of the segmentation criterion that will produce a potentially useful grouping (common sense) in advance, before the analysis is undertaken, and a posteriori is defined as a case whereby a destination's management relies on the analysis of the data to gain insight into the market structure and decides which segmentation base is the most suitable one (Dolnicar, 2008:3).

The tourism industry has long been identifying segments based on a priori approaches (Frochot, 2005; Pesonen et al., 2011:304). The most popular a priori segmentation approach used in the tourism industry is country of origin, age or income (Chen, 2003; Hoek et al., 1996). The five most common market segmentation approaches used in travel and tourism are the demographic, geographical, socioeconomic, psychographic and behaviouristic approaches (Middleton et al., 2009:103) as discussed in Chapter 3 section 3.1. The choice of approach needs to be justified, because it is one of the most crucial decisions to be taken when conducting segmentation research (Dibb et al., 2012:233).

One of these, benefit segmentation, was of significance to the present study and is defined as a process of grouping consumers into market segments on the basis of desirable consequences sought from the product (Bennett & American Marketing Association 1995:23).

The father of benefit segmentation, Haley, introduced this segmentation approach to provide better information on consumer buying behaviour than other segmentation methods. Haley (1968) refers to benefit segmentation as a kind of relative value people attach to different benefits; therefore, a combination of different benefits separates one segment from the other. The same author notes that benefits sought by consumers are the main reasons for the existence of true market segments, which can be helpful in determining tourists' behaviour more accurately compared to other descriptive variables such as demographic and geographic characteristics.

According to The Business Dictionary (2016:1), benefit segmentation is defined as "a form of market segmentation based on the differences in specific benefits that different groups of tourists look for in a tourism product and its objective is to define specific niches that require custom-tailored promotion".

## 1.7 OUTLINE OF THE STUDY

To address the study's objectives given in the previous section, the chapters in the thesis are arranged as follows:

In Chapter 1, the background and orientation were provided by introducing tourism globally and in South Africa. This was followed by the problem statement, the aim and the research objectives of the study. The research methodology was discussed according to primary and secondary research conducted during the study.

Relevant definitions of terms that are frequently used in this thesis were explained. These points of departure set the context for the thesis.

The literature review is discussed in both Chapters 2 and 3. Firstly, in Chapter 2, literature on tourism, tourism destinations and destination management as well as travel behaviour are discussed. Secondly, in Chapter 3, various marketing concepts are introduced, such as benefit segmentation, target marketing and positioning of tourism destinations and how these are applied in the tourism industry.

The research methodology used in the study, is discussed in Chapter 4, which includes a discussion of the study sites. The discussion follows the procedure of the primary research process. Details of the research design, sampling plan, research instrument, pilot test, data collection, data processing and methods used for the analysis of data are provided.

Chapter 5 reports on and provides an interpretation of the results as analysed by using the completed questionnaires from respondents who visited Mpumalanga at the time of the research. The main findings of the study incorporating results from previous chapters are discussed. Resulting from the analysis, a framework for positioning Mpumalanga as a tourist destination was developed, and this is also presented.

Lastly, in Chapter 6, the main conclusions and recommendations made for the Mpumalanga DMO are given. The chapter ends with the limitations of the study, recommendations regarding further research as well as a discussion of the implementation of the findings.

## **CHAPTER 2: CONCEPTUALISATION OF TRAVEL BEHAVIOUR AT TOURIST DESTINATIONS**

### **2.1 INTRODUCTION**

The fastest-growing industry in the world is the tourism industry (UN-WTO & ETC, 2009:1). The experienced tourism growth by international and domestic tourism markets has resulted in changes in needs, demands, tastes and expectation of tourists (Conradie, 2010:26; Cooper, 2012:336; Page, 2014:76). Tourists have become mature, sophisticated and demanding. Hence, understanding why people choose to travel and to become tourists with their disposable income has become critical (Page, 2014:76).

The aim of this chapter is to conceptualise and place tourism within a context and to define core elements within the tourism system, such as 'destinations' 'stakeholders at a destination' tourist' and to provide a background on previous tourist classifications. The flow diagram in Figure 2.1 is a guideline for the travel behaviour literature discussed in Chapter 2. In section 2.2, tourism is defined; the tourism system approach with different dynamics involved within the system is explained as well as the characteristics of tourism. Tourism destinations and stakeholders are introduced in section 2.3, highlighting different approaches available in defining destinations.

Different tourists can be classified differently, and the classification has evolved with time as discussed in section 2.4. Travel behaviour is introduced with the aim of understanding travel behaviour in tourism focusing on the decision-making process in tourism. The chapter ends with a discussion in section 2.6 of trends shaping travel behaviour, which can aid in managing destinations, marketing and segmenting tourists effectively. Marketing and segmentation are introduced in Chapter 3 as tools which may be implemented to address challenges at destination level, specifically marketing challenges.

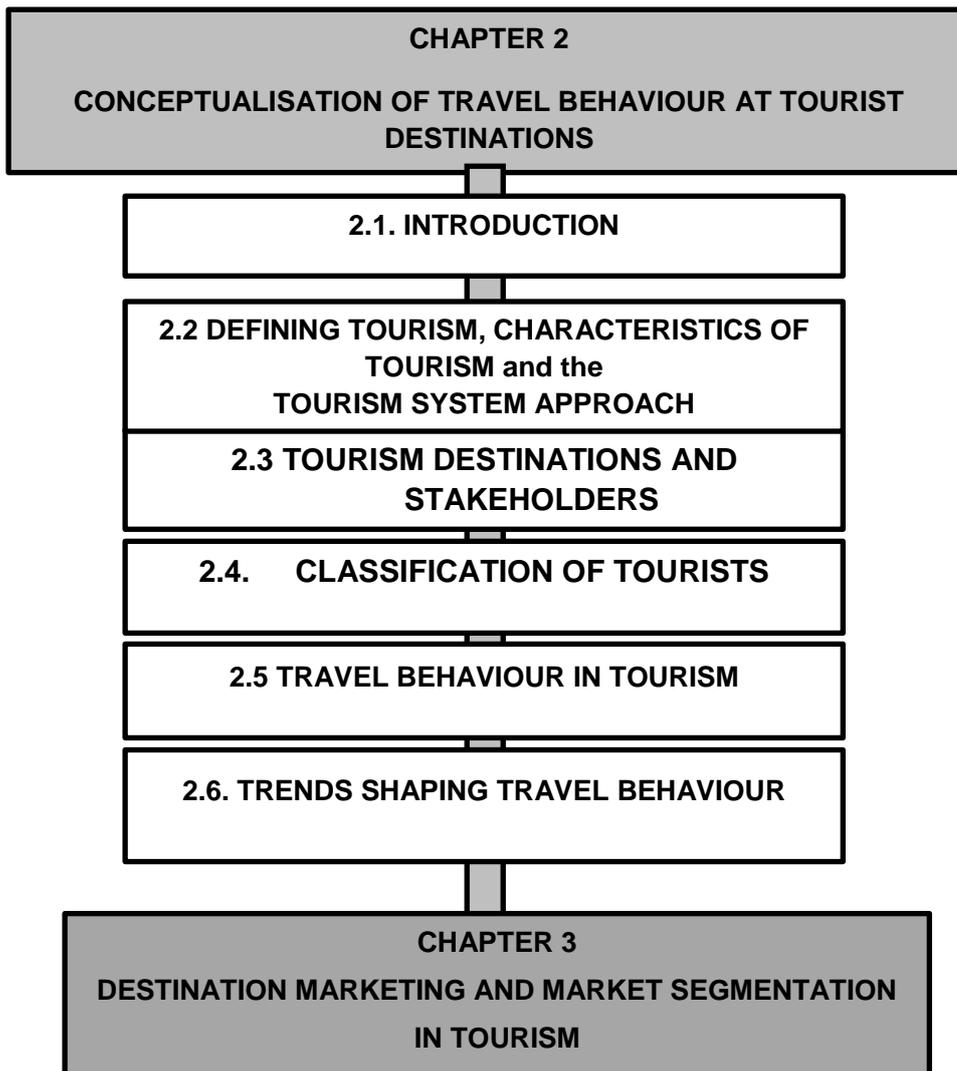


Figure 2.1: Flow diagram of the travel behaviour literature

## 2.2 DEFINING TOURISM, CHARACTERISTICS OF TOURISM AND THE TOURISM SYSTEM APPROACH

“The dynamic nature of tourism entails that a definition for tourism is still evolving” (Van Zyl, 2005:40). Tourism is an activity that is easier to observe than to define (Craig-Smith cited in Lück 2008:477).

## 2.2.1 Defining tourism

Various authors and organisations interpret and define tourism according to their relevant frame of reference (Goeldner & Ritchie, 2012:7). From initial definitions, Burkart and Medlik (1981:1) define tourism as a “temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at a destination”. These two authors’ definition has been considered as the most clear and holistic definition by various scholars (Gilbert, 1989:51), as it includes reference to activities available at a destination and applies to both domestic and international tourism. In 2002, the United Nations World Tourism Organisation (UN-WTO) held a think-tank to establish a definition of a tourism destination. Although the definition is based on the one by Burkart and Medlik, UN-WTO (2002a) clearly outlines characteristics of tourism based on a travel time frame, purpose of travel as well as activities one may and may not participate in while visiting a destination (Page, 2015:11). UN-WTO (2002b) offers an operational and technical working definition of tourism and referrers to tourism as:

activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UN-WTO, 2002b).

Goeldner and Ritchie’s (2012:6) definition offers a more holistic approach of defining tourism as “processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved”. This definition excludes the duration of travel required for a travel activity to be referred to as tourism as well as activities in which one may or may not participate.

Although literature offers various tourism definitions (Burkart & Medlik, 1981:1; Goelder & Ritchie, 2011:7) the one by Burkart and Medlik (1981) recommends conceptual characteristics of tourism.

## **2.2.2 Characteristics of tourism**

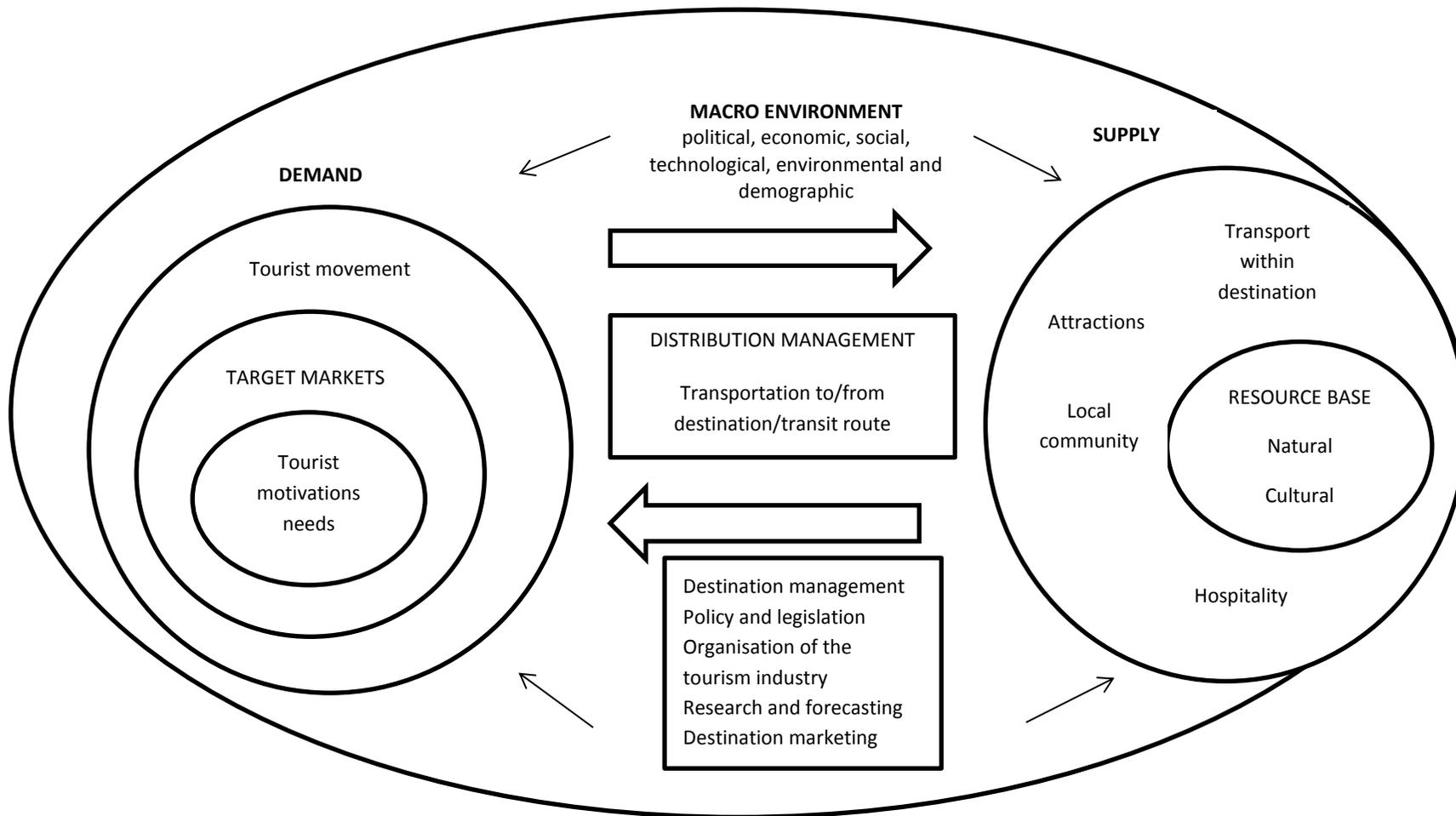
The authoritative tourism authors Goeldner and Ritchie (2009:7) as well as Burkart and Medlik (1981) suggest five conceptual characteristics of tourism, which are still prevalent today:

- “tourism is an amalgam of phenomena and relationships and not a single one;
- these phenomena and relationships arise from a movement of people to and a stay in various destinations, comprising a dynamic element (the journey) and a static element (the stay);
- the journey and stay are to and in destinations outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and working populations of the places through which tourists travel and of their destinations;
- the movement to the destinations is of a temporary, short-term character; and
- the purpose of visiting a destination should not be connected to paid work – that is, not to take up employment”.

Prosser (1998:374) sums up tourism characteristics as movement, non-permanent stay, activities and experiences during the travel and stay, resources and facilities required and outcomes resulting from the travel and stay. From the characteristics of tourism described above, different components involved in producing a tourism experience are accommodation, transport, the host community and marketing.

## **2.2.3 Tourism system**

Leiper (1979) introduced the tourism system approach in conceptualising tourism. According to Weaver and Lawton (2006:20), examining tourism as a system adopts a holistic approach implying the idea of interdependence in that change in a given component will affect other components within the system. Introducing the tourism system, Leiper (1979:404) makes provision for the behavioural aspect, which consists of the tourist, the industry elements and broad environments. The tourism system serves as a structure while emphasising existing connections among various elements. Leiper (1979:404) maintains that the tourism system consists of different defining features of the tourism industry, which may be described. The tourism system approach is illustrated in Figure 2.2.



**Figure 2.2: Tourism system model**

*Source: Adapted from Lubbe (2003)*

Various tourism researchers (Cooper, 2012:13 Goeldner & Ritchie, 2012:7; Lubbe, 2003:3) adopted the system approach in conceptualising tourism.

Leiper's (1979) tourism system consisted of five interdependent core elements:

- the tourist;
- tourist generating region;
- transit routes for tourists travelling between generating and receiving destination;
- tourist destination; and
- travel and tourism industry that facilitates movement within the system, for example, accommodation and transport.

However, Weaver (2000), Hall and Page (2014), Lubbe (2003), Cooper (2012) as well as Getz (2005) divide these core elements according to demand and supply of the tourism system as illustrated in Figure 2.2. The **demand** side comprises motivations which compel tourists to travel, where they travel to and how often they travel (Cooper, 2012:13), whereas the **supply** side is the tourist destination with its all-encompassing components that directly or indirectly produce the overall tourism experience (Lubbe, 2003:6; Page, 2014:27). Figure 2.2 also demonstrates the interrelationships of different elements. Core elements identified are:

- demand side (origin–destination) consisting of the potential tourist and the supply side (receiving destination);
- external environment (macro environment) which affects the tourism industry;
- distribution management involved with transport to and from the tourist receiving area to the destination; and
- the public sector in the form of different organisations formed to support tourism.

Approaching tourism as a system makes it clear to understand tourism and its different components (Cooper, 2012:10; Lubbe, 2003:3; Page, 2014:14; Weaver & Lawton, 2006:20).

The framework of the tourism system (see figure 2.2) illustrates that tourism is a multi-dimensional industry, the two major variables being the origin–destination relationship as well as the motivation for travel (Cooper, 2012:13; Prosser, 1998:374). The following section defines a destination as well as different stakeholders at a destination.

## 2.3 TOURISM DESTINATIONS AND STAKEHOLDERS

Proposing a more holistic approach, UN-WTO (2008a:8) defines a destination as a: "local tourism destination is a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations."

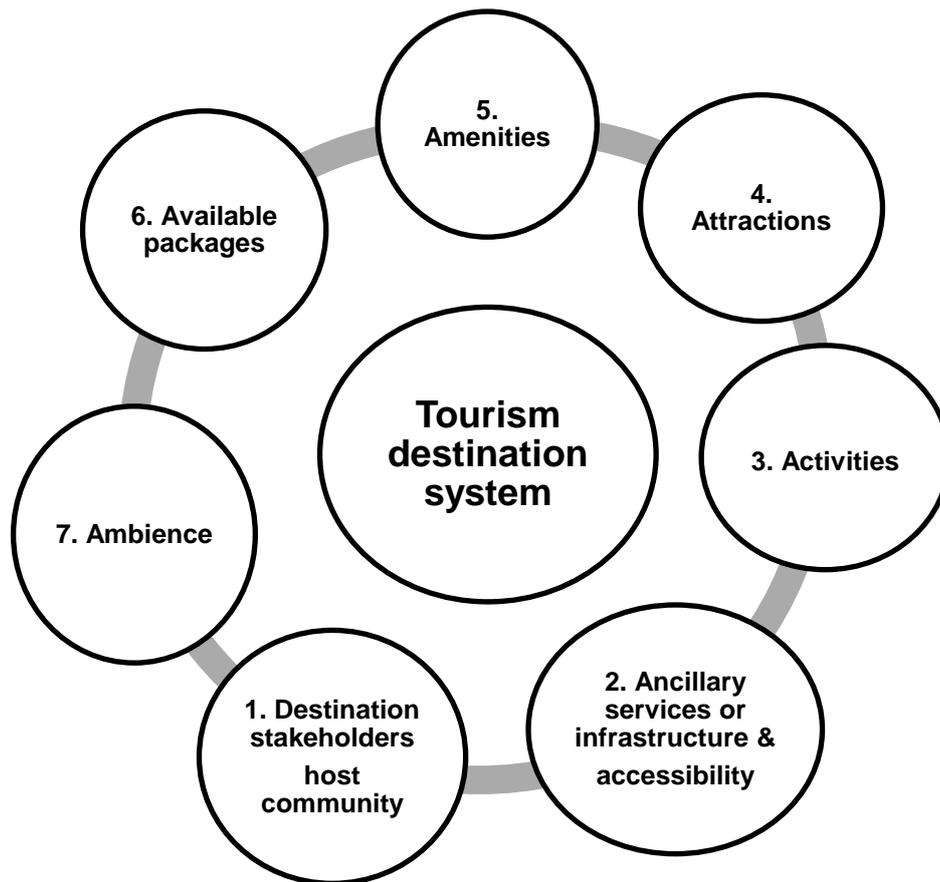
A destination can be of any scale, from a whole country, a region or an island, to a village, town or city, or a self-contained centre.

A destination can be defined from different perspectives, namely an economic, marketing as well as demand and supply perspective (Saraniemi & Kylänen, 2010:136; UN-WTO, 2008a:5). Morrison (2013:4) lists the following key characteristics of a tourism destination:

- a geographic area with an administrative boundary or boundaries;
- a place where tourists can find an overnight accommodation;
- an available destination mix for tourists;
- tourism marketing efforts exist at a destination;
- there is a coordinating organisation structure put in place;
- an image of the place exists in tourists' minds; and
- a mixture of tourism stakeholders exists at the place.

For a destination to be considered a tourist destination, two primary functions must be met. Firstly, a destination should enhance the social and economic well-being of the residents who live within the boundaries, and secondly, a destination should provide this by offering a range of activities and experiences of the kind that is identified as 'tourism' experiences (Ritchie & Crouch, 2003:191).

A destination forms part of the overall tourism system as illustrated in Figure 2.2. It is noted that a destination itself operates like a subsystem with seven different amalgams as illustrated in Figure 2.3.



**Figure 2.3: Components of destination amalgams**

*Source: Adapted from Buhalis (2000), Cooper (2012) and George (2004)*

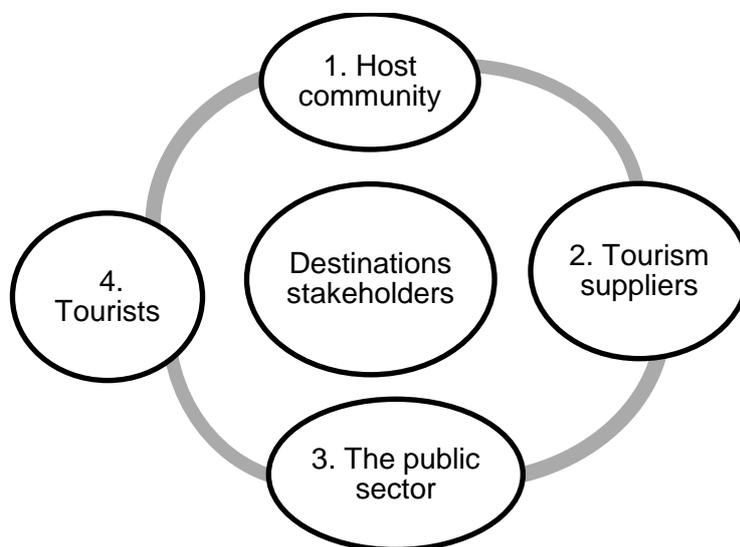
Tourists are in search of an experience when visiting a destination which in most cases is conjointly produced by a mix of seven amalgams (Buhalis, 2000:97; Fyall et al., 2006:77). These seven amalgams are important as a destination's success consists of a combination of tangible physical destination attributes such as product, location and accessibility, and less tangible attributes, such as service, experience and attitude and general infrastructure of the host community (Bornhorst, Brent Ritchie & Sheehan, 2010:588).

Buhalis (2000) suggests the six A's framework, comprising attractions, accessibility, amenities, available packages, activities and ancillary services. Similar to Buhali's list, George (2004:335) refers to a destination mix and adds ambience to the list of amalgams whilst Cooper (2012:35) also presents these amalgams but adds destination stakeholders.

Attractions play a fundamental role in a tourism destination as it can entice visitors to a destination. In most cases, attractions influence tourists towards visiting a destination (Cooper, 2012:35).

Even though amenities and auxiliary services are not directly related to tourism, these components could affect tourists' experiences and their satisfaction at a destination.

When tourists think of a destination, all the above components are interlinked. A destination, just like tourism, operates within a system comprising ever-changing factors on how tourism is demanded, supplied and consumed and this could affect the satisfaction of tourists (Nordin, 2005:52; Page, 2014:271). The tourism system does not only encompass the tourism industry but also the local or host community. The quality of the experience offered by a tourist destination is more than the sum of its offerings and also refers to important ways on how destination stakeholders are interconnected, the way they act and interact as well as the relationships amongst stakeholders (March & Wilkinson, 2009:455). Destination stakeholders comprise four different categories as illustrated in Figure 2.4.



**Figure 2.4: Destination stakeholders**

*Source: Adapted from Cooper (2012:37)*

Destination stakeholders comprise four categories, namely the host community, tourism suppliers, the public sector and the tourists. All four categories play an integral part in the success and survival of a destination (Cooper, 2012:37; Komppula, 2014:362). A brief description of each of the four categories is given below:

- The **host community** refers to people who live and work at a destination (Cooper, 2012:37). The tourism industry is responsible for developing and delivering the tourism product in a sustainable manner. Hence, the environment from where tourism takes place and the natural environment should be considered to ensure long-lived financial benefits exist.

- The **tourism industry** – may be defined as a sum of industries or commercial activities that produce goods and services wholly or mainly for tourist consumption (Weaver & Lawton, 2014:40). Global suppliers are well resourced with available capital to invest, experience as well as power to influence a destination, whereas niche suppliers are usually smaller groups, for example family-owned businesses, therefore usually lacking capital, experience, qualified human resources and influence at a destination (Cooper,2012:37).
- The **public sector's** tourism is important as it assumes a role of leadership or coordination at a destination (Cooper, 2012:38). Its involvement aims to maximise the benefits and minimise the negative effects resulting from tourism development (Ritchie & Crouch, 2003:148). The reason behind the involvement of the public sector in tourism is the potential benefits to a destination, such as to increase income, stimulate regional development and generate employment (Page & Connell, 2009:309).
- **Tourists** – a destination is the ultimate product to the tourists and everything affecting them during their visit. Tourists are looking for a satisfying experience at a well-organised destination (Cooper, 2012:37). When tourists evaluate a destination, all the factors are taken into consideration, for example infrastructure, accommodation, attractions and stakeholders (Page, 2014:77).

Destinations are emerging as one of the biggest brands in the tourism industry (Pike & Page, 2014:202). Tourists are spoiled for choice sets, with a variety of destinations competing for their attention in a market place, which is cluttered with messages of substitute products and rival destinations (Pike, 2011:1). This increased intensity of competition among tourism destinations requires of destination components to be managed effectively, ensuring that success is achieved. DMOs are therefore put in place to give leadership and manage tourism at a destination (Pike, 2008:14). DMOs need to be aware of emerging tourist needs and values they deem important to match these needs with the correct tourism product offering (Cooper, 2012:329; Page, 2014:16; Tsiotsou & Goldsmith, 2012:1). Tourists are heterogeneous in the experiences they seek, which is the reason why different classifications of tourists exist in the market (Cooper, 2012; Page, 2014). Different types of classification of tourists are discussed in section 2.4.

## 2.4 CLASSIFICATION OF TOURISTS

Tourist classification may be based on activities in which tourists participate, type of destination tourists visit, tours in which they participate or the purpose of travel. Classification of tourists and segmentation are different in application.

Classification of tourists refers to the grouping of tourists based on predictors of the expressed tourist behaviour (Nguyen & Cheung 2014:37) whereas segmentation is a strategic tool to account for heterogeneity among tourists by grouping them into market segments (Dolnicar, 2008:129). Classification concerns reasons why tourists visit certain destinations and may bring about understanding of tourists and predict behaviour. Tourists are classified into two broad categories, **domestic** and **international** tourists (Cooper, 2012:15; Page, 2007:11; Page, 2015:12). **Domestic** tourism is travel by residents from their normal dwelling to other areas within their own country of residence (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2005:18; Page & Connell, 2009:14). While the UN-WTO describes an **international** tourist as –

a visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night, but not more than a year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited (UN-WTO,1991:6).

Therefore, **international** tourism comprises travel outside the country of residence and there may well be currency, language and visa implications, which rarely is the case for domestic tourism (Cooper, 2012:20). Both these categories are of the utmost importance to the SA economy and its development (Rogerson, 2004:13). Various tourism researchers have used different typologies of tourist roles using sociological theories integrated within the tourism literature in an attempt to classify tourists (Swarbrooke & Horner, 2007:84; Tawil, 2011:158). Classifications of tourists have been in existence since the seventies. These tourist classifications have been summarised in literature (Brown, 2005; Page, 2007; Swarbrooke & Horner, 2007) and a brief overview presented in Table 2.1.

**Table 2.1: Classification of tourists**

<b>Author and year</b>	<b>Classification types</b>
Gray (1970)	<p><b>Wanderlust:</b> itineraries include more than one destination; they want to see, feel and learn the uniqueness and distinctiveness of a specific place. while reflecting cultural needs rather than recreational</p> <p><b>Sunlust:</b> highly dependent on individual's motivation and tastes, such as sun, snow, peace, beautiful scenery, heavy metal music with lots of people raving all night</p>
Cohen (1972)	<p><b>Organised mass tourists:</b> tourists who purchase a packaged tour to a popular destination and prefer travelling in a group following a structured itinerary</p> <p><b>Individual mass tourists:</b> purchase a more flexible package, which allows more freedom; likely to look for an occasional novel experience</p> <p><b>Explorers:</b> make their own travel arrangements and avoid popular destinations; seek to meet with the local community</p> <p><b>Drifters:</b> attempt to become accepted by the local community and temporarily become part of that community; do not require a planned itinerary</p>
Perreault, Dorden & Dorden (1979)	<p><b>Budget travellers:</b> have medium income and seek low-cost holidays</p> <p><b>Adventurous tourists:</b> are well educated, affluent and prefer adventurous holidays</p> <p><b>Homebody tourists:</b> are very cautious people; although they take holidays they do not discuss it with anyone and spend little time in planning the trip</p> <p><b>Vacationers:</b> seek to spend a lot of time thinking about their next holiday, very active even though they are in lower-paid jobs</p> <p><b>Moderates:</b> have a high tendency to travel but not interested in weekend breaks</p>
Cohen (1979)	<p><b>Recreational tourists:</b> emphasise physical recreation.</p> <p><b>Diversiory tourists:</b> are in search of ways to forget everyday life at home</p> <p><b>Experiential tourists:</b> in search of authentic experiences</p> <p><b>Experimental tourist:</b> core yearning is to interact with the local people</p> <p><b>Existential tourists</b> desire to be immersed in the culture and lifestyle of the holiday destination</p>
Westvlaams Economisch Studiebureau (1986)	<p><b>Active sea lovers:</b> prefer taking holidays by the sea, with a beach close by</p> <p><b>Contact-minded holiday makers:</b> attach significance to making new friends on holiday, and being hospitably received by local people</p> <p><b>Nature viewers:</b> want to enjoy very beautiful landscapes while being received by the host population</p> <p><b>Rest-seekers:</b> seek a holiday that will offer a chance to relax and rest</p> <p><b>Discoverers:</b> enjoy holidays with emphasis on culture and some adventure, but also to have an encounter with new people</p> <p><b>Family-oriented sun and sea lovers:</b> the largest group, they participate in family-oriented activities and look for 'child-friendly' activities</p> <p><b>Traditionalists:</b> stick to familiar destinations on a planned itinerary and avoid surprises because of much emphasis they put on security</p>

*Table continues on the next page*

Author and year	Classification types
Plog (1987)	<b>Allocentrics/Psychocentric</b> is a tourist with preference for exploration and inquisitiveness continually seeking new destinations.
American Express (1989)	<p><b>Incipient mass tourists:</b> travel to destinations where tourism is not yet totally dominant</p> <p><b>Mass tourists:</b> anticipate the same things they are used to at home</p> <p><b>Adventurous:</b> are independent and confident and like to try new activities</p> <p><b>Worriers:</b> fear about the stressing travel as well as their safety and security while on holiday</p> <p><b>Dreamers:</b> are captivated by the idea of travel and they read and converse a lot about their travel experiences at different destinations</p> <p><b>Economisers:</b> simply see travel as a routine opportunity for relaxation rather than as a special part of their life. As such, they want to enjoy holidays at the lowest possible price</p> <p><b>Indulges:</b> expect to be pampered when they are on holiday</p>
Smith (1990)	<p><b>Explorers:</b> a small group who travel almost as anthropologists</p> <p><b>Elite tourists:</b> experienced frequent travellers who like expensive tailor-made tours</p> <p><b>Off-beat tourists:</b> goal is to get away from other tourists</p> <p><b>Unusual tourists:</b> even though they go on organised tours they make side trips to experience local culture</p>
Cooper (2012); Page & Connell (2009)	<p><b>Leisure and recreation:</b> including holiday, sport and cultural tourism and visiting friends and relatives (VFR)</p> <p><b>Other tourism purposes:</b> including study, health tourism, religion, volunteer work and so on</p> <p><b>Business and professional:</b> including meetings, conferences, missions, incentive and business tourism</p>

Tourist classifications presented in Table 2.1 reflect a selection of typologies which have been produced and influenced by theory over the years and indicate various approaches and perspectives taken by scholars.

Sharpley (1994) criticises Cohen's notion of institutionalised and non-institutionalised grouping because even though the explorers and drifters do not rely on packaged holidays, they acquire information using traditional tourism media, and booking these holidays can also involve traditional travel agencies. Page (2007:75) states that Cohen's classification of tourists does not take into account diversity of holidays as well as the inconsistency of tourist behaviour, although this might be overcome by considering different destinations tourists choose to visit and then establishing the sliding scale similar to that of Cohen (see Cohen 1979) Plog's means of classifying tourists is criticised for not acknowledging that destinations and individuals change over time. This might therefore cause difficulties in applying it over time (Page, 2007:75; Page & Connell, 2009:85).

Tawil (2011:159) states that Perreault et al. (1979) offer an attempt to produce a typology based on empirical work, which is appropriate to apply. Cohen (1979) took a different approach and introduced a five-group classification of tourists based on experiences they sought from a destination. Sharpley (1994) describes Cohen's classification as lacking empirical support to back these suggested tourist typologies. Westvlaams Economisch Studiebureau (1986) conducted a survey among 3 000 Belgians in order to develop seven categories based on the results obtained from the survey. According to Swarbrooke and Horner (2007:90), most of the earlier typologies of tourists during the seventies and eighties are old and cannot represent changes which have taken place since in general consumer behaviour. Further, some of the criteria tend to be descriptive and cannot offer tourist understanding and disregard that people often mature as they become more experienced as travellers (Swarbrooke and Horner, 2007:90).

Literature (Brown, 2005; Page, 2007; Swarbrooke & Horner, 2007) identifies heterogeneity regarding tourist classifications and also regarding the way tourist categories differ. Each category of tourist classification requires a different experience, as Taiwal's (2011) study indicated how even the most obvious tourist classification category, based on a certain product, such as a nature product, is not necessarily interested in nature-based activities. This finding is important as it reveals that it is necessary to base a classification on empirical work as Sharpley (1994) challenges classification categories, which did so without proper research. This does not necessarily mean that these classifications are incorrect but rather that they should be based on empirical work. The above tourist classifications also indicate that tourists are different in their travel needs as well as behaviour in how they plan their trips and their travelling.

Travel behaviour looks into understanding how tourists make their decisions. Understanding travel behaviour is important to make the activity of marketing a success. Just as much as tourist classification is evolving, tourist behaviour is also evolving (Swarbrooke & Horner, 2007:84). In 2.5, travel behaviour is discussed.

## **2.5 TOURIST CONSUMER**

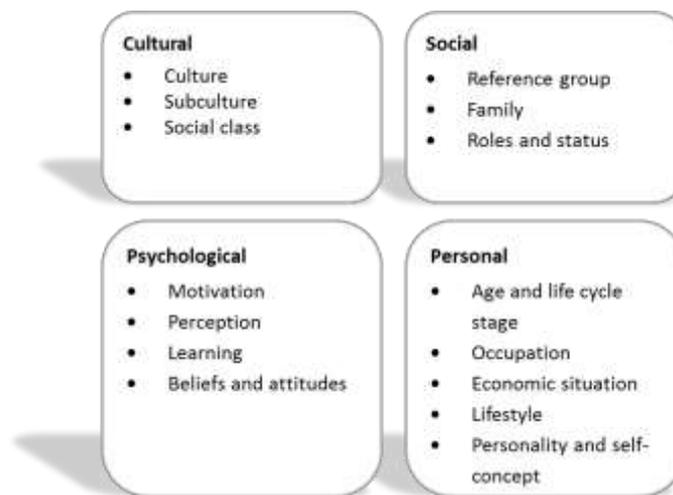
### **2.5.1 Defining the term**

Consumers are becoming sophisticated in their tourist behaviour; therefore, it is important for destination managers to understand this behaviour in order to know when to mediate in the process to achieve the outcomes they want (Moutinho et al., 2011:83; Page, 2014:90; Swarbrooke & Horner, 2007:3). Travel behaviour involves a process a tourist goes through to make a purchase decision: how the service is disposed and factors that influence purchase decision (Lamb, Hair & McDaniel, 2011:191; Moutinho et al., 2011:83), therefore suggesting that different stages take places within this process: searching for, purchasing, using, evaluating and disposing of products and services (Moutinho, 1987:5). Travel behaviour is defined as a “key foundation of all marketing activities carried out to develop and sell tourism products” (Swarbrooke & Horner, 2007:3). It involves all judgments, activities as well as experiences which satisfy tourists’ needs and wants (Cohen et al., 2013:1). Travel behaviour involves tourists’ spending, attitudes, and values towards what they buy (Page, 2014:90). The differentiating factor between generic consumer behaviour and travel behaviour is that travel is often part of the total experience, unlike buying a tangible product (Pearce, 2005:9). Travel behaviour is a process activated by recognition of a need which may lead one into a decision-making process (Cooper, 2012:277).

### **2.5.2 Travel decision-making models**

Management models are designed to resolve common problems and challenges in business (Pietersma, Van den Berg & Assen, 2009). The models may be applied strategically for positioning or tactically for design and organisation or operationally for implementation and execution to solve specific problems arising out of a specific situation (Pietersma et.al. 2009:112). Various models are used to understand these decision-making processes in tourism instead of using only theory to explain the process (Cohen et al., 2013:4; Decrop & Kozak, 2009:93). Decision-making models attempt to give an explanation of various factors to show how they influence tourists in their decision-making as well as to help develop marketing plans (Page, 2014:278; Swarbrooke & Horner, 2007:40). Tourist decision-making processes can be complex and they are influenced by tourist characteristics, destination images as well as the fact that tourism is a high-involvement purchase (Cooper, 2012:274). Therefore, the decision-making process can be highly emotional for those involved, and may also be influenced by other people (Swarbrooke & Horner, 2007:72).

Constant change in tourism makes it important for marketers to understand tourist travel behaviour and their decision-making processes (Blichfeldt & Kessler, 2009:7). According to Kotler (2012:160), the decision-making process is the result of a set of marketing stimuli. Tourist decision-making can directly be influenced by tourists' characteristics such as cultural, social, psychological and personal factors. These factors are illustrated in Figure 2.5 and briefly discussed below.



**Figure 2.5: Factors influencing tourist decision-making**

*Source: Armstrong et al. (2014:159)*

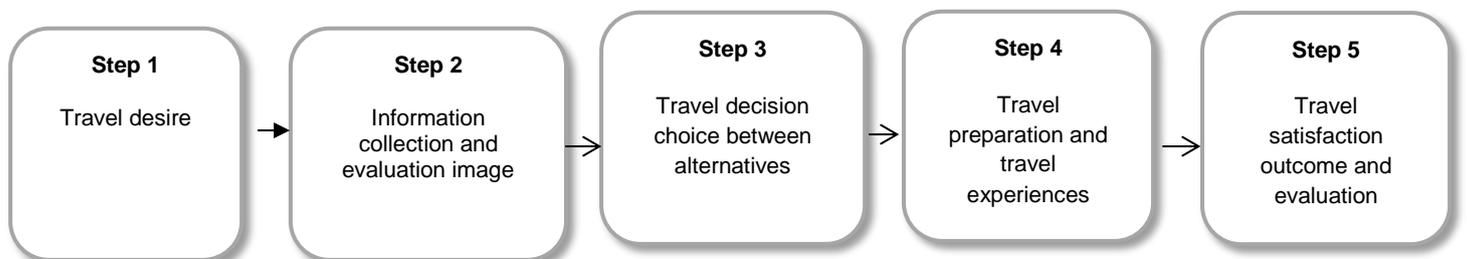
Armstrong et al. (2014:159) note that each of these four categories of factors consists of sub-areas, namely:

- **Cultural** factors, such as social class, can be a determining factor of tourists' purchasing behaviour, especially regarding destinations visited and reasons why they choose to visit certain destinations. Hence, it is important for marketers to follow cultural changes in society.
- **Social** factors refer to how tourists make their purchasing decisions as part of a group, for example family, peers or reference groups with whom they might associate.
- **Psychological** factors refer to how tourists view themselves and the world as well as factors relating to their personality and how they use such perceptions to make their holiday decisions.
- **Personal** factors relate to tourists' lifestyles and life cycles and how these could affect their holiday decision-making.

According to Page (2014:90), gender, age, marital status, educational background, amount of disposable income, residential area and other factors, such as their interest in travel, directly influence tourist decision-making. Amongst others, Lu, Hsu, Lu and Lin (2015:120) add characteristics of the destination, facilities and services offered at the destination and accommodation, as factors which may also influence tourists' decisions to travel.

In their analysis of travel decision-making models, Sirakayaa and Woodside (2005) found that models by Mathieson and Wall (1982), Middleton (1994), Moutinho (1987), Schmoll (1977), Um and Crompton (1990), Van Raaij and Francken (1984) and Wahab, Crampon and Rothfield (1976) were successful in providing insights into the specific nature of tourism purchase or buying behaviour. Although these models have shed light on how tourists make decisions to engage in tourism, they have not been without criticism. Swarbrooke and Horner (2007:76) are of the opinion that these models lean towards being linear and do not emphasise important factors in the process. They also do not explain the complexity of purchase decisions and may be difficult to be used by tourism marketers to develop marketing strategies.

Decision-making models in tourism take up a funnelling approach that tourists narrow down the number of alternatives to a single choice (Decrop & Kozak, 2009:93). Even though there are potential weaknesses in the models, they are still relevant in giving tourism marketers and suppliers an idea of why tourists engage in tourism, how they make their decisions, and what might influence their decision-making (Swarbrooke & Horner, 2007:80). Mathieson and Wall (1982) introduced a decision-making model which offered a more realistic view, taking into consideration all the factors that might affect the decision-making process and assuming that one is able to make a good enough decision (Smallman & Moore, 2010:401). Mathieson and Wall's (1982) decision-making model, which illustrates a process followed by tourists while planning to purchase a holiday, is illustrated in Figure 2.6.



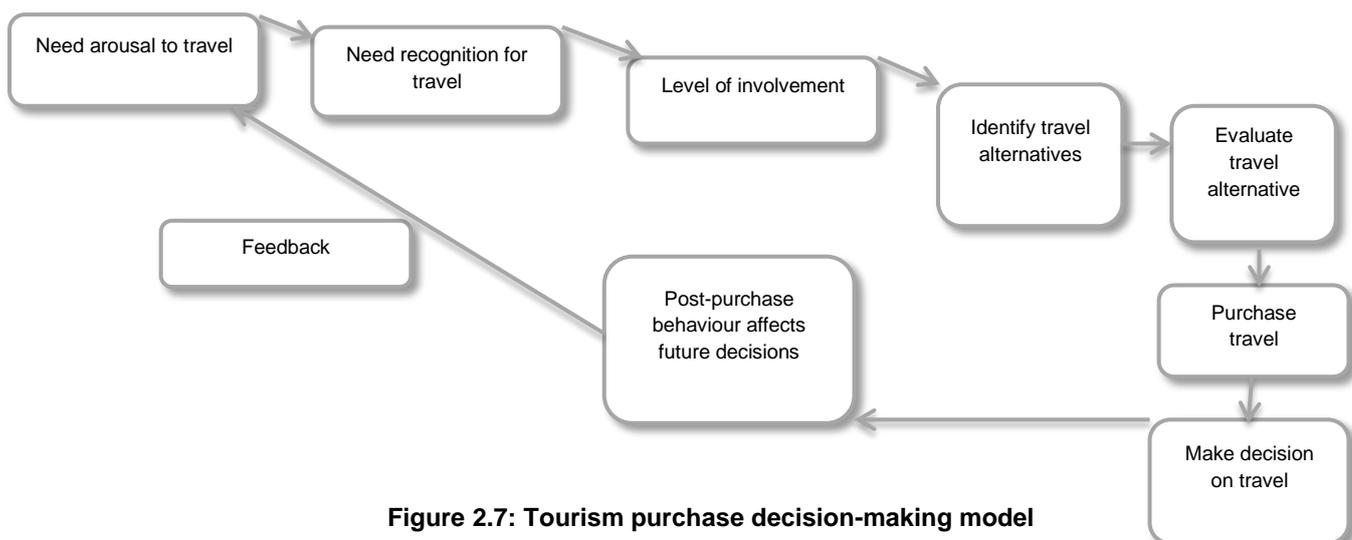
**Figure 2.6: Decision-making process model in tourism**

*Source: Adapted from Swarbrooke and Horner (2007:46)*

The model consists of five stages: travel desire, information collection, evaluation of alternatives, travel purchase, and preparation of holiday as well as a post-purchase stage, where travel is evaluated during which tourists will gauge satisfaction or dissatisfaction (Swarbrooke and Horner, 2007:46). The model represents a general process that can be used as a guideline to provide insight into how tourists make their decisions.

Although this model is deemed to be realistic, it does not deal with the processes mediating tourists' decisions (Smallman & Moore, 2010:402). The decision-making process does not always follow this order because tourists may end the process at any time or end up not making the purchase (Lamb et al., 2011:191).

Sirakaya and Woodside (2005) developed a decision-making model for a tourism purchase where the focus was on tourist destination choice. Figure 2.7 illustrates the tourism purchase decision-making model.

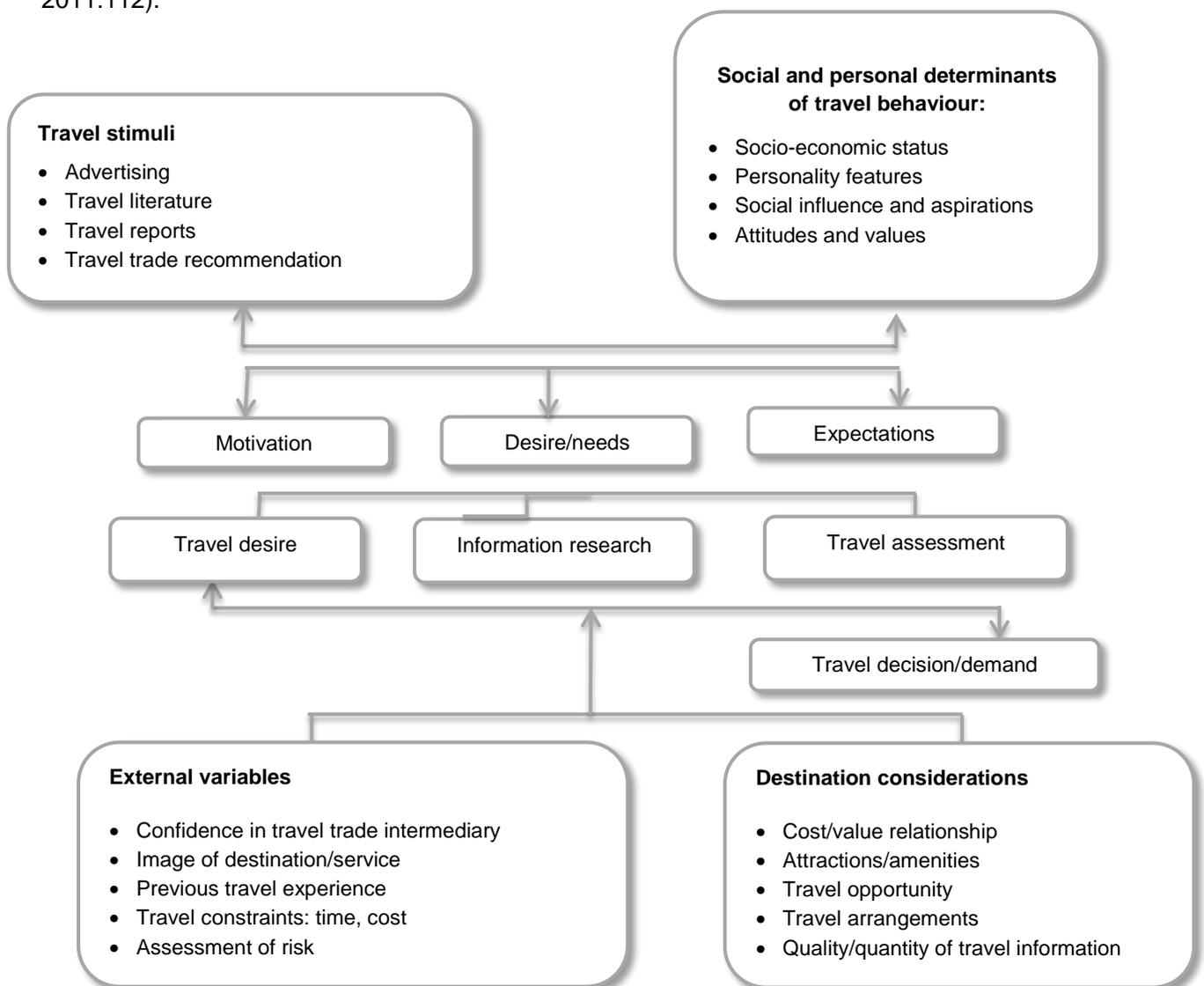


**Figure 2.7: Tourism purchase decision-making model**

*Adapted from Sirakaya and Woodside (2005, cited in Cooper, 2012:278)*

This model comprises eight stages through which a potential tourist will go: need arousal, need recognition for travel, level of involvement, identify travel alternatives, evaluate travel alternatives, purchase travel, and make decisions on travel and post-purchase behaviour which affects future decisions. The focus of this model is on context, and it deconstructs decision-making through detailed analysis (Smallman & Moore, 2010:402). Furthermore, the model emphasises that tourism decision-making processes are highly involved: they are of high risk (intangible), the decision can involve time and effort in the information search and technology allows for co-creation of the product with the supplier (Cooper, 2012:227).

Moutinho et al. (2011) developed an integrated model for decision-making illustrating that decision-making process is complex and it involves many sub-decisions (Smallman & Moore, 2010:399). The travel decision model is illustrated in Figure 2.8. This travel decision model is based on motivational level, needs and desires as well as expectations one has when planning to travel and is confronted with a decision to make. Depending on the travel desire, the potential tourist will either be receptive or not be receptive to the travel stimuli. According to Moutinho et al. (2011:112), the decision-making process can be shaped by either social or personal determinants. Different destination variables, such as travel arrangements and cost, will be assessed and other external variables, such as image of the destination, will be evaluated during the information search. External variables as well as destination considerations are important determinants in this travel model (Moutinho et al., 2011:112).



**Figure 2.8: The travel decision model**

*Source: Moutinho et al. (2011:99)*

Middleton et al. (2009:87) refer to the tourist decision-making process by the acronym PIECE:

- **P**roblem recognition
- **I**nformation search
- **E**valuation of alternatives
- **C**hoice of purchase
- **E**valuation of post-purchase experience

What is common from these four decision-making models of Mathieson and Wall (1982), Sirakaya and Woodside (2005, cited in Cooper, 2012:278), Moutinho et al. (2011) as well as Middleton et al.'s (2009:87) PIECE process described above, is that:

- the process is triggered either by desire or by problem recognition;
- information search plays an important role because evaluation of alternatives follows once one has obtained information in order to evaluate;
- evaluation takes place;
- eventually a choice will be made; and
- once the tourist has experienced the purchase, the evaluation will take place, which will determine one's satisfaction or dissatisfaction.

Each of these five stages in the decision-making process is discussed in more detail to indicate the communality between the different models.

### **2.5.3 Travel desire**

The first stage in the decision-making process is need recognition. A need arises when an imbalance between an actual and a desired state occurs, which then activates the decision-making process (Page, 2014:77). During this first stage, one inspects the motive why you need to travel as well as the activities desired for that particular trip (Pearce, 2005:104). In any trip, there are a probable number of reasons which, when combined, can be considered as the motivator factors for the journey, for example emotional, social networks or status, cultural (Page, 2014:77; Swarbrooke & Horner, 2007:54). Motivation is a "state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction" (Moutinho, 1987:16). Motivation is a trigger which stimulates the chain events within the decision-making process (Page & Connell, 2009:75).

Determinants are factors which control the extent to which a tourist may purchase a product he or she desires and these can either be personal (for example experience and attitudes) or external, such as political and economic (Cooper, 2012:61; Swarbrooke & Horner, 2007:51). A need will drive a potential tourist to seek more information regarding a destination to be visited.

#### **2.5.4 Information collection or information search**

Once a need has been recognised, a search for information is required concerning various alternatives. Information can take place internally or externally. An **internal** information search occurs when a potential tourist recalls information from stored memory, usually based on previous experience, whereas an **external** information search seeks information from outside (Lamb et al., 2011:193). Information on travel destination forms part of travel planning (Hyde, 2008:50). The information search stage is crucial, as travel-related decisions may be risky, due to the nature of tourism, and one of the strategies to reduce risk is information search (Lamb et al., 2011:195; Moutinho, 2011:104; Sirakayaa & Woodside, 2005:823). This information search may involve information on destination choice, transport, accommodation, attractions and activities (Hyde, 2008:50). Information allows one to form an image of a destination or form an impression from the flood of information accessed (Govers & Go, 2009:35).

Various sources may be consulted during an information collection stage among others: word-of-mouth recommendations, online travel reviews, travel agencies, experiences and previous knowledge, advertising, travel reports and online sources (Sparks, Perkins & Buckley, 2013:1; Swarbrooke & Horner, 2007:75). Tourists are increasingly sharing experiences directly with other tourists through electronic word-of-mouth known as 'travel reviews', which may influence potential purchase decisions (Sparks et al., 2013:1). Destination management websites are another source destinations use to provide tourists with all related travel information, and tourists consider them to be reliable (Chung et al., 2015:131). Therefore, understanding of tourist information search processes may be valuable to tourism marketers in order to formulate effective marketing communication strategies to reach target tourists.

As information search is in the initial stage of travel planning, information about tourist destinations might favourably prepare one to the idea of travelling (Hyde, 2008:51).

### **2.5.5 Evaluate travel alternatives**

Once a potential tourist is satisfied with the information received, various brands of alternative destinations will be evaluated (Cohen et al., 2013:12).

A set of criteria will be developed from the acquired information from internal and external sources (Lamb et al., 2011:195). When one is satisfied with the information received and clear motives have been established as to why travel is needed, a purchase will follow and preparation for the travel begins. The tourist will travel and experience the destination which is followed by the evaluation of the overall experience. Whether expectations were met or not will determine satisfaction (Cohen et al., 2013:12).

### **2.5.6 Travel satisfaction outcome and evaluation**

Satisfaction is the ultimate objective of both tourism suppliers as well as tourists. Tourist satisfaction reveals how tourists feel when they have experienced and interacted with a destination or travel activities (Baker & Crompton, 2000:789). Tourist satisfaction may be influenced by price, interactions with other tourists, infrastructure of destinations, accommodation, food and transport (Lin & HsienHung, 2016:268; Lu et al., 2015:121). Evaluation of satisfaction in tourism can be complicated because holidays are not experienced in social isolation due the above-mentioned influencers (Foster, 2009:133). The motive behind tourism suppliers seeking to enhance satisfaction is that such improvements may lead to increased visitation or revenue, which is achieved through advertising (Baker & Crompton, 2000:790). Advertising can influence tourists' perceived quality, create brand loyalty and decrease price sensitivity, which in turn improves satisfaction (Lin & HsienHung, 2016:268).

The three models discussed can be used as tools to enrich a manager's knowledge to determine the most appropriate model for a given situation. Decision-making models can assist in managing tourists' experience in the process better and minimise adverse effects (Smallman & Moore, 2010:398). These models allow management to:

- understand tourist characteristics which can influence decision-making; and
- understand destination factors which play a role in making a choice in order to manage tourists' on-site experiences to improve satisfaction (Page, 2014:77).

Understanding tourists' decision-making processes enables marketers to develop marketing plans; therefore, it can explain purchase characteristics of subgroups (Swarbrooke & Horner, 2007:79). An approach of dividing tourists into subgroups is **market segmentation** (Page, 2014:90). Tourist behaviour study is really about market research and all factors which may affect tourists' purchasing decisions, whereas market segmentation classifies these tourists into subgroups (Pearce, 2005:12). The tourism industry is extremely volatile and vulnerable to change, such as fashion and trends (Page, 2014:344; Pirnar, 2010:1). Trends assist destination managers to envisage how tourism will perform to incorporate these trends to tourism product offering and entice potential tourists (Moutinho et al., 2011:137; Page, 2013:344; Pirnar, 2010:1). Tourist trends shape the tourism offering and influence tourists' motivation to travel and the way destinations are marketed (Yeoman, Tan, Mars & Wouters, 2012:35). Changing consumer travel trends that shape behaviour are discussed in 2.6.

## **2.6 TRENDS SHAPING TRAVEL BEHAVIOUR**

Fierce competition and the difficult global business environment have not only influenced the ability of destinations to satisfy tourists' needs and desires, but also to respond to current trends influencing how tourism is supplied and demanded (European Travel Commission [ETC], 2014:2; Nordin, 2005:12; Tsiotsou & Goldsmith, 2012:xxxiii). Social factors such as ageing population travelling, men of a certain age and multigenerational travelling are likely to influence tourism and travel in the coming years (Association of British Travel Agents, 2014; Tourism Intelligence International, 2015). No single trend will dominate the global future, but each trend has varying effects in different regions and countries (Dwyer, Edwards, Mistilis, Roman & Scott, 2009:64). Trends are interlinked and influential towards the development and growth of tourism as marketers are becoming more fragmented, dominated by technology and new products (Cooper, 2012:345).

Altering tourist demographics and preferences, rapid technological advances, and physical pressure on the environment are the underwriting factors driving change taking place within destinations and in the tourism industry at large (Page, 2014:16). Social changes are drastically changing tourists' tastes when it comes to tourism products (Harrill, 2012:448).

These trends have a fundamental influence upon the future of tourism to an area; hence, they cannot be ignored (Cooper, 2012:329).

How destinations respond to these trends can bring either success or failure. According to the Association of British Travel Agents (2014), Randall (2014) and World Travel Market (2013), some of the recent trends taking place in the tourism industry are:

- there is a more ageing population travelling; therefore, creating new generational priorities;
- fluctuating economic conditions worldwide affect how tourism may be demanded;
- tourists are more experienced and seek innovative, unusual targeted products which fit in with their lifestyles;
- marketing techniques which implement targeting, segmenting, and investing in guest identification to capture individual travelling needs will be profitable to destinations;
- tourists are profoundly influenced by brands, branding and advertising creating an image of market position, tourist benefits and promises made by tourism products. This trend will continue as destination managers use brand images to create a unique appeal to market segments.

Amongst other, Tourism Intelligence International (2015) listed the top 10 trends as:

- Men of a certain age (MOCAS) – they are over 50 and more demanding and willing to spend. They are looking for new adventures for example, love or exotic places.
- Multigenerational travelling is increasing: it is usually the grandparents who are funding the trip but the millennials are choosing the destination and choose activities because they do research, usually on the social media.
- Interacting with reality: social media are no longer just about pictures and videos but people want to interact with each other; therefore, they want to feel, hear and see the experiences of their peers in real time.
- Is the desktop on its deathbed due to access as a result of information on mobiles phones? The mobile phone is where consumers spend their time. The travel and tourism industry needs to incorporate mobile phone when strategising for their marketing campaigns.
- Sharing economy through different websites – tourists can experience a holiday provided by their peers, for example consumer to consumer vacation rentals such as Airbnb.
- Chinese travellers could number around 174 million by 2019
- Gimmicks, gadgets and gizmos allow for people to connect through social media. People are getting accustomed to the Internet of things whereby sensors, code and infrastructure are shifting the consumer world. What is key in 2016, is how people connect with things, therefore bringing marketers an opportunity to push marketing through everyday devices.
- Tourists want to explore areas outside the mainstream there is an increasing demand for cities which were once undesirable but are now considered trendy.

- Travel will get more personal using data and mobile technology, the experience of travelling will be transformed by introducing personalised services that suggest richer and more enjoyable experiences.

Tourism Review (2015:1) and TripAdvisor (2015), two general sources in public press highlighted the following as top trends:

- the new generation of travellers are looking for experience;
- destination management therefore needs to put tourists in the centre of attention by focusing on the user's experience; and
- nowadays, travelling means sharing what people are experiencing in real time.

TripAdvisor (2015) reports six key travel trends for 2016:

- travellers of all ages will seek new experiences, in other words, things they have not tried before;
- tourists will be spending more because it is worth it;
- tourists will choose destinations based on culture and special offers from accommodation establishments;
- it is important for tourists to stay cool and connected; therefore, having WiFi as an amenity at the accommodation establishment is of importance; and
- managing reputation online will become critical as travellers' reviews are important for future business.

In summary, seeking new experiences, staying connected while travelling, use of online travel reviews to choose accommodation, willingness to spend more towards travel and a demand to visit places that offer cultural experiences are the travel trends identified. Destinations that do not match changing tourists' needs will suffer the phenomenon of 'strategic drift', which occurs when an organisation's strategy moves away from addressing the forces in the external environment with no clear direction (Dwyer et. al. 2009:63). Destination managers are under pressure to manage and try to keep a balance between being competitive by responding to changing market needs, technological advances and consumer industry trends while at the same time, trying to understand tourists' choices when they engage in tourism (Cooper, 2012:345; Page, 2015:103). What tourists prefer and how they make travel choices and purchases, is unique (Pearce, 2005:7). Travel choices and processes involved in purchasing tourism products or services refer to consumer behaviour in tourism (Moutinho, 2011:83).

## 2.7 CONCLUSION

Chapter 2 is the first part of the secondary research conducted for the present study. The structure of this chapter has been outlined in Figure 2.1. The discussion starts with conceptualising tourism followed by tourist destinations and the various stakeholders present at a destination. Classification of tourists and how these classifications have evolved were also discussed. Consumer behaviour in tourism is discussed in order to understand why tourists participate in tourism and how they make their decisions to participate. The chapter considers tourism as a system by identifying the main components of tourism, namely destination and the tourist. Most of tourism activities take place at a destination which encompasses various amalgams. The outcomes and trends within the industry shifting the demand and behaviour of tourists are highlighted in this chapter.

This makes it necessary for destinations to put in place a DMO which will take up the role of managing a destination to meet those destinations goals. The functional role of a DMO is destination marketing, but before marketing can take place, the correct market for the destination needs to be identified through segmenting (Pike, 2008:14; Proctor, 2014:188). Only then target marketing can take place, which will then determine positioning and how branding is implemented and perceived by tourists.

Tourist behaviour is evolving, which requires destinations to find proper ways to market and deliver a tourism experience opportunities to its tourists. This is crucial as it could make it possible for a destination to stay competitive. Taking into account increased competition amongst destinations and the dynamic environment, Poiez and Van Raaij (2007:1) ask how a destination could create distinctive value for its tourists and how tourists make their travel decisions.

For one, competition involves understanding and satisfying tourists' needs and wants by offering a destination in such a way that it is not seen as a physical entity but rather as providing benefits (Proctor, 2014:2). It impossible to deal with tourists on a 'one-size-fits-all' basis as it is not marketing feasible and financially viable. Therefore, market segmentation is an essential and first stage in a process of setting marketing objectives and targets, which are effective for planning and setting up budgets for marketing. The discussion now turns to market segmentation in Chapter 3.

## CHAPTER 3: MARKET SEGMENTATION IN TOURISM

### 3.1 INTRODUCTION

Market segmentation is introduced as the first and necessary stage in setting marketing objectives and budgets. It is ideal as it drives the focus towards a market whose needs and wants a destination stands a chance to deliver. Tourists' needs are heterogeneous; therefore, it becomes necessary to understand such needs and a key strategic marketing tool driven by the motivation to understand tourists' needs is market segmentation (Dolnicar, 2012:17). Segmentation is used to gain a better position compared to competitors because it provides valuable information about tourists and makes it possible for a tourist destination to customise its offering to match tourists' needs better. To address the objectives of the study, the aims of this chapter are to report on:

- a literature review on segmentation, targeting and positioning as processes within marketing;
- a discussion of different approaches: demographic, geographical, socioeconomic, psychographic and behavioural of market segmentation; and
- an examination of the applications of benefit segmentation in the fields of travel, tourism and leisure.

Benefit segmentation was an approach investigated in the present study with the aim to uncover benefits sought by tourists travelling to Mpumalanga. The literature review presented in this chapter is built on in Chapter 4 and 5 with new empirical results. Figure 3.1 reflects a guideline for the literature discussion in this chapter. Section 3.2 serves as an introduction of market segmentation as a tool used to improve marketing in tourism.

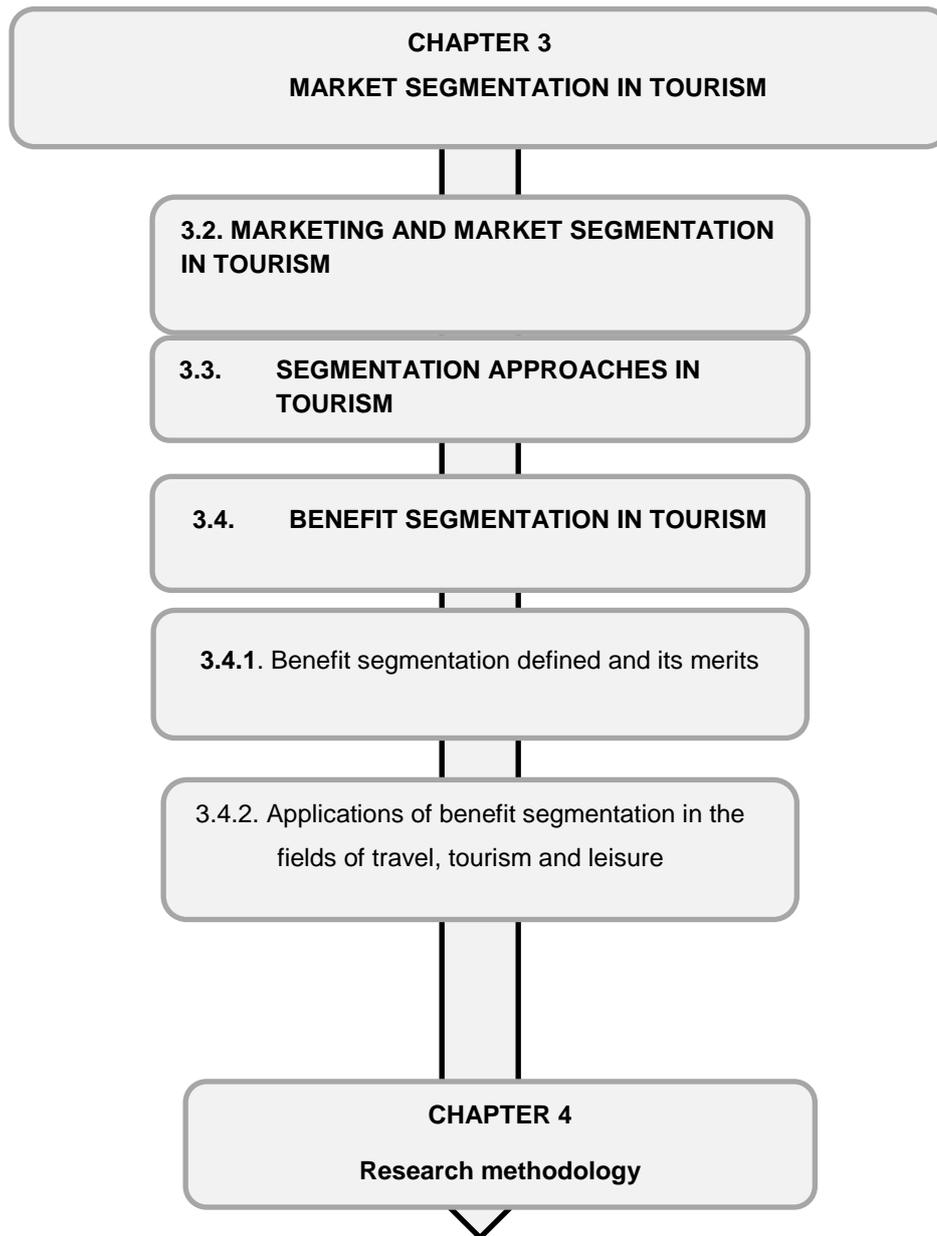
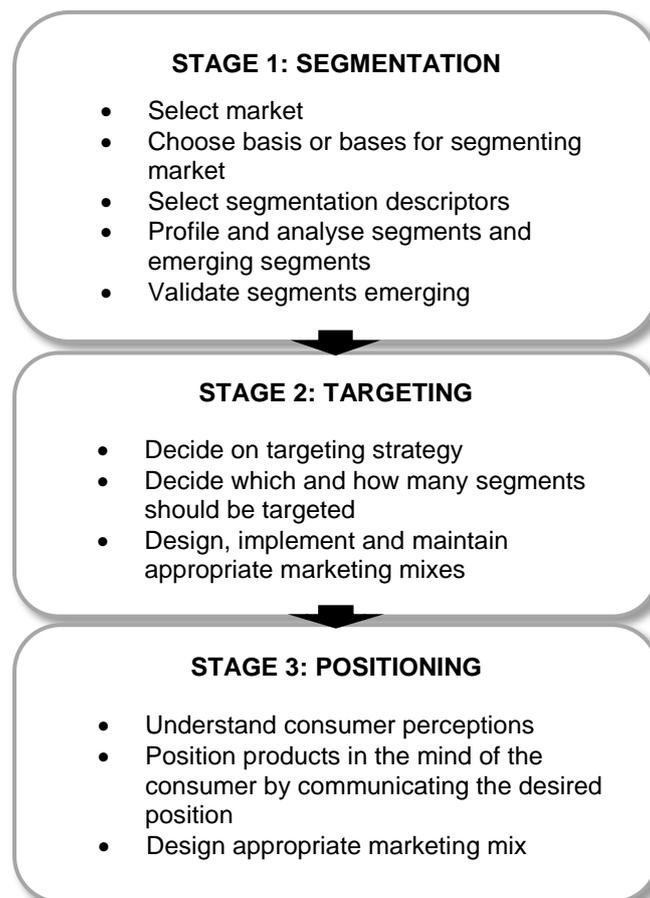


Figure 3.1: Flow diagram of literature review on market segmentation

## 3.2 MARKETING AND MARKET SEGMENTATION IN TOURISM

Marketing is a “social and managerial process by which individuals and groups receive what they need and want through creating and exchanging products and values with others” Kotler (2012:7). The emphasis of such a definition is the exchange process taking place between consumers and an organisation providing a service or product (Gamble et al., 2011:235). It is further simplified that it is a means towards delivering consumer satisfaction at a profit (Kotler & Armstrong, 2001:5).

Marketing strategically involves selecting opportunities which a destination can pursue and target markets by finding market segments in order to meet a desired position within tourists' minds and the market (Dibb & Simkin, 2008:69; Proctor, 2014:188; Tsiotsou & Goldsmith, 2012:xxxv). Market segmentation is a process of dividing a heterogeneous market into several smaller homogenous markets, on the basis of needs, characteristics or behaviour (Kotler & Armstrong, 2013:244). Tourists are different in their individual characteristics, their motivation to travel and their decision-making, thereby creating an environment where a pool of tourists exist with differing needs, and unique differences are critical. (Kim et al., 2011:31). Recognising and understanding the heterogeneity of tourism consumers has led marketing to move away from mass marketing and towards market segmentation and targeting (Decrop, 2014:251; Dibb et al., 2012:56; Dolnicar, 2008:132). A process of market segmentation involves different stages, which tourist destinations need to monitor continuously over time as tourists' needs, wants and travel behaviour change over time (Lamb et al., 2011:275). Figure 3.2 illustrates the basic elements and the three stages involved in the market segmentation process.



**Figure 3.2: Basic elements of segmentation**

*Sources: Adapted from Dibb et al. (2012) and Lamb et al. (2011)*

Figure 3.2 illustrates that each stage of target marketing has a set of actions to carry out (Gbadamosi, Bathgate & Nwankwo, 2013:143; McCabe, 2009:145). Stage 1 is discussed first.

### **3.2.1 Stage 1: Market segmentation**

Market segmentation is the first stage, and it is the basis for positioning, branding and communicating relevant images to target potential tourists (Middleton et al., 2009:97). The divided markets into distinct groups of tourists with different needs, characteristics or behaviour might need dissimilar product offerings or marketing mixes (Kotler & Armstrong, 2013:64). The identified group's needs, wants and behaviour patterns are similar, and a homogeneous group is clustered into a homogenous segment (Kotler & Armstrong, 2013:64).

Methods such as analysis of variance, cluster analysis, conjoint analysis, factor analysis and multiple regressions could be used to obtain market segments associated with data analysis (Nykiel, 2007:11–19). Once a market has been clustered into one or more segments, each segment is evaluated based on specific criteria (Lamb et al., 2011:276). Then a selected target market will be priority for marketing efforts. This forms part of the second stage, which is targeting.

### **3.2.2 Stage 2: Targeting**

Targeting is the second stage, which involves evaluating identified segments and selecting a target market (Tsiotsou & Goldsmith, 2012:4). A target market is a group of tourists for whom destinations design and implement a marketing mix intended for that specific group of tourists to meet their needs and wants resulting in mutually satisfying exchanges (Lamb et al., 2011:276). A target market selection process involves evaluating market segments before selection can take place.

Three factors are considered when evaluating a market segment: size of the segment, growth of the segment, and structural attractiveness compared to the marketing objectives and resources of the destination (Kotler, Armstrong, Harris & Piercy, 2013:214; Tsiotsou & Goldsmith, 2012:4). The three targeting strategies are listed as undifferentiated, concentrated and differentiated (Lamb et al., 2011:277; Pride & Ferrell, 2013:120) and explained in Table 3.1.

**Table 3.1: Marketing targeting strategies**

<b>Undifferentiated.</b>	a destination targets the whole market, therefore designing and directing its marketing to the entire market. This assumes that all tourists visiting a destination have similar needs and wants
<b>Concentrated</b>	a destination directs its marketing efforts towards a single market segment through creating and maintaining the same marketing mix. Here, a destination would choose to go for a big segment or a few small segments.
<b>Differentiated</b>	a destination directs its marketing efforts towards two or three segments by creating a marketing mix for each market segment, thus creating different offers for each market segment.

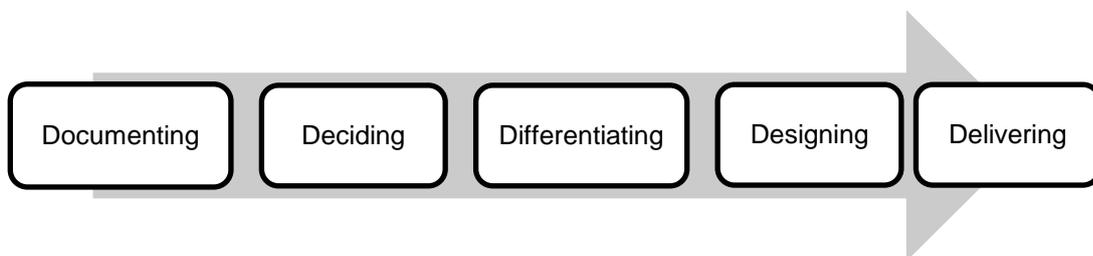
*Source: Dibb et al., 2012:241; Kotler et al. (2013). (2013:214); Lamb et al. (2011:277); Pride and Ferrell (2013:125).*

Tsiotsou and Goldsmith (2012:5) state that in tourism, the most common market targeting approach is differentiated marketing. Kotler et al. (2013:221), however, point out that the issue about targeting is not who is targeted but rather how and for what reason, emphasising that segmenting and targeting should not just serve the interests of the destination management but also the interests of those targeted. The motive behind strategy is to achieve a certain position against competition in the market. Positioning is the third and last stage of target marketing, and is discussed next.

### 3.2.3 Stage 3: Positioning

Positioning of a destination is grounded in developing a unique value for tourists while being consistent amongst others with market trends, consumer preferences, convenience of purchase as well as demographic trends (Cooper, 2012:306). It is a way consumers view competitive brands (Bennett & American Marketing Association, 1995:224).

Morrison (2013:90) outlines steps to be carried out during positioning, as illustrated in Figure 3.3.



**Figure 3.3: Positioning by DMO**

*Source: Morrison (2013:90)*

DMOs need to be clear regarding positioning and the following of steps to assist in creating a differentiated value and position a destination would want to occupy in the minds of tourists. These steps are as follows:

- **documenting** – research is conducted with previous and potential tourists to determine which benefits they seek from visiting a destination;
- **deciding** – involves determining images previous tourists have of a destination and choosing which image tourists should have;
- **differentiating** – positioning communicates differences between a destination and its competitors. Therefore destinations determine their competition and find factors and unique selling points to make a destination appear different from its competition;
- **designing** – the DMO decides how it is going to communicate its select position to tourists and ensures the destination mix supports the selected position approach; and
- **delivering** – involves implementation and evaluation of the chosen positioning approach.

Positioning involves understanding tourists' needs and creating better value for them than their competition (Kotler & Armstrong, 2013:236). This can take place in numerous ways: by attributes, by use, user, price, quality and benefits (Tsiotsou & Goldsmith, 2012:5). Recognising and understanding the heterogeneity of tourism consumers has led marketing to move away from mass marketing and towards market segmentation and targeting (Decrop, 2014:251; Dibb et al., 2012:56; Dolnicar, 2008:132). Tourists are different in their individual characteristics, their motivation to travel and their decision-making (Kim et al., 2011:31). Creating an environment whereby a pool of tourists exists with differing needs and unique differences is therefore critical.

The focus of the present study is on the first stage, market segmentation, as this is the foundation for targeting, positioning and communicating relevant images to potential tourists (Middleton et al., 2009:97). Identified segments should be identifiable, measurable, a distinct group sharing some common characteristics and react the same towards destination communication messages (McCabe, 2009:147). Market segmentation can be adopted by any entity, for example a destination, and allows for that tourist destination to specialise in needs of a particular market segment and become the best in providing for that segment (Dolnicar, 2008:1). In doing so, a destination may gain a better position compared to competitors because through segmentation, valuable tourist information is obtained and so adjust its offering to match tourists' needs (Pesonen et al., 2011:303).

According to Buhalis (2000:98), each destination matches a certain type of tourist and this involves research to find these suitable tourists. This is in line with the a posteriori (post hoc, data-driven) segmentation approach (Dolnicar, 2008:131; Dolnicar & Grün, 2008:63). Different approaches of segmentation basis can be used in tourism, and these are discussed in section 3.3.

### 3.3 SEGMENTATION APPROACHES IN TOURISM

Different approaches of segmentation result from the development of the tourism industry, which has led to a variety of destinations for tourists to choose from (Kim et al., 2011:29; Middleton et al., 2009:103; Tsiotsou & Goldsmith, 2012:6). There are two approaches to segmentation: an a priori and an a posteriori segmentation approach (Frochot & Morrison, 2000:37; Dolnicar & Grün, 2008:63). With an a priori approach, management knows the segmentation criteria before an analysis is done, but in the a posteriori approach segment composition cannot be known before (Hoek et al., 1996:26; Pesonen et al., 2011:304). The tourism industry has long been identifying segments based on an a priori approach (Dolnicar, 2008:131; Frochot, 2005; Pesonen et al., 2011:304). The most popular used a priori approach applied in the tourism industry is country of origin, age or income (Chen, 2000; Chen, 2003; Hoek et al., 1996; Tkaczynski, Rundle-Thiele & Prebensen, 2015). Some of the main methods of segmenting applied in tourism are presented in Table 3.2.

**Table 3.2. Main methods of segmenting markets applied in tourism**

<b>Criteria</b>	<b>Typical segmentation</b>
<b>Demographic</b>	Tourists are segmented based on factors such as age, sex, religion and family life cycle. Within the demographic criteria, which have been used frequently within the tourism industry, is family status (Cooper, 2012:307; Swarbrooke & Horner, 2007:93).
<b>Geographical</b>	Categorises tourists according to region of the world, country, area of country, urban and suburban or rural areas.
<b>Activities</b>	Categorises tourists according to activities they participate in while on holiday
<b>Socio-economic</b>	Subdivides tourists on the basis of socio-economic variables. Some of these variables are occupation, income, education and social class.
<b>Psychographic</b>	Based on the knowledge that lifestyles, attitudes, opinions and personalities of people determine their behaviour as tourists.
<b>Behaviouristic</b>	The market is clustered to a feature of consumer behaviour towards a product with a tourist destination. Tourists can be clustered according to benefits they want from a tourism destination.

*Source: Adapted from Lamb et al. (2011), McCabe (2009), Middleton et al. (2009) and Pride and Ferrell (2013)*

Middleton et al. (2009:103) and Cooper et al. (2005) add other ways of segmenting markets in the tourism industry, namely

- purpose of travel;
- buyer needs, motivations and benefits sought;
- demographic, economic and geographic segments;
- psychographic profile;
- geo-demographic profile; and
- price.

Cooper et al. (2005:632) include purchase (for example honeymoon holiday or annual holiday) and attitudes as characteristics used as segmentation criteria in tourism. Segmentation is amongst some of the most investigated areas in tourism research (Tsiotsou & Goldsmith, 2012:3). A literature review conducted by Dolnicar (2008) revealed psychographic variables as the most often used segmentation criteria (75%) followed by behavioural variables (21%) and a mix of both (4%) whereby the demographics, socioeconomics and lifestyle variables are regularly used to segment tourists. Various authors (Chen, 2000; Sung, 2004; Tangeland, Aas & Odden 2013; Tsiotsou, 2006) have used different segmentation methods, such as –

- demographics and activities (Moscardo, Pearce, Morrison, Green & O’Leary, 2000; Rid, Ezeuduji & Pröbstl-Haider, 2014);
- travel spending (Brida, Fasone, Scuderi, & Zapata-Aguirre, 2014; Mok & Iverson, 2000);
- benefits (Frochot, 2005; Frochot & Morrison, 2000; Rudež, Sedmak & Bojnec, 2013); and
- motivation (Bieger & Laesser, 2002; Chen, Bao & Huang, 2014).

A few of these segmentation methods are illustrated in Table 3.2, namely demographics, geographical, socio-economic, psychographic and behaviourist to show their application in tourism research.

### **3.3.1 Demographic segmentation**

This is the most common and most old-fashioned approach of segmentation used by marketers. However, Jobber (1995) contends that, even though demographic segmentation is popular, it is of less effect than behavioural or psychographic variables because the critical purpose of segmenting is to identify similarities in behaviour amongst different groups, which can be used in the marketing mix.

In his study, Chen (2000) examined Norwegians' preferences for United States (US) accommodation facilities through a segmentation approach. The study found a vast difference between age and occupation, therefore failing to form a homogeneous segment. Inbakaran, George, Jackson and Melo (2012) segmented resort visitors based on demographics. Even though clusters were formed, one of the conclusions of the study was that, to increase return visitors and to understand these visitors, it would be beneficial for marketers to group their visitors on the basis of attributes that can help predict consumer attitude and behaviour (Inbakaran et al., 2012:91).

Sung (2004) examined the effect of demographic, socioeconomic, and trip-related characteristics on five adventure trip visitors and found gender, age and marital status were significantly different amongst these visitors.

Amongst visitors to Guam in the Western Pacific Ocean, Mok and Iverson (2000) found age to be different between heavy and light spenders. They also found that marital status, gender and occupation did not differ significantly among the expenditure-based segment. Demographics may be useful, but it cannot predict tourist behaviour (Frochot, 2005; Pesonen, 2012; Tsiotsou & Goldsmith, 2012). Moreover, a demographic cluster might seek different benefits from their tourism experiences, so applied alone, might be a poor basis for segmentation but powerful when combined (Dolnicar, 2008; Frochot, 2005; Pesonen, 2012; Tsiotsou & Goldsmith, 2012).

### **3.3.2 Activities**

This is another criterion applied to segment tourists' trips, ages and nationalities. Studies suggest that tourists differ on activities they prefer (Ignatov & Smith, 2006; Mehmetoglu, 2007; Tangeland, Vennesland & Nybakk, 2013). The challenge about activities in tourism literature is they are not well defined (Tsiotsou & Goldsmith, 2012:10). The term 'activity' may refer to physical activities or nature-based activities (Tangeland et al., 2013) and sometimes to cultural activities (Molera & Albaladejo, 2007) or other activities, such as shopping (Prayag & Hosany, 2014).

Tangeland et al. (2013) found tourists believe a particular need can be fulfilled through consumption within different product categories so it will not be ideal to categorise using one activity.

Sung, Morrison and O'Leary (2000) identified six physical activity segments also suggesting that activity clusters may be associated with specific tourists, for example adventure tourists.

According to Tsiotsou and Goldsmith (2012), this segmenting approach may discriminate and can be beneficial together with other segmentation approaches.

Various segmentation studies (Frochot, 2005; Molera & Albaladejo, 2007; Pesonen, 2012; Rudež et al., 2013) found a difference amongst clusters in terms of activities participated in while on holiday and that tourists refer to activities which would habitually not be classified as activities. A segmentation method based on a segment from a particular country or region (geographical segmentation) presents a limitation as the results of the study may be intended for the nationality or region as a target market and may not attract other tourists interested in the same tourist product offering because marketing efforts would be allocated to the identified country or region as a market (Konu, Laukkanen & Komppula, 2011:1104; Park & Yoon, 2009).

Regarding segmentation studies, McCabe (2009:150) points out distinctions based on social class differ by countries and regions of the world. Even though it is easy to measure, Zamora, Valenzuela and Vasques-Parraga (2004:422) argue that socioeconomic variables fall short of describing a clear pattern of behaviour. Benefit segmentation is a criterion which falls under behavioural segmentation (Almeida et al., 2014:6; Dolnicar, 2008:130; Kotler, 2009). All the above-mentioned segmentation approaches are important and selecting an approach is one of the most crucial decisions which need to be justified by conducting segmentation research (Dibb et al., 2012:233). Each segmentation approach serves a specific purpose and the most suitable method or technique can be chosen when objectives of a segmentation strategy are defined (Frochot & Morrison, 2000:22).

Pulido-Fernández and Sánchez-Rivero (2010:113) emphasise that the main issue when selecting a segmentation method is to form meaningful segments, which will be practical to management of a destination. Several multi-criterion approaches may be incorporated by destination management to increase the practicality of the results. The multi-criterion approaches applied to tourism include buyer behaviours (benefits sought); sociodemographic variables, geographic origin and expenditures (Crompton, 1979; Dolnicar, 2008; Mok & Iverson, 2000).

Various authors (Kastenholz, Davis & Paul, 1999; Frochot, 2005; Park & Yoon, 2009; Almeida et al., 2014) suggest that the most effective predictor of tourism behaviour is behaviour itself together with benefits and motivation.

The following section presents benefit segmentation, its definition and brief history, its merits and applications within the travel and tourism industry.

### **3.4 BENEFIT SEGMENTATION IN TOURISM**

Segmenting according to benefits is a behaviouristic criterion, which focuses on reasons people buy in the market, which is of importance to the tourism industry, as behaviour can be predicted (McCabe, 2009:154; Park & Yoon, 2009:100).

#### **3.4.1 Benefit segmentation defined and its merits**

As early as the 1960s, benefit segmentation as method of strategic marketing was first used by Haley (Kay, 2006:809). The rationale behind Haley's introduction of this approach was that "benefits which people seek in consuming a product, are basic reasons for existence of true market segments" (Haley, 1968:198). Benefit segmentation is used to identify market segments by causal factors rather than descriptive factors (Pesonen, 2012:71). Introducing benefit segmentation, Haley (1968) never proposed a precise definition of benefits; hence, this has led to mixed interpretations (Kay, 2006:811). This resulted in several scholars conceptualising benefit segmentation in a different way (Kim et al., 2011:32).

Crompton (1979) defines benefit segmentation as a means by which visitor's rate amenities and activities. This definition established itself in destination image research studies such as those by Tian, Crompton, and Witt, (1996), Sarigöllü and Huang (2005) and Beh, and Bruyere, (2007) with the aim to measure visitors' impressions of destinations.

Benefit segmentation can be used to capture tourists' psychological benefit outcomes by analysing tourists' motivation to visit a destination.

This segmentation is based on benefits sought by consumers, referring to benefits they seek from using a particular product or experiencing a specific service; therefore, based "on the benefits which consumers are seeking when they buy a product" (Reid & Bojanic, 2009:139) or according to perceived benefits which a product or service may offer.

Benefit market segmentation is identified by causal factors rather than descriptive factors (McDonald & Dunbar, 2004:202–204). Causal factors describe the motivation behind decision-making, for example, the benefits sought by tourists visiting a destination or having a tourism experience whereas descriptive factors only describes a segment, for example, geographic factors, whereas since the former (Haley, 1968:31).

Segmentation according to benefits recognises that tourists may travel to the same destination or buy the same tourism service for different reasons and place different values on particular destinations or service features (Webster, 2009).

According to Frochot and Morrison (2000:24) and Pesonen et al. (2011:304), benefits relate to:

- destinations attributes often used as benefits when applying benefit segmentation to a destination. The destination's attributes as benefits can be attached to a specific destination, vacation or activity and cannot be generalised afterwards; and
- tourists push motivations or pull motivations – push motivations are tourists' intrinsic attributes that motivate them to travel to a destination, but pull motivations are destination attributes that determine which destination tourists choose based on how well the destination attributes match the needs derived from push motivation (Crompton, 1979, 410; Pesonen et al., 2011:71).

Benefit segmentation studies may be used for different purposes as indicated in Table 3.3

**Table 3.3: Purposes of benefit segmentation in the tourism field**

Purposes	Examples of studies
To identify travel destination segment as a whole	Destination choice, travel motivations
To define a specific segment	Youth market, senior market, Japanese market, skiers, snowmobilers
To identify a market for a specific product	Events, museums, state parks, zoo, heritage sites

*Source: Adapted from Frochot and Morrison (2000:27) and Dolnicar (2008:131)*

The following sub section presents a detailed discussion of how benefit segmentation has been applied in the fields of travel, tourism and leisure.

### **3.4.2 Applications of benefit segmentation in the fields of travel, tourism and leisure**

According to Frochot and Morrison (2000:23), one of the reasons an interest in benefit segmentation arose in travel and tourism is the focus of the segmentation on travellers' motivations which is an important variable in the decision-making process. The reason is that motivation is more concrete and benefits sought are at the core of any consumption behaviour (Haley, 1968).

The difference between motivation and benefit segmentation is sometimes unclear which may cause mixed interpretations and primarily because Haley (1968) never proposed a precise definition of benefits (Pesonen, 2012:71).

Although motivation segmentation can be part of benefit segmentation, for this study, they are indicated as separate concepts (Frochot & Morrison, 2000:71). Motivation is regarded as segmentation based on push factors, while benefit segmentation is based on pull factors. The concepts involve a theory that people travel because they are pushed or pulled to do so by internal or external forces (Crompton, 1979:410; Dann, 1977:186). These two factors are central concepts in tourism motivation literature.

These forces or motivational factors describe how individuals are pushed by motivational variables into making a travel decision and how they are pulled (attracted) by the destination area (Beh & Bruyere, 2007:1465). Benefit segmentation as an approach has produced many studies (Frochot, 2005; Jang et al., 2002; Palacio & McCool, 1997; Sarigöllü & Huang, 2005). These studies either investigated benefits related to tourists' push motivation (Beh & Bruyere, 2007; Koh, Yoo & Boeger, 2010; Park & Yoon, 2009) or pull motivation (Kang, Scott, Lee & Ballantyne, 2012; Loker & Perdue, 1992; Sarigöllü & Huang, 2005) to name a few.

Nature-based tourism, eco-tourism and rural tourism have been the context for various benefit segmentation studies reported in literature (Almeida et al., 2014; Frochot, 2005; Jang et al., 2002; Molera & Albaladejo, 2007; Palacio & McCool 1997). These studies are elaborated on later in this section.

Table 3.4 contains a comprehensive summary of benefit segmentation research conducted in destination marketing. The criteria chosen reflect Frochot and Morrison's (2000:23) review of 14 benefit segmentation studies. Table 3.4 indicates various studies with a focus and purpose, benefit segments identified, study area location and benefit factors identified in benefit segmentation.

**Table 3.4: Travel destination choice previous studies**

<b>Authors</b>	<b>Title of the study</b>	<b>Focus and purpose of the study</b>	<b>Benefit segments identified</b>	<b>Location of the study area</b>	<b>Benefit</b>
Yannopoulos and Rotenberg (2000)	Benefit segmentation of the near-home tourism market: the case of Upper New York State	The purpose of the study was to segment the US near-home tourism market by using survey data collected in the Upper New York State area	<ul style="list-style-type: none"> <li>• Intangible amenities</li> <li>• Active materialist</li> <li>• Entertainment and comfort</li> <li>• Cultured materialist</li> <li>• Entertainment and shopping</li> </ul>	Upper New York State	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Comfort amenities</li> <li>• Shopping amenities</li> <li>• Security and scenic beauty</li> <li>• Affordable variety</li> <li>• Culture appreciation</li> </ul>
Jang et al. (2002)	Benefit segmentation of Japanese pleasure travellers to the USA and Canada: selecting target markets based on the profitability and risk of individual market segments	The aim of the study was to use factor-cluster analysis to define three benefit-based segments of the Japanese outbound travel market (novelty/nature seekers, escape/relaxation seekers and family/outdoor activity seekers)	<ul style="list-style-type: none"> <li>• Novelty/nature seekers</li> <li>• Escape or relaxation seekers</li> <li>• Family or outdoor activity seekers</li> </ul>	USA and Canada	<ul style="list-style-type: none"> <li>• Nature and environment</li> <li>• Knowledge and entertainment</li> <li>• History and vulture</li> <li>• Outdoor activities</li> <li>• Family and relaxation</li> <li>• Escape</li> <li>• Value</li> <li>• New lifestyle</li> </ul>
Sarigöllü and Huang (2005)	Benefits segmentation of visitors to Latin America	The study presents an effective segmentation of Latin American tourists through benefit segmentation in order to provide invaluable input and guidance for destination marketers with regard to strategic planning for the region's tourist provision.	<ul style="list-style-type: none"> <li>• Adventurer</li> <li>• Multifarious</li> <li>• Urbane</li> </ul>	Latin America	<ul style="list-style-type: none"> <li>• Outdoor adventure</li> <li>• Ecotourism</li> <li>• Performing arts and events</li> <li>• General sightseeing</li> </ul>

*Table continues on the next page*

Frochot (2005)	A benefit segmentation of tourists in rural areas: a Scottish perspective	The study aimed at providing a deeper insight into the segments of rural tourists using benefit segmentation.	<ul style="list-style-type: none"> <li>• Outdoors</li> <li>• Rurality</li> <li>• Relaxation</li> <li>• Sport</li> </ul>	Scotland	<ul style="list-style-type: none"> <li>• Outdoor</li> <li>• Rurality</li> <li>• Relaxation</li> <li>• Sport</li> </ul>
Molera and Albaladejo (2007)	Profiling segments of tourists in rural areas of South Eastern Spain	The study aimed to understand the rural tourism market through market segment analysis using benefit segmentation.	<ul style="list-style-type: none"> <li>• Nature, environment and peacefulness</li> <li>• Outdoor and cultural</li> <li>• Typical rural life</li> <li>• Time with friends</li> </ul>	South Eastern Spain	<ul style="list-style-type: none"> <li>• Nature peacefulness</li> <li>• Physical and cultural activities</li> <li>• Family</li> <li>• Trip features</li> <li>• Rural life</li> </ul>
Kim et al. (2011)	Benefit segmentation of international travellers to Macau, China	The study was conducted to identify underlying benefits sought by international visitors to Macau, China, which has emerged as a popular gambling destination in Asia. Tourists were clustered based on benefits found from Macau.	<ul style="list-style-type: none"> <li>• Convention and business seekers</li> <li>• Family and vacation seekers</li> <li>• Gambling and shopping seekers</li> <li>• Multi-purpose seekers</li> </ul>	Macau China	<ul style="list-style-type: none"> <li>• Cultural exploration</li> <li>• Family togetherness</li> <li>• Gambling Shopping experience</li> </ul>
Rudež et al. (2013)	Benefit segmentation of seaside Destination in the phase of market repositioning: the case of Portorož	The study presents benefit segmentation of visitors to Portorož, which is a mature seaside Mediterranean destination, during a phase of repositioning, to understand whether the destination attracts visitors who seek benefits other than just passive leisure, which had characterised Portorož in the past.	<ul style="list-style-type: none"> <li>• Friends-oriented visitors</li> <li>• Well-being visitors</li> <li>• Curious passive visitors</li> <li>• Multifarious visitors</li> </ul>	Portorož, South-Western Slovenia	<ul style="list-style-type: none"> <li>• Escape</li> <li>• Relaxation</li> <li>• Physical activity</li> <li>• Convenience</li> <li>• Curiosity</li> <li>• Spending a good time with friends</li> </ul>

*Table continues on the next page*

<b>Authors</b>	<b>Title of the study</b>	<b>Focus and purpose of the study</b>	<b>Benefit segments identified</b>	<b>Location of the study area</b>	<b>Benefit factors</b>
Dong, Wang, Morais and Brooks (2013)	Segmenting the rural tourism market: The case of Potter Country, Pennsylvania, USA	In this study, characteristics and benefits which motivated individuals to visit rural destinations within the United States were investigated.	<ul style="list-style-type: none"> <li>• Experiential travellers</li> <li>• Rural explorers</li> <li>• Indifferent travellers</li> </ul>	Potter country, Pennsylvania, USA	<ul style="list-style-type: none"> <li>• Personal growth</li> <li>• Escape</li> <li>• Nature</li> <li>• Rural exploration, Relaxation</li> <li>• Social bonding</li> <li>• Family fun</li> </ul>
Almeida et al. (2014)	Segmentation by benefits sought: the case of rural tourism in Madeira	The objectives of this study were to explore rural visitors' preferences and motivations and segment the market based on benefits sought by visitors.	<ul style="list-style-type: none"> <li>• The ruralist</li> <li>• Relaxers</li> <li>• Family-oriented</li> <li>• Want it all</li> </ul>	Madeira	<ul style="list-style-type: none"> <li>• Relaxing in nature</li> <li>• Socialisation</li> <li>• Rural life</li> <li>• Cost factor</li> <li>• Learning factor</li> </ul>

Table 3.4 indicate various benefit segments were developed in previous research studies. These, benefit segmentation studies have been carried out from different locations and destinations. Benefit segmentation literature is of importance for destination marketing as these studies evaluate the state of benefits tourists seek. Frochot (2005), Almeida et al. (2014), Dong et al. (2013) and Molera and Albaladejo (2007) identified various benefit segments of tourists in rural areas and succeeded in profiling operational segments for the particular destinations.

Almeida et al. (2014) found the main benefit to be spending time with family and friends in a natural and calm environment. These studies (Almeida et al., 2014; Dong et al., 2013; Frochot, 2005; Molera & Albaladejo, 2007) found that even though destinations investigated were rural destinations, tourists who sought rural benefits were low. For example, Frochot (2005) reports that the core segments of tourists dedicated to the attraction 'Rurals', were a minority as compared to other segments. This result is similar to a finding by Molera and Albaladejo (2007) that the 'Rural life tourists', a group with interest in rural life activities and relationships with local residents, were low as compared to other segments. These findings indicate that tourists formed their own experiences using a rural tourism product and they were not primarily motivated by the rural product (Almeida et al., 2014; Dong et al., 2013; Frochot, 2005).

It is therefore necessary to perform segmentation-based research and not to assume that tourists visit a destination for obvious reasons. Literature also indicates that tourists want to gaze upon tourist objects and collect memories of the place in a superficial and visual manner (Dong et al., 2013; Frochot, 2005; Urry, 2011). These findings highlight that segments cannot be broadly segmented solely based on the speciality of a destination, for example, assuming that, because a destination is a nature-based destination, for every tourist visiting that destination, nature is therefore the main benefit and that such tourists will be high in numbers.

Benefit segmentation therefore does uncover tourists' true motivation of visiting a destination, which assists a destination to integrate other aspects of the destination and identify them in positioning strategies (Frochot, 2005:344; Rudež et al., 2013:139). Dong et al. (2013) found that tourists wanted to participate in cultural activities, dining at restaurants, shopping and visiting historical sites of the place. Frochot (2005) also found a similar activity as most popular activities of tourists to a rural destination were eating out and partially experiencing the culture. Jang et al. (2002) found that tourists indicted value as the most important benefit in their holiday. The most important benefits – or rather benefits which were rated high – were nature and environment, knowledge and entertainment, family and relaxation.

History, culture and outdoor activities and lifestyle were not regarded important benefits during the trip. Sarigöllü and Huang (2005) found that security was affecting the Latin American tourism industry, as security and friendliness of the locals were considered more important than other factors. In deciding to visit the destination, tourists considered cleanliness of the place and accommodation.

The purpose of study by Kim et al. (2011) was to examine differences between four cluster groups visiting Macau China with regard to their behaviour, socio-economic and demographic segments using benefit segmentation. Amongst clusters identified by Kim et al. (2011), significant differences related to socio-economic, demographic and travel behaviour characteristics. Their study therefore suggests that further analysing benefit segments contributes to finding the uniqueness of tourists who visit a destination and enhancing the destination marketer's knowledge regarding the segment, which will assist in developing homogeneous markets. This finding is similar to that by Jang et al. (2002), as they found benefits to be an appropriate tool to provide information for marketing. Their study found the differences amongst the segments to be age, marital status, occupation and travel companions, the number of people included in the travel party, season of trip, region and type of trip.

Amongst others, studies which identified benefit segments for a destination are those of Yoon and Uysal (2005), Saayman et al. (2009), Van der Merwe, Slabbert and Saayman (2011) and Kozak (2002) who researched benefits sought by visitors at seaside destinations.

Yoon and Uysal (2005) identified excitement, knowledge/education, relaxation, achievement, family togetherness, escape, safety and fun, getting away and sightseeing as factors of benefits which tourists seek on the coast of northern Cyprus.

Furthermore within the SA context:

- five factors underlying benefits found by Saayman et al. (2009) in two marine destinations in South Africa were escape and relaxation, destination attractiveness, socialisation, personal attachment and trip features; and
- correspondingly, Van der Merwe et al. (2011) found destination attractiveness, escape and relaxation, time utilisation and personal safety as factors underlying benefits of the SA coast.

Literature such as Kim et al. (2011) and Jang et al. (2002) regarding benefit segmentation in tourism studies highlights that it is beneficial to discover other factors, such as expenses, to prioritise marketing efforts further, therefore, offering marketers more information to

understand their segments better in order to target the most suitable segment. Benefit segmentation offers managerial implications for marketers, such as advertising, promotion, holiday packaging and developing well-defined and clear marketing strategy.

Frochot and Morrison (2000) reviewed 14 key benefit segmentation studies in tourism between the 1980s and 1990s. These two scholars provide benefit items as well as factors used in tourism studies at a destination. Table 3.5 identified 26 benefits from the comprehensive list provided by Frochot and Morrison (2000:27). The 26 benefits were evaluated against nine benefit segmentation studies to discover which benefits are still actively used.

**Table 3.5: Benefits investigated by research studies in the field of destination choice**

<b>Benefit items used previously in destination choice studies</b>	<b>Rudež et al. (2013)</b>	<b>Almeida et al. (2014)</b>	<b>Dong et al. (2013)</b>	<b>Kim et al. (2011)</b>	<b>Yannopoulos and Rotenberg (2000)</b>	<b>Molera and Albaladejo (2007)</b>	<b>Frochot (2005)</b>	<b>Sarigöllü and Huang (2005)</b>	<b>Jang et al. (2002)</b>	<b>Total count</b>
To get away from everyday routine	X	X	X	X			X		X	6
To be with friends	X	X		X						3
To do something with the family		X	X	X		X			X	5
To relax	X	X				X	X		X	5
To develop my knowledge and abilities	X	X	X						X	4
To experience something new	X	X								2
To engage in physical activities/keep fit	X	X					X	X	X	5
To be with others to enjoy the same thing	X		X	X						3
To release tensions or stress	X		X						X	3
To experience the tranquillity and solitude	X	X				X				3
To be outdoors in nature		X				X			X	3
To do something different										
To have fun	X								X	2
To do exciting things			X	X						2
For an interest in history				X	X	X		X	X	5
To be entertained				X	X				X	3
For social recognition										
To learn about nature or wildlife			X				X			2
To meet new people	X		X			X	X			4
To do nothing	X						X		X	3
To observe scenic beauty	X		X		X	X	X	X		6
To experience new cultures/places		X		X	X	X	X		X	6
To experience something authentic									X	1
For the adventure							X			1
For own self-esteem										0
To satisfy curiosity										0

From the nine studies indicated in Table 3.5:

- six out of nine studies used items indicating to get away from everyday routine, to observe scenic beauty and to experience new cultures;
- five out of nine studies used items indicating to do something with family, to relax and interest in history;
- four out of nine studies used items indicating to develop knowledge and abilities and to meet new people; and
- the least overall used benefit items indicated adventure, self-esteem and to satisfy curiosity.

Benefits excluded from the Frochot and Morrison (2000) review but investigated by others were –

- cost factor or value for money (Almeida et al., 2014; Jang et al., 2002; Molera & Albaladejo, 2007; Rudež et al., 2013);
- pleasant weather or beautiful weather (Almeida et al., 2014; Dong et al., 2013; Jang et al., 2002); and
- opportunities for children (Almeida et al., 2014; Jang et al., 2002; Molera & Albaladejo, 2007).

When Haley (1968) introduced benefit segmentation, he suggested that it enables better understanding and prediction of consumer behaviour. Furthermore, benefit factors highly sought by consumers can be used in marketing messages. It is also necessary to use other variables such as travel behaviour (Kim et al., 2011:45; South African Tourism, 2014:23) and demographics (Almeida et al., 2014; Dong et al., 2013; Frochot, 2005; Jang et al., 2002; Kim et al., 2011; Molera & Albaladejo, 2007; Rudež et al., 2013; Sarigöllü & Huang, 2005; Yannopoulos & Rotenberg, 2000) together with benefits in order to provide information-rich segments. The constructs and variables identified from literature are presented in Table 3.6

**Table 3.6: Constructs and variables identified from literature**

<b>Construct</b>	<b>Variable</b>	<b>Study</b>
Travel behaviour	<b>Information source/s consulted</b> <ul style="list-style-type: none"> <li>• Travel agent</li> <li>• Read blogs of previous visitors</li> <li>• Destination website</li> <li>• Social media (Facebook/Twitter/Instagram)</li> <li>• Travel websites (example: TripAdvisor)</li> <li>• Tourism trade (travel agents/tour operators)</li> <li>• Travel magazine</li> <li>• Friends and family</li> <li>• Newspaper</li> <li>• Travel brochure</li> <li>• Television travel show</li> </ul>	Sarigöllü and Huang (2005:284)
	<ul style="list-style-type: none"> <li>• Travel planning</li> <li>• Self-organise my holiday</li> <li>• Purchase an all-inclusive package</li> <li>• Visit places already popular</li> <li>• Visit not so popular places and prefer individualised travel</li> </ul>	Jang et al. (2002:376), Kim et al. (2011:49), Sarigöllü and Huang, 2005:284
	<b>Have you visited the destination before?</b> Yes/no	Rudež et al. (2013:142), Sarigöllü & Huang (2005:284)
Satisfaction (Elements affecting satisfaction)	<b>Satisfaction variables</b> <ul style="list-style-type: none"> <li>• Hospitable and friendly people</li> <li>• Value for money</li> <li>• General infrastructure</li> <li>• Service levels</li> <li>• Safety and security</li> <li>• Availability of information regarding the destination</li> <li>• Natural attractions</li> <li>• Accommodation</li> <li>• Public transport</li> <li>• Domestic flights</li> </ul>	SA Tourism (2014:66)
Demographics	<b>Accommodation type</b> Hotel, self-catering unit, guest house, game lodge, B&B, camping and caravan	Frochot (2005:341), SA Tourism (2014:72)
Travel Party Size	<b>Travel companion during the trip</b> <ul style="list-style-type: none"> <li>• Alone</li> <li>• Spouse/Partner</li> <li>• Family with child</li> <li>• Family without child</li> <li>• Family and friends</li> <li>• Friends</li> <li>• Tour members</li> </ul>	Frochot (2005:343), Rudež et al. (2013:142), Sarigöllü and Huang (2005:284), SA Tourism (2013:75)
Gender	<b>Gender</b> <ul style="list-style-type: none"> <li>• Female</li> <li>• Male</li> </ul>	Almeida et al. (2014), Dong et al. (2013), Frochot (2005), Jang et al. (2002), Kim et al. (2011), Molera and Albaladejo (2007), Rudež et al. (2013), Sarigöllü and Huang (2005), Yannopoulos and Rotenberg (2000)

**Table continues on the next page**

<b>Construct</b>	<b>Variable</b>	<b>Authors</b>
Permanent Residence	<b>Are you a destination resident?</b> Yes/No	Frochot (2005:342), Jang et al. (2002:375), Pesonen et al. (2011:311), Rudež et al. (2013:142)
	<b>Country of residence</b>	SA Tourism (2014)
Education	<b>Highest level of education</b> <ul style="list-style-type: none"> <li>• No school</li> <li>• Matric</li> <li>• Diploma/Degree</li> <li>• Postgraduate</li> <li>• Professional</li> <li>• Other</li> </ul>	Almeida et al. (2014), Dong et al. (2013), Jang et al. (2002), Kim et al. (2011), Molera and Albaladejo (2007), Rudež et al. (2013), Sarigöllü and Huang (2005), Yannopoulos and Rotenberg 2000
Age Groups	<b>Age group (SA Tourism categories &amp; MTPA)</b> <ul style="list-style-type: none"> <li>• 18–24</li> <li>• 25–34</li> <li>• 35–44</li> <li>• 45–54</li> <li>• 55–64</li> <li>• 65+ years</li> </ul>	Frochot (2005:342), Jang et al. (2002:375), Kim et al. (2011:48), Rudež et al. (2013:142), South African Tourism (2014:103)
Spending structure	<b>Spending during the trip</b> <ul style="list-style-type: none"> <li>• Expenses</li> <li>• Accommodation</li> <li>• Restaurants</li> <li>• Food &amp; beverages</li> <li>• Entertainment</li> <li>• Clothes &amp; footwear</li> <li>• Transport to and in Mpumalanga</li> <li>• Activities participated in</li> <li>• Souvenirs and jewellery</li> <li>• WiFi connection</li> </ul>	Jang et al. (2002:374), Molera and Albaladejo (2007:763)
Activities	<b>Activities participated in during stay</b> <ul style="list-style-type: none"> <li>• Game viewing and safaris</li> <li>• Birdwatching</li> <li>• Fishing</li> <li>• 4x4 driving</li> <li>• Hiking trails</li> <li>• River rafting</li> <li>• Mountain biking</li> <li>• Drive along the panorama route</li> <li>• Visit to God's window</li> <li>• Visit to Three Rondavels</li> <li>• Bungee jumping/cliff swinging</li> <li>• Visiting curio shops</li> </ul>	Dong et al. (2013:189); Frochot (2005:341); SA Tourism (2014:64)

These constructs and variables derived from literature are used when investigating benefits, travel behaviour and demographics of identified segments. Some of these variables have been made destination-specific, for example activities, income brackets, age groups and education levels as well as occupation options.

### **3.5 CONCLUSION**

Chapter 3 comprised the second part of the literature review conducted for the purposes of the present study. The chapter introduced theoretical concepts in tourism, which addressed the objectives of the study, namely segmentation and benefit segmentation. The chapter started by defining market segmentation and the process of segmentation in marketing. The three stages of the market segmentation process – segmentation, targeting and positioning – were discussed.

The main focus of this chapter was on benefit segmentation. This approach was defined and its merits within tourism were discussed. Existing literature was discussed; the main findings of the studies and advantages of benefit segmentation. The chapter ended with the key issues of benefit segmentation and identified the main benefits used in previous studies to form a list of benefits to be used.

Benefit segments are not known in advance, therefore it is necessary for information related to benefits to be collected and analysed to identify homogeneous segments in the province as indicated in the research method followed in Chapter 4. Chapter 4 presents methods and analyses that were followed when conducting primary research to attain the research objectives.

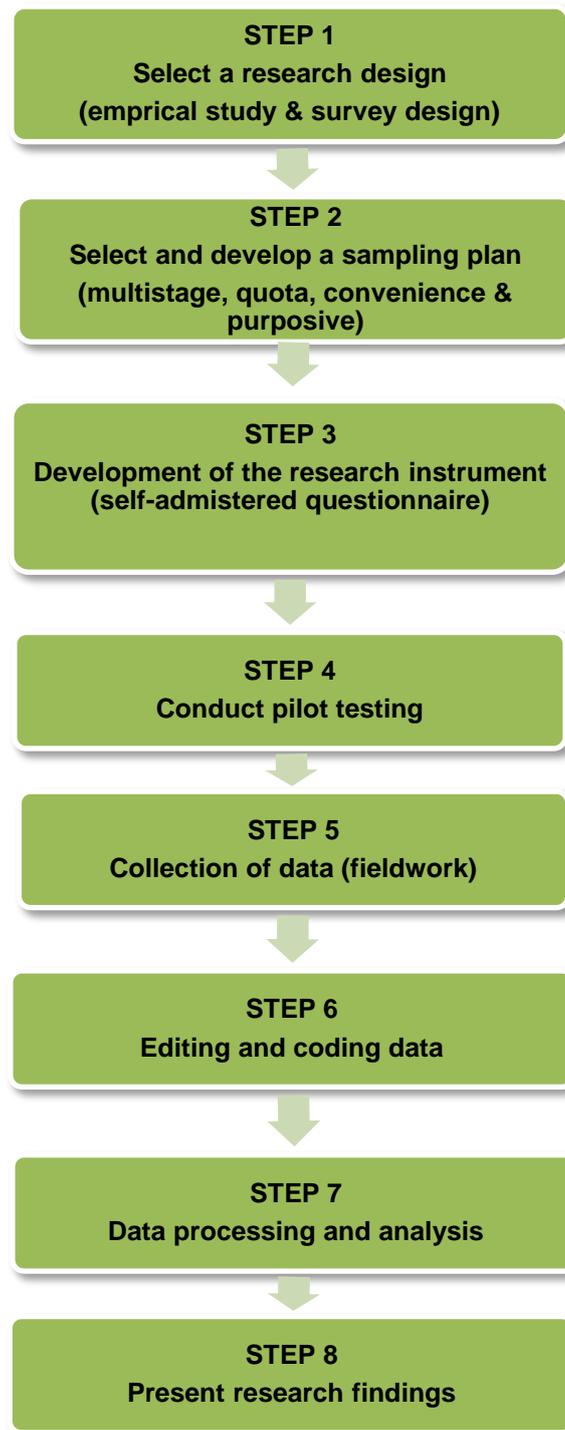
## CHAPTER 4: RESEARCH METHODOLOGY

### 4.1 INTRODUCTION

The conceptualisation and structuring of the research problem, research objectives as well as the secondary research were presented in Chapters 1, 2 and 3. The primary research method followed is the focus of this chapter. The main objective of the study was to investigate benefits tourists seek when visiting Mpumalanga in order to develop a benefit segmentation framework for positioning Mpumalanga as a tourist destination. To assist the primary objective, the following secondary objectives were formulated:

- to determine travel behaviour (information sources and travel planning), satisfaction and benefits sought by tourists visiting Mpumalanga;
- to determine whether statistically significant differences existed between the groups as identified for each of the demographic characteristics with regard to their travel behaviour, satisfaction and benefits experienced;
- to identify and formulate market segments based on the travel behaviour, tourist satisfaction, benefits sought and demographic; and
- to determine whether travel behaviour, tourist satisfaction and identified benefits sought can be used to predict attractions tourists will visit or participate in when visiting Mpumalanga.

This chapter firstly describes the study site in Mpumalanga where the primary data was gathered. A detailed explanation of the research design and methodology used is given to achieve the main objective. Figure 4.1 illustrates the steps in the research process. Each of these steps is discussed in this chapter whilst steps 7 to 8 will be discussed in Chapters 5 and 6.



**Figure 4.1: Flow diagram of the research process followed in the study**

*Source: Adapted from Cooper and Schindler (2006:55), Malhotra (2007:78), Tustin et al. (2005:77) and Zikmund et al. (2010:63)*

## 4.2 STUDY SITE

Research was conducted within one of the nine provinces of South Africa, Mpumalanga. Mpumalanga has the potential to grow as a tourist destination and the province wants to market itself to international and domestic tourists. The province lies in the east of South Africa, north of KwaZulu-Natal and bordering Swaziland and Mozambique (MTPA, 2014b:1). The MTPA has divided the province into different area zones: the Panorama region Kruger , Lowveld (Legogote), Wild Frontier, Wetlands, Cosmos Country, Heartland and the Highlands, which formed the strata for this study.



**Figure 4.2: Regional map of Mpumalanga**

*Source: MTPA (2014b)*

The study was conducted in three selected strata, namely the Panorama, Kruger National Park (KNP) and Lowveld Legogote regions of Mpumalanga. SA Tourism suggests Lowveld Legogote, KNP and the Panorama as three regions to visit in South Africa (SA Tourism, 2015a:1). The Lowveld Legogote area is in the eastern side of Mpumalanga with towns in the area such as Kaapsehoop, Nelspruit and White River.

The Panorama is one of the most scenic regions in Mpumalanga, and Graskop is the gateway to the Panorama Route, with the gold rush town of Pilgrim's Rest half an hour's drive from Graskop (SA Tourism, 2015a:1).

The Panorama region is regarded as the most exquisite part of Mpumalanga (MTPA, 2014b:1; SA Tourism, 2015a:1). The region embraces beautiful treasures such as the Blyde River Canyon, God's Window, Mac-Mac Falls and Pilgrim's Rest (MTPA, 2014a:1). The Panorama region is well known for its cultural heritage and its dramatic landscapes (SA-Venues, 2014:1).

The Lowveld Legogote region easily connects to the Panorama region and its attractions as well as the KNP (SA Tourism, 2015a:1). These three regions have been chosen based on their popularity as they are the most visited areas by international and domestic tourists (MTPA, 2014b:1; SA Tourism, 2015a:1).

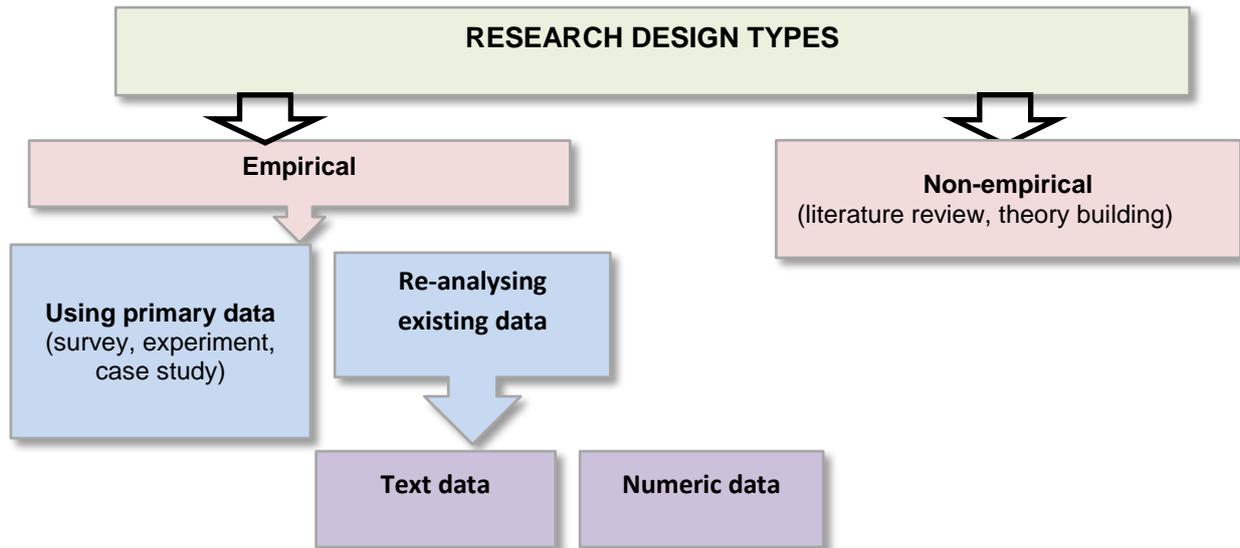
These three regions are marketed and listed by SA Tourism amongst the top ten regions to visit in South Africa. The Panorama, KNP and Lowveld Legogote regions have the highest number of accommodation establishments and therefore more feet in these areas (MTPA, 2014b:1). In profiling segments of tourists in rural areas of South Eastern Spain, Molera and Albaladejo (2007:760) followed the same rationale choosing regions where supply of accommodation was concentrated.

The research design followed is discussed next.

### **4.3 RESEARCH DESIGN**

Step 1 of the research process was to select a research design to be used in the study. The research design describes an outline to be followed to produce the objectives of the study as well as to answer the research questions (Cooper & Schindler, 2006:89). According to Saunders, Lewis and Thornhill (2009:136), a research design is a general plan of how the study will go about answering the research question.

Figure 4.2 shows a classification of different types of research designs.



**Figure 4.3: Classification of marketing research designs**

*Source: Adapted from Saunders et al. (2009:141) and Babbie, Mouton, Vorster and Prozesky (2007:78)*

Based on this classification, the present study was an empirical study using a survey to collect primary data. New (primary) data was collected specifically for the purpose of the study (Saunders et al. 2009:256). Different descriptors are used to classify research design (Cooper & Schindler, 2006:141). The study purpose and the descriptors applied in the present study are discussed next.

#### **4.3.1 The study purpose**

Research can either be conducted for exploratory, descriptive or explanatory purposes (Saunders et al., 2009:139). The present study followed a descriptive approach. Descriptive research is concerned with describing the subject investigated, in this case tourists, in terms of who, what, when, where and how (Cooper & Schindler, 2006:151; Zikmund et al., 2010:60). The present study developed a framework by creating a profile of tourists according to benefits they sought from visiting a destination and their demographic profile (Cooper & Schindler, 2006:19). The next section discusses the data collection method that was followed in the present study.

### **4.3.2 Method of data collection**

The research method selected for this study was a survey as previous research of a similar nature followed this method. A survey is quantitative in nature and in this case, required tourists to answer questions pertaining to their behaviour, intentions, attitudes, awareness, motivation and demographic and lifestyle characteristics (Malhotra, 2007:183; Mouton, 2001:152; Salkind, 2009:194). Questions asked in a survey are direct questions, either during an interview or in a structured questionnaire (Cooper & Schindler, 2006:253). Based on previous research studies (Almeida et al., 2014; Frochot, 2005; Jang et al., 2002; Molera & Albaladejo, 2007; Palacio & McCool 1997), a questionnaire was developed to collect data referred to section 4.5. The research environment is discussed next.

### **4.3.3 The research environment**

The research environment refers to the conditions under which data is collected (McDaniel & Gates, 2015:214; Tustin et al. 2005:100; Welman, Kruger & Mitchell, 2005:86). According to Cooper and Schindler (2006:145), primary research data may be collected under actual environmental conditions or under staged or manipulated conditions. The present research occurred under actual environmental conditions or a field setting as fieldwork was conducted during the Easter school holidays (between 11 and 26 April 2015) in the Panorama and Lowveld Legogote regions of Mpumalanga at four accommodation establishments and four tourist attractions (for example, God's window and Graskop). The time dimension as to how long the research lasted, is discussed next.

### **4.3.4 The time dimension of the study**

The time dimension of a study specifies whether the study is carried out once or repeated over an extended period of time (Zikmund et al., 2010:197). Cross-sectional studies are carried out once and collect information from a given sample of population at a single point in time (Neuman, 2007:17). A cross-sectional study was used in the present study as data was collected during the month of April 2015.

### **4.3.5 Topical scope of the study**

The topical scope of a study describes the breadth and depth of the study with an attempt to capture the population's characteristics by making inferences from characteristics of a

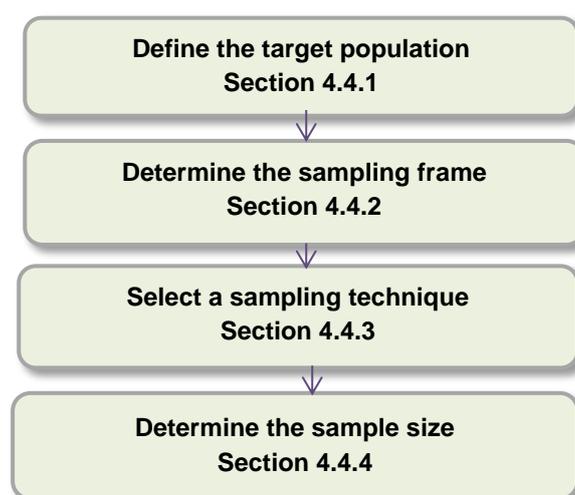
sample (Cooper & Schindler, 2006:144). Statistical analysis was used in the study as most travel and tourism benefit segmentation studies consulted made use of statistical analysis (Frochot & Morrison, 2000:31). Cooper and Schindler (2006:144) suggest statistical studies to be designed for breadth rather than depth. The researcher's ability to produce results in variables or constructs under study is discussed in 4.3.6.

#### **4.3.6 The researcher's ability to produce results in variables under study**

In terms of the researcher's ability to manipulate variables, an experimental or ex post factor design can be applied (Cooper & Schindler, 2006:143; Salkind 2009:13). The former refers to the researcher attempting to manipulate variables or constructs while the latter refers to the researcher having no control over variables and can only report what has happened (Welman et al., 2009:79;88). For purposes of this study, the research occurred under actual environmental conditions in a field setting and an ex post factor design was followed. A research design was selected and in section 4.4, the next step is discussed, namely to develop the sampling plan.

#### **4.4 THE SAMPLING PLAN**

Once a research design has been selected, it should be considered from whom the data will be collected (Moutinho, 2000:93). This is achieved in step 2 of the research process. The procedure followed in selecting a sample from the population is illustrated in in Figure 4.3.



**Figure 4.4: Sampling plan process**

*Source: Adapted from Malhotra (2007:336) and Tustin et al. (2005:96)*

#### **4.4.1 Defining the target population**

A population can be defined as the total number of subjects considered in a study (Zikmund et al. 2010:413). The World Tourism Organisation (WTO) classifies a tourist as a “visitor (domestic, inbound or outbound) whose trip includes an overnight stay” (UN-WTO, 2008c:1). For purposes of the present study, the target population was tourists defined as any visitor (domestic, inbound or outbound) who stayed overnight in the three strata regions in Mpumalanga as discussed in section 4.2. The study of the total target population may only be feasible when the population is small and if it is necessary (Cooper & Schindler, 2006:402). Therefore, a sample which is a subset of a population or elements in a population can be selected in order to draw conclusions about the entire population (Salkind, 2009:89). Determining the sampling frame is discussed next.

#### **4.4.2 Determining the sampling frame**

The sample frame is a list of the study population (Babbie et al., 2007:174; Zikmund et al., 2010:69). A population list of all the tourists visiting Mpumalanga was not available for selecting the sample elements. Since the study did not have a sample frame for the population in question (Babbie et al., 2007:166; Blaxter, Hughes & Tight, 2010:165; Malhotra, 2007:337; Salkind, 2009:97), the sample approach followed is discussed in section 4.4.3.

#### **4.4.3 Selecting the sampling technique**

Sampling techniques usually consist of probability and non-probability sampling techniques (Salkind, 2009:90). Selecting a sampling approach depends on time limits and budget, objectives of the study, knowledge of the population as well as the nature of the research problem (Blaxter et al., 2010:165; Malhotra, 2007:360; Zikmund et al., 2010:405). Table 4.1 presents a summary of sampling methods available in secondary research.

**Table 4.1 Types of probability and non-probability sampling methods**

<b>Probability</b>	<b>Non-probability</b>
Simple random sampling	Convenience sampling
Stratified random sampling	Quota sampling
Systematic sampling	Purposive sampling
<b>Probability</b>	<b>Non-probability</b>
Cluster sampling	Snowball sampling
Multi-stage sampling	Self-selection sampling
	Accidental or incidental samples
Online sampling techniques	Online sampling techniques

*Source: Adapted from Babbie et al. (2007), Salkind (2009) and Zikmund et al. (2010)*

This study followed a multistage sampling design consisting of the primary and secondary sampling methods, which are discussed next. The discussion comprises the primary sampling unit and sampling method and the secondary sampling unit and sampling method followed.

#### **4.4.3.1 Primary sampling unit and sampling method**

The primary sampling unit for this study was accommodation establishments and key tourist attractions situated in the Panorama, Kruger and Lowveld Legogote regions. A non-probability quota convenience sampling method was followed based on the popularity and concentrated supply of accommodations in the three areas as indicated in section 4.2. The first step involved in the process was requesting permission from accommodation establishments as well as tourist attractions in the three regions to conduct the research. The four accommodation establishments, which permitted permission for data to be collected, were Kruger Park Lodge, Blyde River Canyon, Mount Sheba and Graskop Hotel. The four tourist attractions where data was collected were God's Window, Graskop, Pilgrim's Rest and Lisbon Falls.

Questionnaires were then divided equally amongst the above-mentioned four accommodation establishments as well as the four tourist attractions.

Quota convenience sampling is consistent with previous sampling methods used in benefit studies such:

- Frochot (2005) followed a non-probability quota sampling method to uncover benefits of tourists in rural areas as data was collected from different types of accommodation establishments within Scotland.
- Kim et al. (2011), in their study to discover underlying benefits sought by international tourists to Macau, also followed non-probability convenience sampling to select international tourists at Macau International Airport.
- Li, Huang and Cai (2009) also adopted non-probability sampling investigating benefit segmentation of visitors to a rural community-based festival and convenient sampling was applied as festival attendees were randomly approached to complete the questionnaire.

#### **4.4.3.2 Secondary sampling unit applied and sampling method**

The secondary sampling unit applied was the tourists visiting these four establishments and four tourist attractions. A non-probability purposive sampling method was used in this case. Purposive sampling is a technique in which a researcher selects the sample based on his or her judgement about appropriate characteristics required of the sample member (Zikmund et al., 2010:396). A purposive sample was drawn from the tourists based on the following approach and criteria. At each of these four tourist attractions and four accommodation establishments, tourists were randomly approached. Fieldworkers then briefly introduced the study. In the introduction, the criteria for participation were also highlighted to ensure that tourists who agreed to participate met these criteria.

Fieldworkers –

- used screening questions to ensure that only tourists (by definition) were selected in the sample;
- selected individuals who could understand English, as this was the language used in the questionnaire; and
- drew respondents from different age categories, but they had to be older than eighteen years and not older than sixty-five. The age categories selected for the present study were based on the SA segmentation age categories (National Department of Tourism [NDT], 2012).
- Once the tourists had been informed as to what the study was about, their permission to participate in the survey was requested. Tourists who met the criteria and agreed to participate in the study were given a questionnaire. The data collection procedure followed during the study is discussed in section 4.7. The last step in the sampling plan process was to determine the sample size, which is discussed next.

#### 4.4.4 Determining the sample size

Different methods can be followed to determine the sample size for a study. Deciding on the sample size depends on the following criteria:

- the type of analyses to be undertaken for the study;
- the size of the total population from which the sample is drawn, and
- statistical analyses to be used in the study (Kumar, 2005:181; Neuman, 2007:161; Saunders et al., 2009:263).

Nunnally et al.'s (1967:421) recommendation indicates that a sample should include at least ten times as many subjects as the number of items used to put together an instrument. According to Hair et al. (2010:102), when factor analysis is used as an analytic method, a minimum sample size is a ratio of five observations per variable. As indicated in section 4.9, exploratory factor analysis was the second stage followed to analyse data in the present study.

Table 4.2 illustrates the recommended sample size and the actual sample size used in the present study. There were 60 items in sections B, C and D of the questionnaire (refer to Annexure A). An exploratory factor analysis was conducted on 60 items in sections B, C and D (see section 5.3). Therefore, 60 items were used as a basis to calculate the sample size.

**Table 4.2: Recommended and actual sample size for the present study**

Recommendations	Calculated sample size
Nunnally et al. (1967)	60 items x 10 = 600 sample size
Hair et al. (2010)	60 items x 5 = 300 sample size
Actual sample size for present study was based on:	400 sample size
<ul style="list-style-type: none"><li>• Hair et al. (2010)</li><li>• Comfrey and Lee (1992:217)</li><li>• MacCallum et al. (1999:84)</li><li>• Welman et al. (2009:71)</li></ul>	

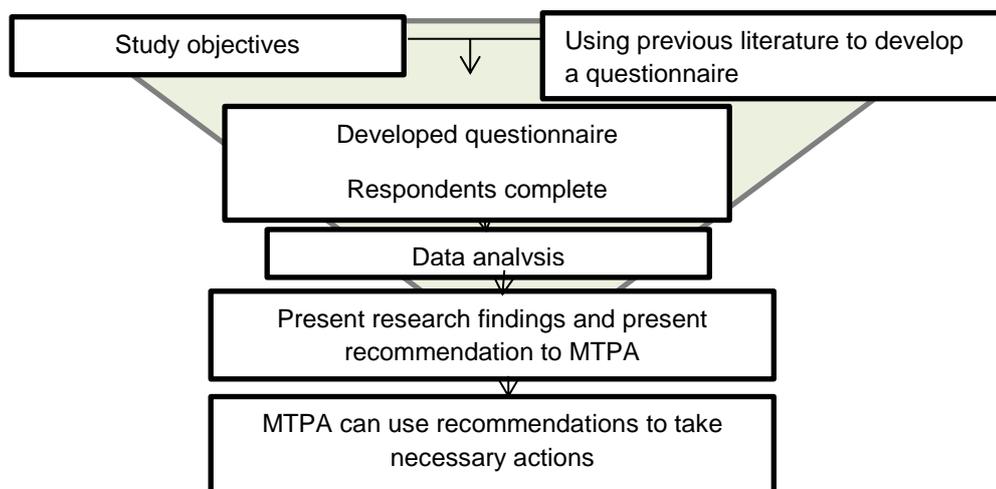
Table 4.2 indicates that the sample size recommendation by Hair et al. (2010) is lower compared to that of Nunnally et al. (1967). Since Hair et al. (2010:102) indicates that five observations per variable is a minimum sample size, the adequacy of sample size was then considered. The adequacy of sample size evaluates a sample according to the following scales (Comfrey & Lee 1992:217; MacCallum et al., 1999:84):

- 50 – very poor;
- 100 – poor;
- 200 – fair;
- 300 – good;
- 500 – very good; and
- 1 000 or more – excellent.

Welman et al. (2009:71) suggest that it is not necessary to draw a sample size larger than 500 as this will have little effect in reducing the standard error. Therefore, based on Hair et al. (2010), Comfrey and Lee (1992:217), MacCallum et al. (1999:84) and Welman et al. (2009:71), a sample size of 400 was selected as the ideal sample size for the present study. A sample size of 400 meets the minimum sample size suggested by Hair et al. (2010). Furthermore, it exceeds the scale of good suggested by Comfrey and Lee (1992:217) and MacCallum et al. (1999:84). This sample size is also supported by Welman et al. (2009:71). Once a sampling plan has been developed, the research instrument should be designed, which is described next.

#### 4.5 RESEARCH INSTRUMENT

Step 3 of the research process is to select and develop the research instrument for the study. The role of a questionnaire in marketing research is to answer the study’s research objectives by collecting and analysing primary data obtained from the participants as illustrated in Figure 4.5.



**Figure 4.5: The role of the questionnaire in the research process**

*Source Adapted from Tustin et al. (2005:385)*

Kumar (2005:138) states that the underlying principle for constructing a questionnaire is to ensure that the questions relate to the research objectives. Questionnaires can be self-administered or interviewer-administered. In the case of a self-administered questionnaire, the respondents take the responsibility of reading and completing the questionnaire themselves whereas in an interviewer-administered questionnaire, answers are recorded by the interviewer on the basis of what respondents say (Saunders et al. 2009:363). The present study used a self-administered questionnaire. Correspondence between the research objectives and the questionnaire are outlined in Table 4.3.

**Table 4.3: Construction of the questionnaire (research instrument)**

Research objectives of the study		Section in the questionnaire	Type of question
	<b>A</b>	Screening questions	A1–A2 closed-ended questions
To analyse the identified benefit-based markets according to their travel characteristics and demographics	<b>B</b>	Travel behaviour prior to visit	B1–B2 closed-ended questions
	<b>C</b>	Tourists' satisfaction	C1 closed-ended question
To identify and formulate market segments based on the benefits sought by tourists in Mpumalanga	<b>D</b>	Tourists rate the importance of benefits during their stay in Mpumalanga	D1–D9 closed-ended questions
	<b>D</b>	Attractions visited and activities participated in	D10–D11 closed-ended questions
Market segmentation information	<b>E</b>	Demographic information	Demographic information E1 open-ended question E2–E3 closed-ended questions E4 open-ended question E5–E6 closed-questions E7 open-ended question E8–E10 closed-ended questions

The questionnaire was based on previous benefit segmentation studies as reported in section 3.4.2 (refer to Appendix A for the questionnaire). The different question types as used in the questionnaire are discussed next.

In Section A, participants were asked firstly to categorise themselves as either tourists or day visitors by indicating whether they had spent a night in Mpumalanga.

Secondly, participants had to indicate their age groups 18–24 years, 25–45 years or 45–65 years. The researcher used the SA segmentation age categories to form the age categories for the present study (National Department of Tourism [NDT], 2012:7).

An error occurred whereby age categories 25–45 years and 45–65 years overlapped in the questionnaire. Consequently, these two age categories were collapsed for purposes of analysis for this study. As a result, there were two age group categories, 18–24 and 25–65 years.

Section B on travel behaviour included questions pertaining to information sources consulted by tourists while planning their travel. These information sources were grouped into traditional marketing media sources and online marketing sources. Sarigöllü and Huang (2005:284) included media usage as one of the questions to provide rich and full information regarding the suggested benefit segments.

Furthermore, questions regarding travel planning adapted from Table 3.6 were asked to solicit whether tourists planned their own trip, their likelihood of purchasing an all-inclusive package, whether they had chosen the province due to its popularity and whether it was a new tourist destination or not. These questions highlighted some of the tourist classification theories discussed in section 2.4.

Section C measured tourist satisfaction in terms of 12 factors adapted from SA Tourism (2014:66) see Table 3.6. These factors ranged from accommodation cleanliness to service offered at accommodation establishment, hospitality received, safety and security, availability of tourist attractions, general infrastructure, availability of information regarding activities, overall service, stay and affordability.

Section D comprised measuring the importance of benefits. Frochot and Morrison (2000) reviewed benefit segmentation studies between the 1980s and 1990s, which were used as a basis to develop the different benefit items. The 26 items which featured in the 14 studies reviewed by Frochot and Morrison (2001) were used to identify the most featured benefit items in literature between 2002 and 2013. In total, nine studies (Almeida et al., 2014; Dong et al., 2013; Frochot, 2005; Jang et al., 2002; Kim et al., 2011; Molera & Albaladejo, 2007; Rudež et al., 2013; Sarigöllü & Huang, 2005; Yannopoulos & Rotenberg, 2000) were analysed to develop benefit items for the present study. Table 3.5 reflects all benefit items reported in literature between 2002 and 2013, against Frochot and Morrison's (2000) list of benefit items. Table 4.4 shows a classification of benefit items as well as constructs of benefits used in benefit segmentation studies as applied in the present study.

**Table 4.4: Classification of benefits into constructs and items**

Constructs of benefits segmentation	Questions or Statements
<p>1. The benefit of spending time with your loved ones when visiting Mpumalanga</p>	<p>My family had an enjoyable time during this holiday.            How much did you as a family engage in leisure activities during your stay (e.g. Gold Panning at Pilgrim’s Rest)?            How interested were you to discover new places?            How important was it to visit family and relatives during your stay in Mpumalanga?</p>
<p>2. Social bonding as a benefit sought when visiting Mpumalanga</p>	<p>How important was it to spend time with friends during your holiday?            How interested were you to meet people who seek similar holiday experiences?            How important was it to interact with the local residents during your holiday?            How important was it to meet people from different cultural backgrounds?</p>
<p>3. Relaxation as a benefit sought when visiting Mpumalanga</p>	<p>Were you able to relax in a quiet, natural environment?            Visiting Mpumalanga allowed for me to experience or enjoy well-deserved physical rest            Do you feel rejuvenated after this visit?</p>
<p>4. Natural environment as a benefit sought when visiting Mpumalanga</p>	<p>Mpumalanga is a tourism destination that offers pleasant weather.            I was interested in driving along the scenic routes across the escarpment of Mpumalanga (e.g. Panoramic scenic route)            I was interested in spending time in a natural environment            Spending a night surrounded by the sound of an African night was important to me.</p>
<p>5. Outdoor adventure as a benefit sought when visiting Mpumalanga</p>	<p>How important was it to participate in outdoor activities during this trip (e.g. hiking)            Was it important to participate in wildlife-related activities (e.g. bush walk) for this trip?            A visit to a natural ecological site was important to me (e.g. Sudwala Caves)            Participating in adventure sport was important to me (e.g. bungee jumping)</p>

*Table continues on the next page*

Constructs of benefits segmentation	List of benefit items
<p><b>6.</b> History as a benefit sought when visiting Mpumalanga</p>	<p>How interested were you to learn about the history of Mpumalanga?</p> <p>Was it important to travel to different historical towns in Mpumalanga? (e.g. Pilgrim's Rest)</p> <p>Was it important to travel to different mining towns (e.g. Graskop) during your stay?</p> <p>How important was it to visit some of the museums in Mpumalanga? (e.g. Jock of the Bushveld )</p>
<p><b>7.</b> Culture as a benefit sought when visiting Mpumalanga</p>	<p>How interested were you to visit a cultural attraction during this holiday? (e.g. cultural village)</p> <p>How keen are you to learn about new cultures while on holiday?</p> <p>Was it important for you to visit local arts and crafts stalls while on holiday?</p>
<p><b>8.</b> Escape as a benefit sought when visiting Mpumalanga</p>	<p>Get away from the demands of home.</p> <p>To experience a change in my daily routine.</p> <p>Experience a change of pace from my everyday life.</p> <p>Experience a change from a busy work life.</p>
<p><b>9.</b> Learning as a benefit sought when visiting Mpumalanga</p>	<p>How important was it to increase your knowledge during this holiday?</p> <p>How important was it to learn about the heritage of the province?</p> <p>How important was it to learn about wildlife during your trip?</p> <p>How important was it to learn about nature during your trip?</p>

*Source: Adapted from Almeida et al. (2014), Dong et al. (2013), Frochot (2005), Jang et al. (2002), Kim et al. (2011), Molera and Albaladejo (2007), Rudež et al. (2013), Sarigöllü and Huang (2005) and Yannopoulos and Rotenberg (2000)*

#### 4.5.1 Scale used

A Likert-scale response format provides an ordinal measure of the respondent's attitude (Maree & Pietersen, 2007b:167). A seven-point Likert-scale response format was used to rate each of the items that measured the benefits tourists sought when visiting Mpumalanga. Various Likert-scales, ranging from level of agreement to importance and interest, were used to measure benefits tourists sought when visiting Mpumalanga.

To identify a set of the nine benefits, literature suggests a Likert-type scale to be the best in measuring benefits and produce usable results (Almeida et al., 2014; Dong et al., 2013;

Frochot, 2005; Jang et al., 2002; Kim et al., 2011; Molera & Albaladejo, 2007; Rudež et al., 2013; Sarigöllü & Huang, 2005; Yannopoulos & Rotenberg, 2000).

Section D measured activities tourists participated in as well as attractions visited while on holiday. Both Frochot (2005:341) and Dong et al. (2013:189) included a question regarding tourist activities in their studies purely for description purposes. Because attractions and activities had to be destination-based, the SA Tourism and the MTPA were consulted to compile the lists of tourist activities and attractions used in for the present study.

The last section of the questionnaire, which determined the demographic information of tourists, including the tourists' age, gender and place of residence (market segmentation information) was Section E. The question about expenditure was also asked in Section E. To measure profitability of market segments in their study, Jang et al. (2002:374) and Molera and Albaladejo (2007:763) asked tourists to indicate their spending during their trip, although categories were provided for each spending.

The intent of such a question was to prioritise the identified market segments further according to their spending. The question was adapted to Mpumalanga for the present study but with the same intent. Once the questionnaire had been developed, it was tested before actual data collection could take place. The pilot testing conducted during this study is discussed next.

#### **4.6 PILOT TESTING**

Step 4 of the research process was to conduct a pilot testing. Pilot testing or pretesting is an essential part of the construction of a questionnaire (Welman et al., 2009:56; Zikmund et al., 2010:361). The testing is carried out to ensure the questionnaire is clear to participants (Adams, Khan, Raeside & White, 2012:136). According to Kumar (2005:22), pilot test should not be carried out on the sample of the study but on a similar population. For the purposes of this study, the following approach was used.

Three academics namely: Doctor Swart, Professor Sotiriadis and Doctor Snyman who had visited Mpumalanga and spent more than a night were identified and asked to provide an opinion. Minor modifications were implemented on the basis of their recommendations, after which the questionnaire for the study was pre-tested. It was not possible to conduct a pilot study in all nine provinces and overseas.

Therefore, the researcher randomly selected 15 participants who have visited Mpumalanga before. As a screening question to verify whether the participants have previously visited Mpumalanga, a question was asked if they have visited the province or not.

The selected 15 previous tourists who met the criteria represented the age groups categories in the study. They were inclusive of males and females as well as international and domestic tourists.

The feedback with respect to the interpretation of the questionnaire was analysed and minor changes made. Step 5 of the research process, namely fieldwork and the data collection procedure, is discussed in the next section.

#### **4.7 FIELDWORK AND DATA COLLECTION**

For the data collection at four accommodation establishments, the researcher was based at the reception for check-in times. As tourists were finished checking in, the researcher would approach the guest who was a potential tourists to Mpumalanga. The following process was followed in each case:

- The fieldworkers introduced themselves and informed the guest about the study and requested him or her to participate in the study.
- A questionnaire was handed to guests and they were requested to complete it once they had visited and experienced the area. As some questions enquired about activities participated in and tourist attractions visited, it was ideal to complete the questionnaire, for example, in the evening before checking out, and to hand the completed questionnaire when checking out.
- Kruger Park Lodge hosted a welcome tea for their guests. During this tea the research study was introduced by the researcher and permission solicited from guests whom would like to participate in the study. Questionnaires were handed out only to those who agreed to participate in the study and these questionnaires were returned to reception.
- Graskop Hotel was an exception as the hotel mostly receives international tourist groups. The researcher had to make contact with the tour guide and request permission to hand out the questionnaire to tourists who understood English. The researcher completed the questionnaire with the respective tour guide first. Questionnaires were left with the tour guide to be completed by tourists in their leisure time. It was usually over dinner and then had to be collected by the researcher the following day.

Graskop Hotel was helpful in communicating the dates when groups would be arriving to the researcher so that she could be present during check-in times.

For collecting data at four tourist attractions – God's Window, Pilgrim's Rest, Graskop and Lisbon Falls – the researcher briefed and trained fieldworkers on the purpose of the study and the questionnaire content and how to assist tourists if necessary. The researcher and fieldworkers were stationed at one attraction over a period of two days during the month of April 2015 (between 11 and 26 April) to collect data.

The following process was followed at each attraction during the fieldwork:

- tourists were approached randomly;
- the purpose of the study was introduced;
- participation in the study was requested; and
- tourists who agreed to participate in the survey were asked to complete a questionnaire (Kim et al., 2011:41; Molera & Albaladejo, 2007:760).

Questionnaires were completed by tourists at the attraction and handed back to the fieldworker. Supporting tools, such as clipboards and pens were provided to participants for comfort and easy completion of the questionnaire. The researcher and trained fieldworkers positioned themselves at these attractions to hand out questionnaires. One attraction was targeted at a time. Once data had been collected, the researcher had to edit and code the data, which is discussed in the next section.

#### **4.8 EDITING AND CODING DATA**

Step 6 of the research process comprised editing and coding of data. This section outlines the way in which the collected data was cleaned and prepared. Editing is the first step in data analysis to detect errors and omissions to ensure and verify that maximum data standards are achieved (Cooper & Schindler, 2006:441; Tustin et al., 2005:452).

Editing of data is done to assure that data is accurate, consistent with the intent of question and other information in the survey, uniformly entered, complete and arranged to simplify coding and tabulation of data. Data coding involves attributing a number to answers and to group such answers into categories to be analysed in quantitative terms (Denscombe, 2007:238). In the present study, codes were assigned and built into the questionnaire design, thus pre-coding the questionnaire (Salkind, 2009:153). The statistical data analyses used in the study are discussed in the next section.

## 4.9 DATA PROCESSING AND ANALYSIS

The research process step 7 involves processing and analysing collected data. This subsection outlines the way in which the collected data was analysed. Raw data was captured on a Microsoft Excel sheet. Statistical Package for the Social Sciences (SPSS) version 23.0 was used in order to perform statistical analysis. Five stages were followed during data analysis.

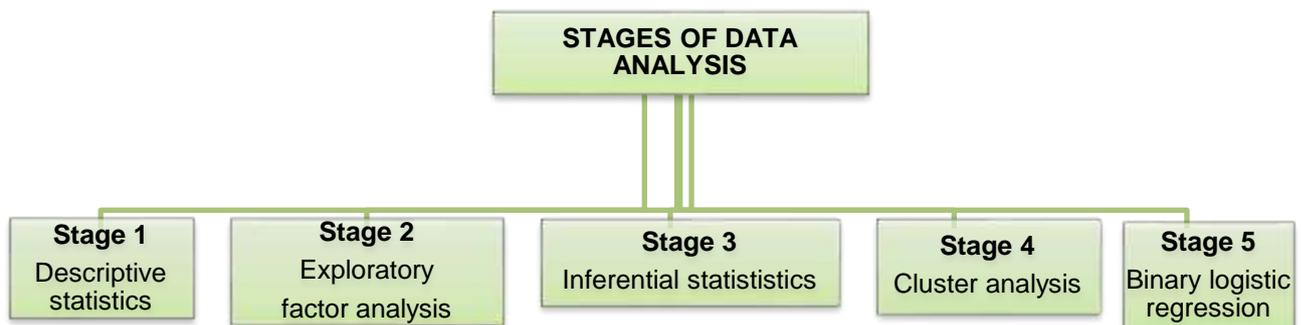


Figure 4.6: Stages of data analysis followed during the study

Source: Author's own compilation

As indicated in Figure 4.5, the five stages were as follows:

- The first stage used descriptive statistics to determine the tourist profile and to provide an overview of their travel behaviour, satisfaction and the benefits sought by tourists.
- The second stage, exploratory factor analysis, was conducted to establish whether each of the set of items corresponding to travel behaviour, tourist satisfaction and each of the benefits sought, form a unidimensional construct that can be used in subsequent analysis.
- Stage three, inferential statistics, was conducted to test significant differences between age groups, gender, level of education, origin of residence and spending with regard to their travel behaviour, satisfaction and benefits experienced.
- In stage four, a cluster analysis was conducted to group tourists into segments according to benefits sought in conjunction with the demographics, travel behaviour and tourist satisfaction.
- During the last stage, stage five, a binary logistic regression was conducted whereby independent variable benefits sought – travel behaviour and tourist satisfaction –

were used to determine whether they were statistically significant predictors of the odds of visiting an attraction and participating in an activity.

These four stages were based on the four secondary objectives set for the present study (see section 4.1). Each stage is discussed briefly in the following subsections.

#### **4.9.1 Descriptive statistics**

Descriptive statistics deals with transforming data in a way that describes the basic characteristics, such as the mean and the standard deviation (Bickel & Lehmann, 2012:465; Zikmund et al., 2010:486). A mean – usually accompanied by the standard deviation – is the sum of a set of scores divided by the number of scores, whereas standard deviation measures variability around the mean (Salkind, 2009:157). Descriptive statistics do not assume the degree or nature of randomness underlying the data but reduce the data to a manageable form for further analysis (Faber, 2012:21).

#### **4.9.2 Factor analysis**

A reliable and valid questionnaire instrument leads to appropriate conclusions from the data (Leedy & Ormrod, 2010:91). Salkind (2009:110) describes that reliability is achieved when the test measures the same thing more than once and results in the same outcome. Validity includes the entire experimental concept and is established when the results obtained meet all the requirements of the scientific research method (Kumar, 2005:153; Salkind, 2009:117). Validity can be achieved amongst others, through content, criterion-related and construct validity (Cooper & Schindler, 2006:320; Malhotra, 2007:286). Construct validity can be established with statistical evidence by performing factor analysis (Sekaran, 2003:308).

As the questionnaire items (refer to section D of the questionnaire in Appendix A) were adapted from previous studies, exploratory rather than confirmatory factor analysis was used. Exploratory factor analysis was conducted, using principal axis factoring extraction and promax rotation, to confirm the unidimensionality of the factors for sections B, C and D of the questionnaire. Exploratory factor analysis is a multivariate technique used to search for structure amongst a set of variables. It does not set any a priori constraints on a number of components to be extracted (Hair et al., 2010:94).

Factor items were further analysed to determine internal consistency to measure reliability of these items. This is an approach for assessing items measuring the same phenomenon, and should produce similar results (Cooper and Schindler, 2006:323; Malhotra, 2007:285).

Cronbach's alpha is the statistical tool used to determine internal consistency (Camira Statistical Consulting Services, 2009:18; Malhotra, 2007:285). Item analysis was performed on questions in sections B, C and D to determine Cronbach's alpha values in order to test the reliability of the questionnaire (Camira Statistical Consulting Services, 2009:18). It is agreed in exploratory research, that Cronbach's alpha should be greater than 0.70 although it may decrease to 0.60 (Hair et al., 2010:137). Only items which met the agreed Cronbach's alpha values were further analysed (refer to section 5.3). In 4.9.3, inferential statistics are discussed.

### **4.9.3 Inferential statistics**

Inferential statistics are used to infer something about the population from which the sample was drawn based on the characteristics of the sample. A tool used to achieve this is tests of statistical significance (Salkind, 2009:171; Tustin et al., 2005:560). The most frequently used levels of statistical significance (p-value) are 0.05 (5%) and 0.01(1%); thus, when stated that the results are significant at the 0.05 level, there is a 95% chance that the results of sample are not due to chance factors alone, but reflect the population accurately (Neuman, 2007:270; Salkind, 2009:176). Inferential statistics involve various tests, such as the t-test and analysis of variance (ANOVA). The t-test, ANOVA and the Kruskal–Wallis test were used in the present study.

The t-test is a statistical technique, which compares the difference between two independent groups with regard to the means of a variable of interest (Salkind, 2009:178). The t-test was applied to determine statistically significant differences between the mean scores of the two age groups (18–24 years and 25–65 years) with regard to travel behaviour prior to the visit, tourist satisfaction and benefits sought (see section 5.4.1). ANOVA is a statistical technique for examining the difference between three or more groups with regard to a certain variable of interest (Malhotra, 2007:505). If the results of the ANOVA indicate a statistically significant difference between groups, post hoc multiple comparison tests are conducted to determine which of the combinations of two groups show statistically significant differences. ANOVA was applied to determine statistically significant differences between the three spending groups in which the respondents were classified with regard to travel behaviour prior to the visit, tourist satisfaction and benefits sought (see section 5.4.5).

The non-parametric one-way analysis of variance (ANOVA) by rank test and the Kruskal–Wallis test were used in the study. Both the ANOVA and the Kruskal–Wallis tests are used for two or more independent samples when:

- the sample size is small;
- the data type is ordinal; or
- the distribution of the data is non-normal (Aaker, Kumar, Day & Lawley, 2007:445).

The Kruskal–Wallis test was also used to test statistically significant differences between the four education groups with regard to travel behaviour, tourist satisfaction and benefits sought (see section 5.4.3).

The Kruskal–Wallis test was used to test for statistically significant differences between respondents' residential origin with regard to travel behaviour, tourist satisfaction and benefits sought (see section 5.4.4).

#### **4.9.4 Cluster analysis**

Cluster analysis is a multivariate technique whose general idea is to identify homogeneous groups (clusters) that are different from other groups (Cooper & Schindler, 2006:595; Shoemaker, 1989:20).

Cluster analysis provides a means for segmentation research where the goal is to classify similar groups (Cooper & Schindler, 2006:595). Cluster analysis has been used in marketing for a variety of purposes:

- segmenting the market;
- understanding buyer behaviours;
- identifying new product opportunities;
- selecting tests markets; and
- reducing data (Malhotra, 2007:636–638).

The present study used two-step clustering to identify the groupings by running pre-clustering first and then by using hierarchical methods to cluster the groups (Bacher, Wenzig & Vogler, 2004:4). The process of two-step clustering involves that the researcher “pre-cluster the cases into many small sub-clusters and cluster the sub-clusters resulting from pre-cluster step into the final number of clusters” (Martínez, Morán & Peña, 2006:596). The two-step cluster approach automatically determines the optimal number of clusters (Malhotra, 2007:657). Clusters may represent market segments, because segments are consumers who are similar to each other within a segment but different to consumers in other segments (Zikmund et al., 2010:601). The results of the cluster analysis conducted for the present study are presented in section 5.5.

#### **4.9.5 Binary logistic regression**

Logistic regression is a “specific form of regression that is formulated to predict and explain a binary (two-group) categorical variable rather than a metric dependent measure” (Hair et al., 2010:341). Logistic regression assists in understanding and testing complex relationships among variables and in forming predictive equations (King, 2008:358). The analysis evaluates the contribution of each independent variable to the model by testing for its statistical significance (Menard, 2002:3). It measures the linear association between the dependent and the independent variable (Zikmund et al., 2010:564). In binary logistic regression, the dependent variable has values of 0 or 1. Odd ratios are used to illustrate the probability of an event taking place to the probability of the event not taking place, which is used as a measure of the dependent variable in logistic regression (Hair et al., 2010:341).

The present study used binary logistic regression to determine whether or not the independent variables benefits – travel behaviour and tourist satisfaction – could be used to predict the attractions respondents visited during their stay in Mpumalanga. Odd ratio indicates the ratio of the probability of an event happening to the probability of an event not taking place, used as a measure of the dependent variable in binary logistic regression (Hair et al., 2010:338). Odd ratios were used to determine the probability of a tourist visiting an attraction or participating in an activity to the probability of a tourist not visiting an attraction or participating in an activity. The results are presented in section 5.6.

#### **4.10 PRESENTATION OF RESEARCH FINDINGS**

Step 8 of the research process is to present the research findings of the study.

Having analysed the data, the final step is to present the findings effectively. The main purpose of using data-display techniques is to make the findings clear and easily understood (Kumar, 2005:248). The research findings are presented in Chapter 5.

#### **4.11 ETHICAL CONSIDERATIONS**

Ethics includes the concerns, dilemmas and conflicts that arise over the proper way to conduct research, and could assist in defining what ‘moral’ research procedures involve (Neuman, 2007:48).

The ethical principles of voluntary and informed participation, confidentiality, anonymity and non-harm were considered in conducting the research (De Vos, Strydom, Fouché & Delport, 2007:58). Ethical clearance was granted by the University of South Africa's Club-One Unit Ethics Review Committee for the present study and the certificate is attached as Appendix B.

#### **4.12 CONCLUSION**

This chapter addressed the research methodology used in the study. The chapter elaborated on the six steps in the research process and their application to the present study. A survey design was selected for the present study, and a self-administered questionnaire was developed as the research instrument. The sampling was based on theoretical recommendations and previous benefit segmentation studies to determine sample size. After a pre-test of the questionnaire had been conducted, the data was collected in Mpumalanga in the Panorama and Lowveld regions. Data was coded, captured and analysed. Chapter 5 presents the outcome of the data analysis, which is step 7 of the research process, and Chapter 6 concludes by outlining the research findings of the study as step 8 of the research process. The following chapter presents the data analysis of the study. Steps seven and eight are discussed in Chapters 5 and 6.

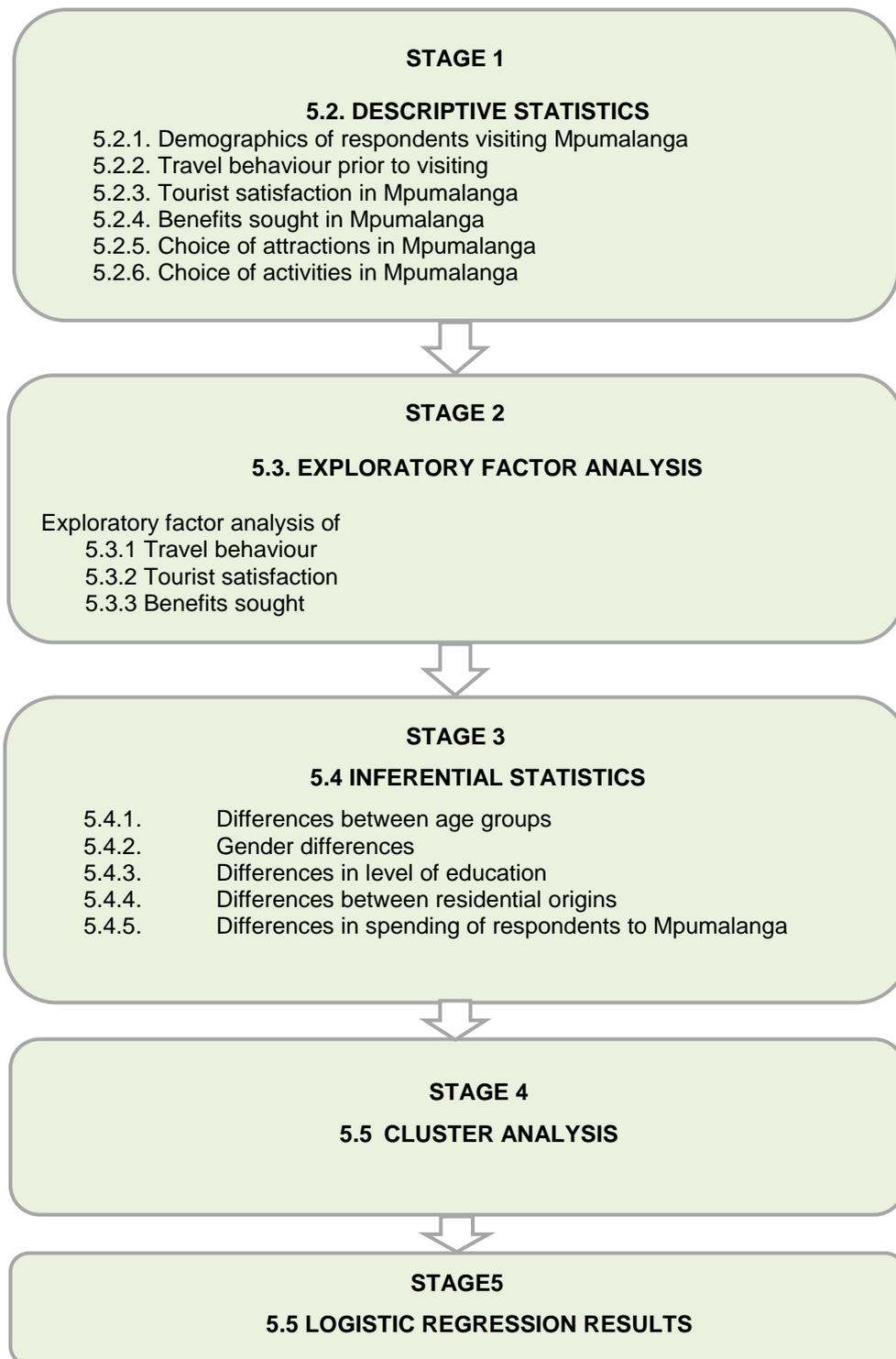
## CHAPTER 5: DATA ANALYSIS AND DISCUSSION

### 5.1. INTRODUCTION

The primary objective of the study was to develop a benefit-based segmentation framework for positioning Mpumalanga as a preferred tourism destination (in South Africa). In order to achieve the primary objective, the following secondary objectives were set:

- Determine travel behaviour (information sources and travel planning), satisfaction and benefits sought of tourists visiting Mpumalanga. Sections 5.2.2 and 5.3.1 provide details on the findings with respect to travel behaviour of tourists prior to their visit, while sections 5.2.3 and 5.3.2 report on tourists' satisfaction in Mpumalanga. Sections 5.2.4, 5.3.3 and 5.4.3 report on benefits tourists sought while visiting Mpumalanga.
- Determine whether statistically significant differences exist between the groups as identified within each of the demographic characteristics with regard to their travel behaviour, satisfaction and benefits experienced. These results are reported in section 5.4.
- Identify and formulate market segments based on the travel behaviour, tourist satisfaction, benefits sought and demographic characteristics in Mpumalanga. Section 5.5 outlines the classification of tourists in different clusters.
- Determine whether travel behaviour, tourist satisfaction and identified benefits sought could be used to predict activities and attractions the tourist will visit. Section 5.6 reports on the odds of travel behaviour, tourist satisfaction and benefits sought that would cause a tourist to visit an attraction or participate in an activity.

The current chapter presents the empirical study's findings. The results are presented according to the five stages used to analyse the data: Figure 5.1 illustrates the analysis stages followed in the study.



**Figure 5.1: Stages of data analysis used in this study**

*Source: Author's own compilation*

Firstly, the descriptive statistics of the demographic questions (referred to as 'market segmentation' in section E of the questionnaire) will be presented.

## 5.2 DESCRIPTIVE ANALYSIS OF RESPONDENTS VISITING MPUMALANGA

Descriptive statistics provide a summary and description of the data. The following section provides a summary of the demographic information of respondents visiting Mpumalanga.

### 5.2.1 Demographic information of respondents visiting Mpumalanga

Demographic information such as gender and age, disposable income, province or country of origin, number of nights spent in the province, accommodation establishment used, size of the travelling party, primary home language and highest education level was obtained to characterise and profile tourists visiting Mpumalanga during April 2015, and these results are discussed next.

#### 5.2.1.1 Gender distribution of respondents

Figure 5.2 indicates the gender of respondents visiting Mpumalanga.

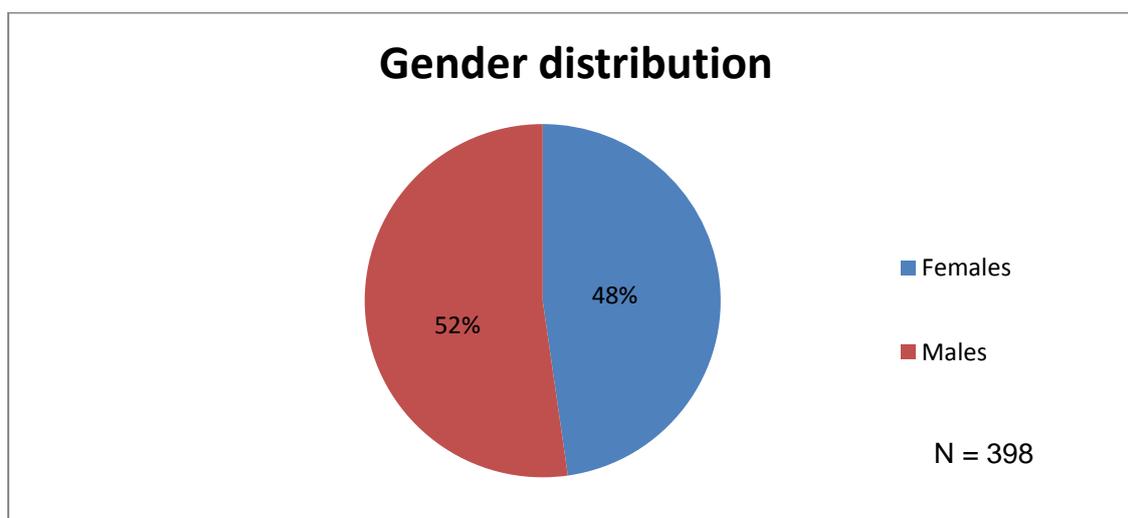


Figure 5.2: Gender distribution of respondents

Of the total respondents 52% were males while 47.5% were females as illustrated in Figure 5.2. A slightly higher proportion of the respondents are male tourists which is consistent with other benefit segmentation studies (Dong et al., 2013:186; Kim et al., 2011:49; Palacio & McCool, 1997:240; Rudež et al., 2013:142). Therefore, the management of Mpumalanga Tourism Board may strategically target male tourists when marketing by making use of travel brochures or travel-related magazines as they indicated that they made use of such information sources while preparing for their travel to Mpumalanga (see section 5.5.2).

Even though there were more males travelling to Mpumalanga than females, it may be worthwhile for the province to target female tourists as they have shown representativeness in other benefit segmentation studies (Almeida et al., 2014:9; Bieger & Laesser, 2002:72; Jang et al., 2002:373; Sarigöllü & Huang, 2005:283).

### 5.2.1.2 Age categories

Age was categorised using the SA segmentation age categories (NDT, 2012:7). This study only focused on the economically active population (18–65). It is important to note that although there were three age categories: 25–45 years and 45–65 years were combined as age 45 overlapped in the categories therefore resulting in two age categories. Figure 5.3 indicates the age of respondents visiting Mpumalanga.

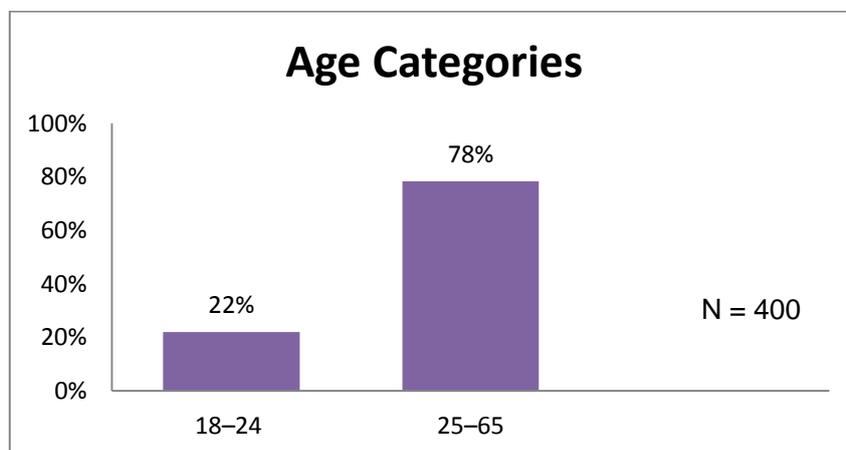


Figure 5.3: Age of respondents visiting Mpumalanga

Figure 5.3 illustrates that respondents visiting Mpumalanga were mostly between the ages of 25 and 65 years (78.30%) followed by 22% who were between the ages of 18 and 24. The results suggest that tourists between the ages of 25 and 64 were more active travellers than the younger age group. The findings of this study are consistent with previous benefit segmentation research, indicating that the younger age group, below the age of 24, travelled less than the older age groups (Almeida et al., 2014:8) while Frochot (2005:342) found that the majority of tourists travelling to rural areas of Scotland, were between the ages of 25 and 64. Kruger et al. (2014:9) also found the average age of a traveller to the Kruger National Park to be 45 years. Although most tourists were between the ages of 25 and 65, it may be beneficial for the management of Mpumalanga Tourism Board to consider developing the younger market .

### 5.2.1.3 Spending

Three categories were created to indicate tourists' spending during their trip to Mpumalanga. Figure 5.4 illustrates the distribution of spending categories in rand (ZAR).

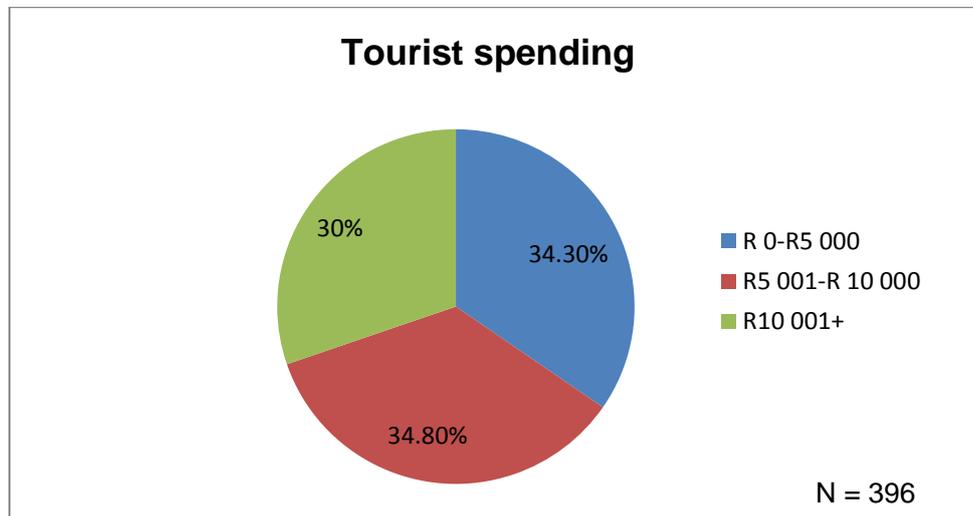


Figure 5.4: Spending of tourists visiting Mpumalanga

The percentages of respondents in each of the tourist spending categories were distributed fairly similar: 34.8% respondents indicated their spending to be between R5 001 and R10 000, 34.30% respondents indicated they spent between R0 and R5 000, while about 30.00% spent about R10 001 and more. Spending between R 5 001 and R10 000 is consistent with previous research although the study conducted in the Kruger National Park (Kruger et al., 2014:4) reported an average spending of R7 728.53 per trip to the Kruger National Park.

### 5.2.1.4 Origin of tourists visiting Mpumalanga

Respondents were asked to indicate their origin according to their residential province, and a “not South African resident” category was also included. Figure 5.5 indicates the respondents’ residential origins.

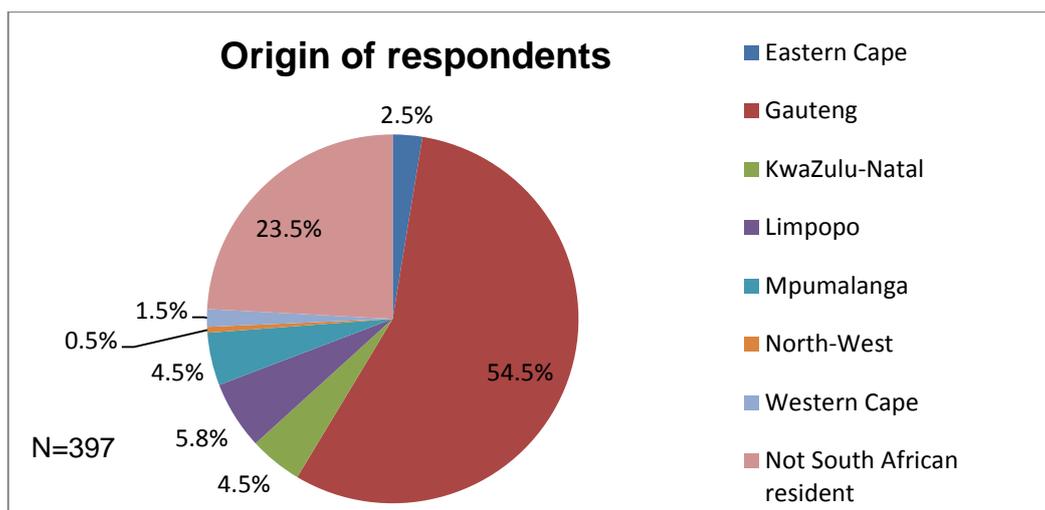
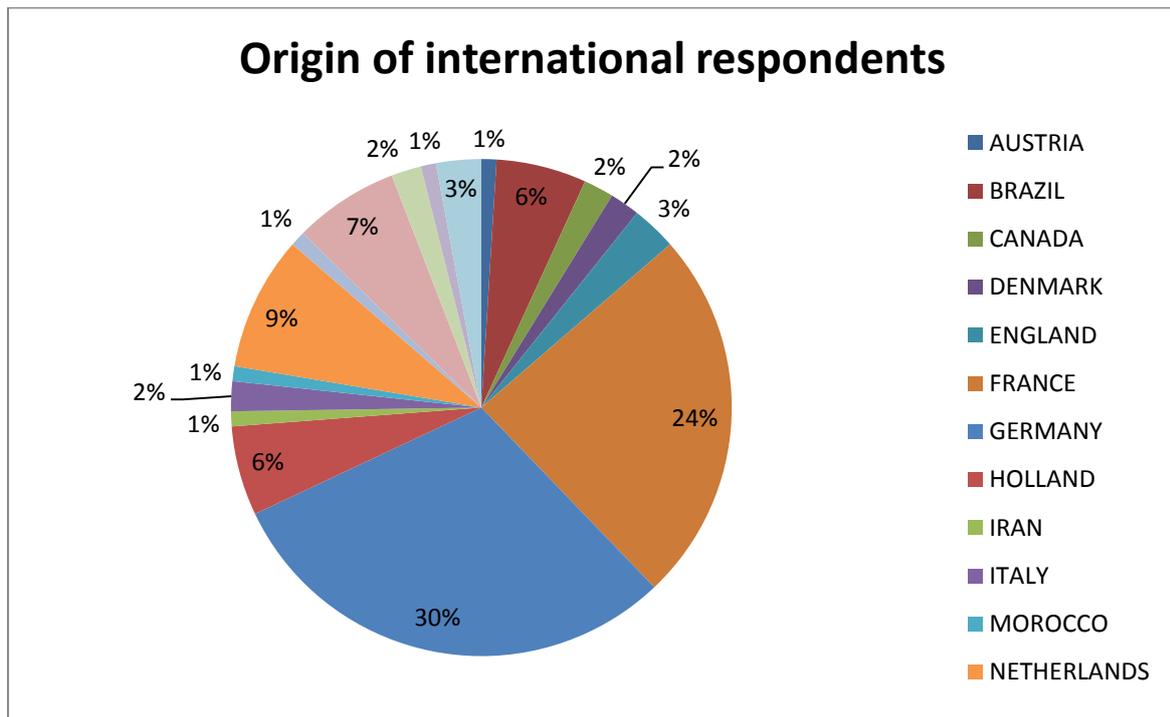


Figure 5.5: Origin of respondents visiting Mpumalanga

The majority (54.5%) of the respondents originated from Gauteng while other smaller proportions (Mpumalanga 1.5% and Eastern Cape 2.5%) of respondents travelled from other provinces of South Africa. The least respondents (0.5%) were from North-West. Consistent with previous studies in Mpumalanga (although it was done specifically at the Kruger National Park), Gauteng was also the largest source market for tourists visiting the park (Kruger et al., 2014:4; Slabbert & Laurens, 2012). The research therefore suggests that the main domestic source market for Mpumalanga is tourists from Gauteng province. Also, as illustrated by Figure 5.5, 23.5% of respondents were not SA residents.

Figure 5.6 further illustrates the distribution of non-South African respondents' countries of origin.



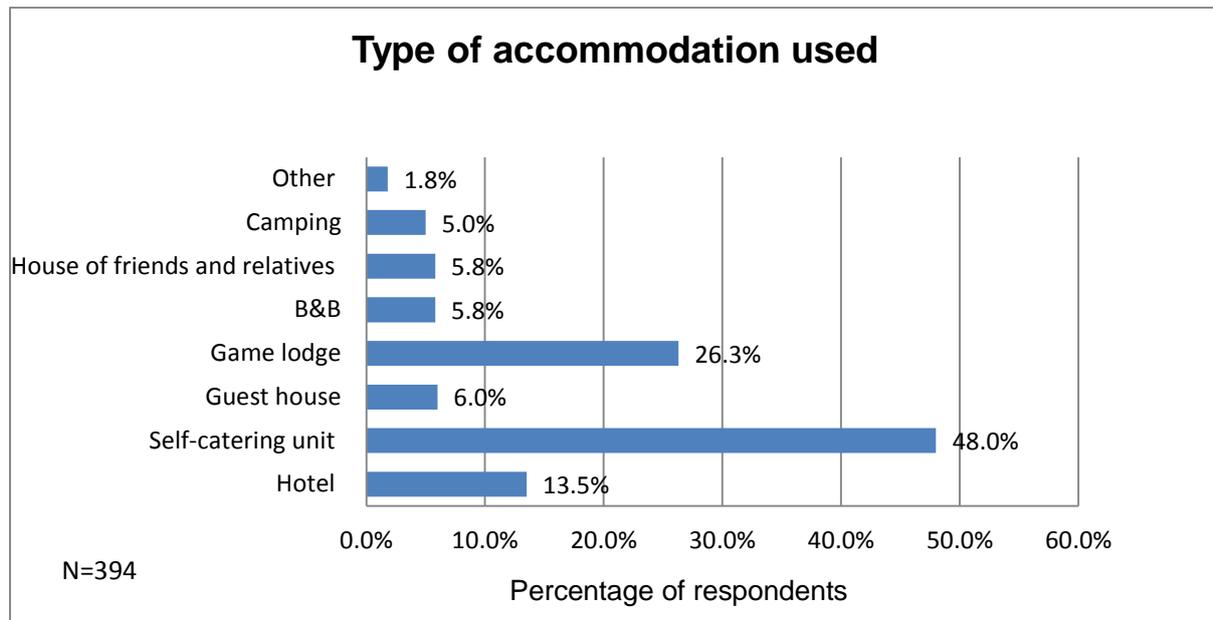
**Figure 5.6: Origin of non-South African respondents to Mpumalanga**

The majority, 31% (7.8% of all respondents) of non-SA respondents originated from Germany. France was the country from where the second (6.3% of total respondents) largest non-SA respondent group originated. These results are consistent with other benefit segmentation studies, as Rudež et al. (2013:141) reported Germany to be the third source market of tourists visiting Portorož in Slovenia, whereas Almeida et al. (2014:8) reported Germany to be the largest market for Madeira in Portugal. Therefore, it may be worth to explore marketing efforts towards Germany as a source market because it seems this market is prepared to invest in travelling.

Even though Gauteng is the largest source market, it may also be beneficial for the province to grow other potential domestic markets such as Limpopo and Mpumalanga. Clearly, different source markets may require management to explore marketing campaigns aimed at international tourists as well as domestic tourists.

### 5.2.1.5 Accommodation type used by tourists visiting Mpumalanga

Respondents had to select the types of accommodation establishments they used during their stay in the province. More than one option was available. The results are indicated in Figure 5.7.

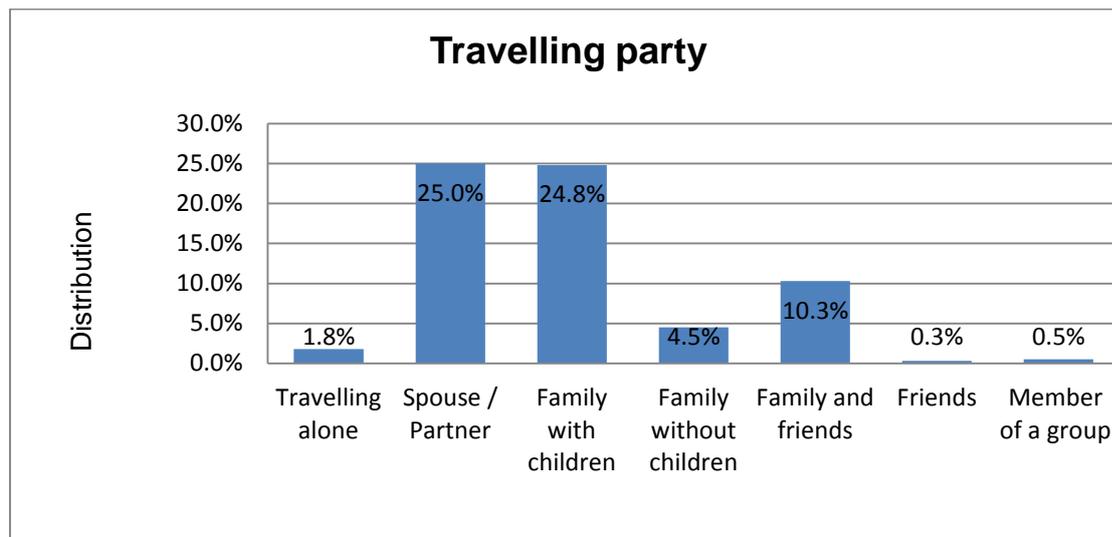


**Figure 5.6: Types of accommodation used by tourists visiting Mpumalanga**

Almost half (48%) of the respondents indicated that they made use of self-catering as their choice of accommodation. Game lodges were the category with the second largest percentage of respondents (26.3%) followed by 13.5% of respondents who stayed in hotels. Since the majority of tourists reported using self-catering accommodation, it may suggest that Mpumalanga destination management can consider marketing self-catering establishments more or developing packages making use of self-catering establishments.

### 5.2.1.6 Travel party of respondents visiting Mpumalanga

Respondents were asked to indicate who was accompanying them during their trip. Seven categories: travelling alone, travelling with spouse/partner, family with children, family without children, family and friends, travelling with friends, and member of a group were given. Results are depicted in Figure 5.8.

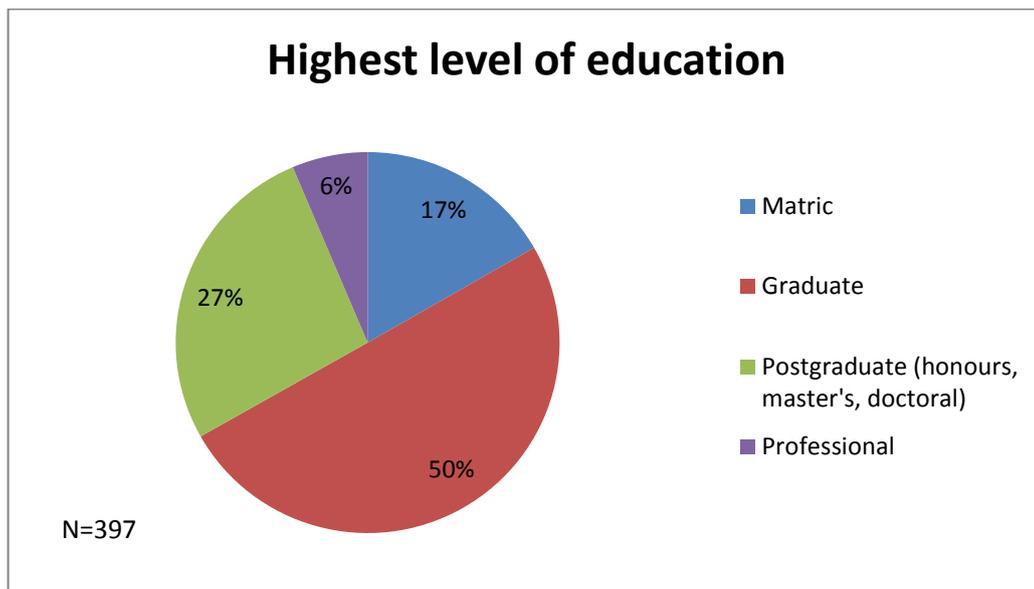


**Figure 5.7: Travel party of respondents visiting Mpumalanga**

Two travelling party categories were indicated with similar high percentages, namely 25% of respondents were travelling with their spouse and 24.8% were families with children. The third largest group (10.3%) were family and friends travelling together. This result suggests that Mpumalanga is a destination for couples and for families with children. Furthermore, it has the potential to be a destination for family and friends. This information could assist in planning for marketing and product development that could be aligned to the identified travelling party, for example, the development of an escape for couples or for families with children.

### 5.2.1.7 Highest level of education

Respondents were asked to indicate their highest level of education. Results are illustrated in Figure 5.9. The category of no formal education was left out as there were no respondents in this group. Matric was combined with undergraduate studies as the formal undergraduate qualification also possesses a matric certificate.



**Figure 5.8: Highest level of education of respondents visiting Mpumalanga**

As illustrated in Figure 5.9, 17% of respondents had matric as their highest level of education. Half of the respondents (50%) were graduates followed by those who had a postgraduate qualification (27%). A well-educated travelling sample is consistent with previous research studies (Almeida et al., 2014:8; Dong et al., 2013:186). Education can play a role in travelling, as Zimmer, Brayley and Searle (1995:8) found that income and education influenced tourists when deciding to travel between close and faraway tourist destinations. Those who were more educated and had more spending money were more inclined to travel to distant destinations.

### 5.2.1.8 Primary home language of respondents

Respondents were also requested to indicate their primary language, which could be helpful in creating marketing messages. Results are illustrated in Figure 5.10.

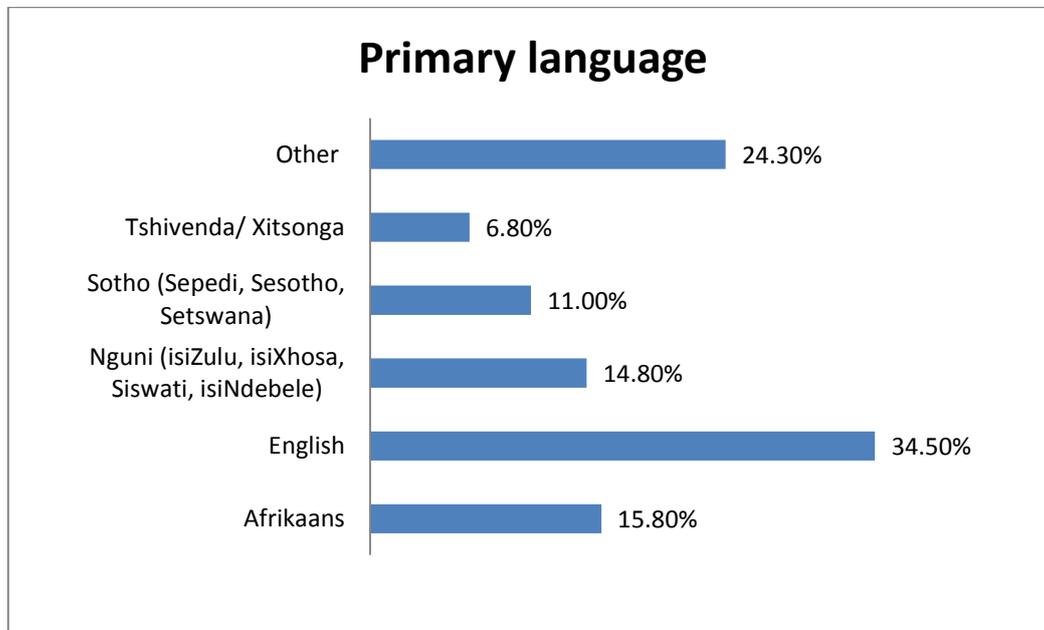


Figure 5.9: Primary languages of respondents visiting Mpumalanga

More than one option of language could be selected. It is clear from Figure 5.10, that the majority (34.5%) of respondents were English speaking followed by 24.3% of respondents who spoke a language other than the ones indicated. These findings are contrary to other segmentation studies carried out in Mpumalanga but it should be kept in mind that those market segmentation studies were specifically addressed at tourists visiting the Kruger National Park as they found that tourists visiting the park spoke mainly Afrikaans (Kruger et al. 2014:4; Slabbert & Laurens, 2012:1122). The present research suggests that tourists who visited Mpumalanga were mainly English speaking as compared to those specifically visiting the Kruger National Park. The present findings give direction on language, which may be used in marketing communication. It might be worthwhile for the province to find out which other languages were indicated by respondents. They might then consider marketing in countries from which speakers those other languages originated. This is to investigate the possibility to translate advertisements of their marketing brochures, especially if it should be a language that might be associated with the identified markets (in section 5.2.4) for the province to develop that market.

### **5.2.1.9 Duration of stay and group size**

Respondents were requested to indicate how many nights they spent in the province as well as how many were travelling in a group. Results are illustrated in Table 5.1.

**Table 5.1: Duration of stay and group size**

	<b>Night spent</b>	<b>Group size of tourists</b>
Maximum nights spent	15 nights	
Average nights spent	7 nights	
Minimum nights spent	1 night	
Maximum number of tourists travelling		77 tourists
Average number of tourists travelling		15 tourists
Minimum number of tourists travelling		1 tourist

The respondents indicated one night as the minimum number of nights spent, whereas 15 nights was the maximum with 7 nights being the average number of nights spent in the province. This information could assist tourist managers with product development and packaging Mpumalanga. The average number of tourists travelling to Mpumalanga in a group was 15 while a maximum of 77 tourists were also travelling together as a group. These findings suggest that Mpumalanga is not only a couple's destination as indicated in Figure 5.8 but also a group destination, which could perhaps suggest that Mpumalanga destination management should consider developing a variety of packages using this information.

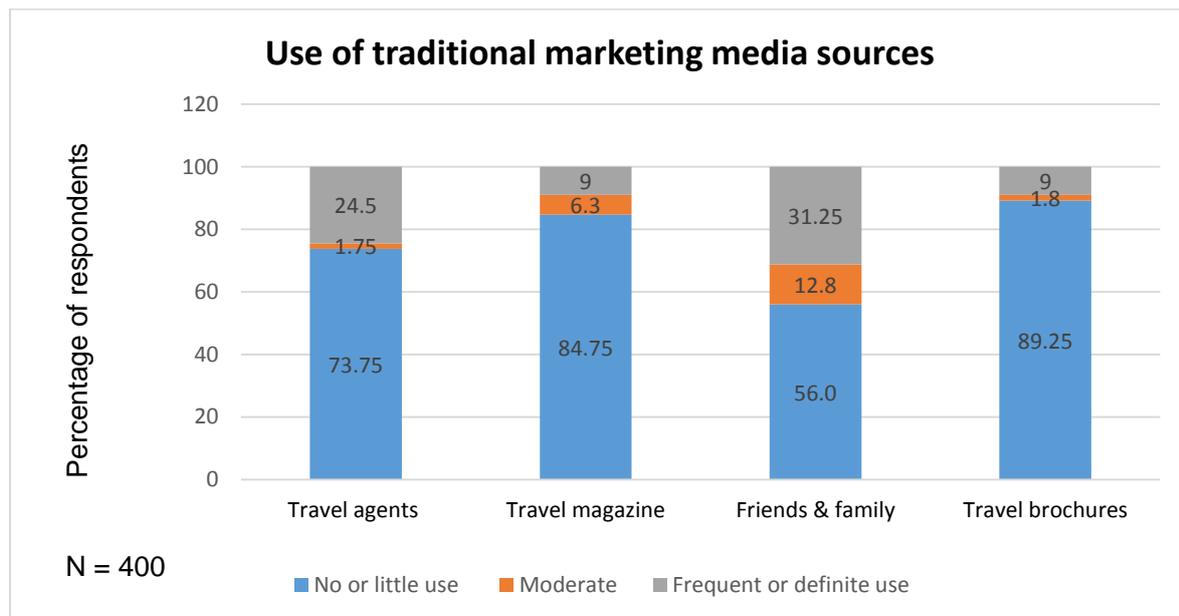
### **5.2.2 Descriptive statistics for travel behaviour prior to visit**

This section deals with the first secondary objective of the study, namely to determine travel behaviour (information sources and travel planning) of tourists visiting the Mpumalanga area (refer to Annexure A: Questionnaire, Section B).

A seven-point Likert-type scale was used. Items were collapsed into three categories for interpretation. Therefore, ratings of 1, 2 and 3 were collapsed into one category, 4 formed a category on its own and ratings of 5, 6 and 7 were collapsed into the last category. The information sources tourists used prior to their visit to Mpumalanga are discussed next.

### 5.2.2.1 Information sources

Respondents were asked to indicate the different information sources used while planning their trip to Mpumalanga. Information sources were divided into two categories, namely traditional and online marketing sources. Figure 5.11 illustrates the results of traditional marketing media sources used by tourists while planning their trip to Mpumalanga.

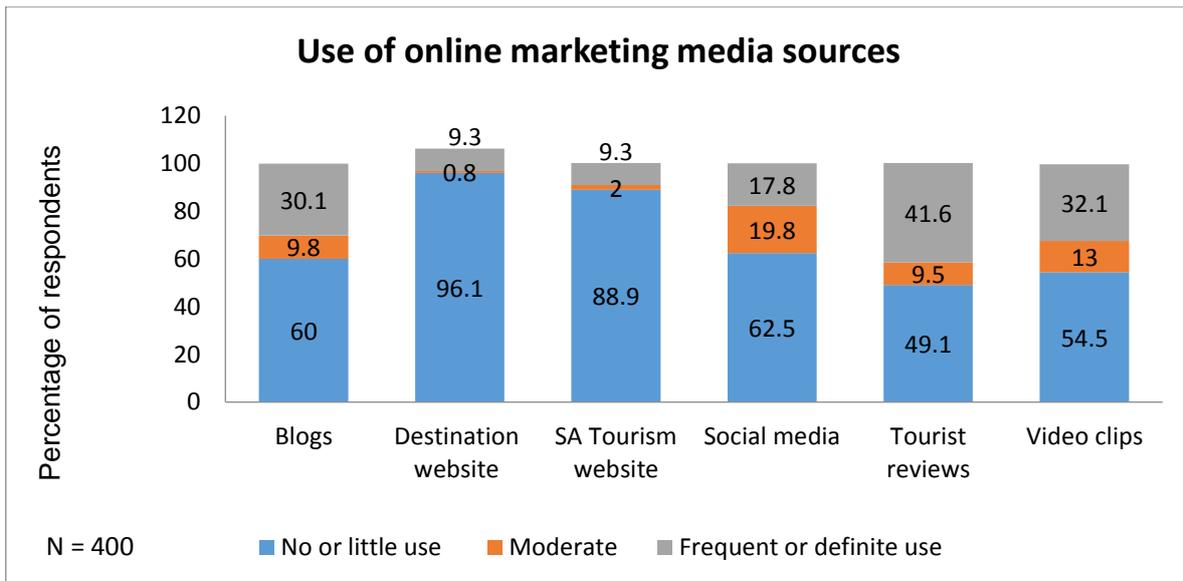


**Figure 5.10: Use of traditional marketing media sources**

From the usage reported in Figure 5.11, friends and family (word of mouth) were the source used most frequently (31.25%), followed by travel agents as indicated by 24.5% of respondents. Furthermore, 84.7% respondents indicated no or little use of travel magazines and travel brochures during their planning stage. This finding is consistent with previous literature, as Sarigöllü and Huang (2005:291) found word-of-mouth advice and/or recommendations from friends and family to be an effective information source when making a travel decision.

It could be effective if Mpumalanga management strategically initiate and encourage word-of-mouth recommendations by giving incentives for referrals.

Turning to online sources consulted, Figure 5.12 reports on the online sources consulted during the planning stage.



**Figure 5.11: Use of online marketing media sources**

According to Figure 5.12, the majority of respondents (41.6 %) used previous tourists' reviews as information source while planning their trip, followed by 32.1% of respondents indicating the use of video clips. Just over 30% of respondents used blogs as their source of information while planning their visit. It is clear that the destination website is either not often used (96.1% of the respondents indicated that they did not use it) or seldom used. The question might be asked why this is so. Although it was not specified in the present research, Molera and Albaladejo (2007:763) found that tourists also accessed the Internet as source of information to obtain information about the destination prior to travel. The use of online marketing media sources is becoming more prevalent in convincing potential tourists to visit a destination (Casaló, Flavián & Guinalíu, 2011:622; Sparks et al., 2013:8). Online marketing sources appear to be a good medium to reach and promote Mpumalanga to potential tourists. It may be effective for the province to develop platforms (such as promoting their Instagram handle) whereby tourists may share their experiences with family and friends and offer prizes for hashtag usage. The province might also share tourists' pictures and videos through their destination website. The bottom line here is that Mpumalanga needs to improve on their destination website. This may require the province to be strategic and visit different Mpumalanga attractions, take pictures of their tourists and record short video interviews regarding benefits experienced and reasons why they would recommend the province in order to load such images onto YouTube and social media tools.

### 5.2.2.2 Travel planning

Respondents had the option to indicate how they have planned their travel as well as reasons why they had chosen Mpumalanga as their travel destination. The results are reflected in Figure 5.13.

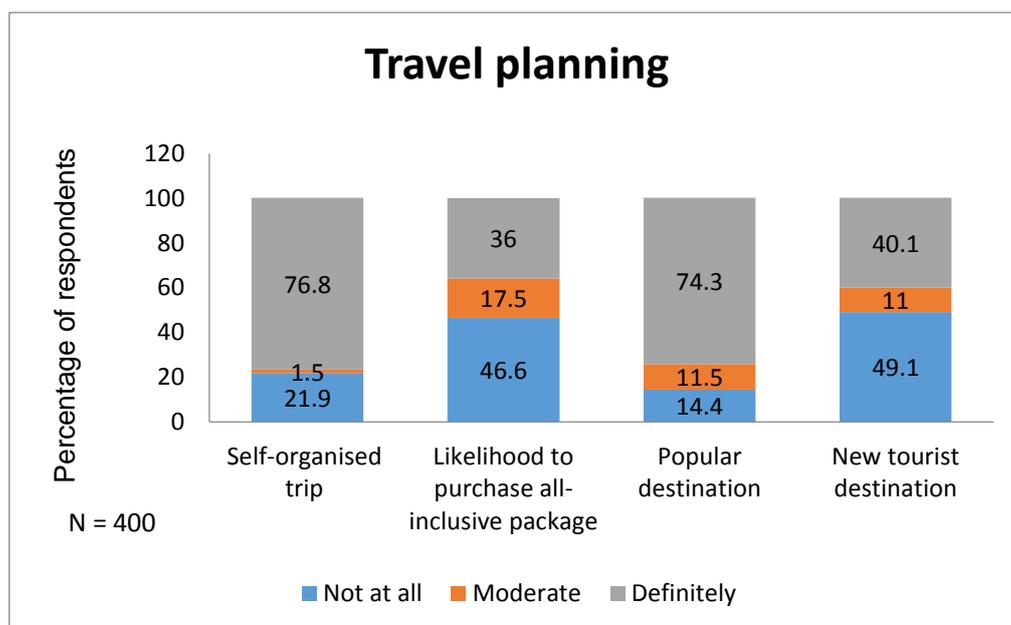


Figure 5.12: Travel planning of respondents visiting Mpumalanga

A total of 76.8% (307) of respondents indicated that they organised their trip to Mpumalanga themselves while just over a third (36%) indicated that they were likely to purchase an all-inclusive package. Mpumalanga was a popular destination with 74.3% respondents, indicating that they had chosen the province due to its popularity. A fairly high percentage (40.1%) of respondents pointed out that the province was a new tourist destination to them and that was the reason they had chosen to travel to the province. How tourists plan their travel may give tourism marketers and suppliers an idea of why tourists engage in tourism activities, how they make their decisions, and how marketers can influence such decision-making (Swarbrooke & Horner, 2007:80). The current findings suggest that travel planning is indeed part of preparation to travel; therefore, it is part of the decision-making to travel or not to travel. As discussed in section 2.5, the decision-making process is triggered by a need, and marketers can be strategic in influencing potential tourists to visit their destinations.

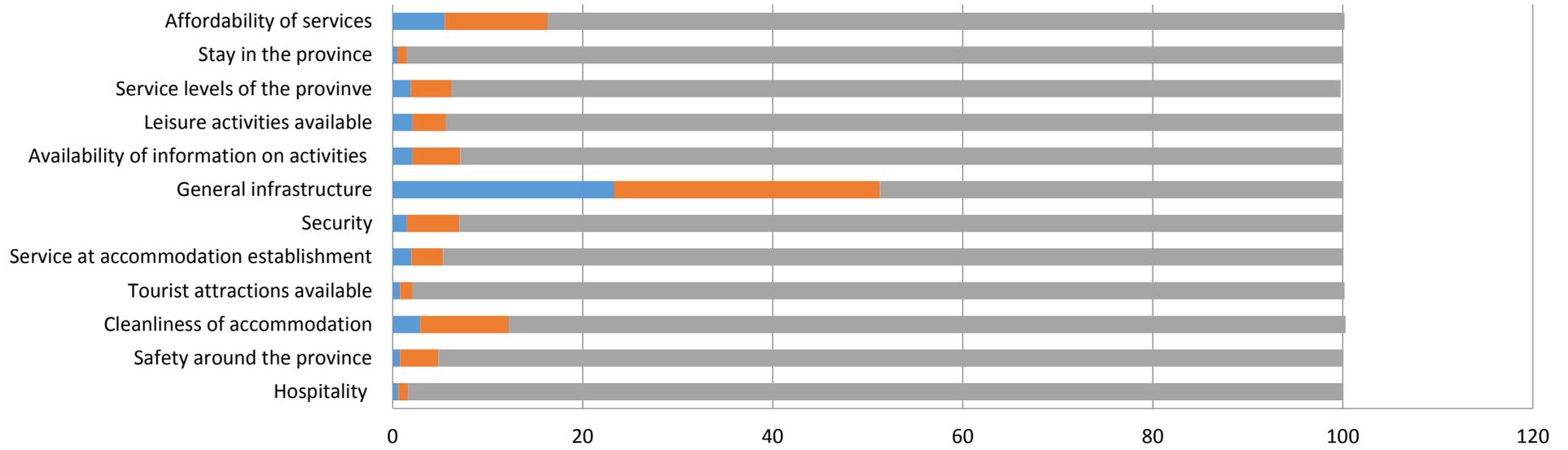
The influence may be done up front through making the necessary information accessible to potential tourists in order to make a positive decision to travel.

This is important for Mpumalanga as the majority of tourists indicated that they made their own travel arrangements and so there may be a possibility that these tourists went through a decision-making process. As a result, they might have needed information in making a decision to visit Mpumalanga or to travel there. Therefore, Mpumalanga destination management need to understand decision-making process in order to know when to intervene in the process.

### **5.2.3 Descriptive statistics: tourist satisfaction in Mpumalanga**

SA Tourism measures tourists' satisfaction using different factors, such as hospitability and friendliness of people, general infrastructure of the country, service levels, value for money, safety and security, availability of information regarding the destination and activities, accommodation, public transport, domestic flights, customs and immigration (SA Tourism, 2014:66). Tourist satisfaction results are illustrated in Figure 5.14.

## Tourist satisfaction



N = 400

	Hospitality	Safety around the province	Cleanliness of accommodation	Tourist attractions available	Service at accommodation establishment	Security	General infrastructure	Availability of information on activities	Leisure activities available	Service levels of the province	Stay in the province	Affordability of services
■ Dissatisfaction	0.6	0.8	2.9	0.8	2	1.5	23.3	2.1	2.1	1.9	0.5	5.5
■ Neutral	1	4	9.3	1.3	3.3	5.5	28	5	3.5	4.3	1	10.8
■ Satisfaction	98.5	95.3	88.1	98.1	94.8	93.1	48.8	92.8	94.5	93.6	98.6	83.9

**Figure 5.13: Tourist satisfaction of respondents visiting Mpumalanga**

From the results indicated in Figure 5.14, it is clear that the majority (98.6%) of respondents enjoyed their overall stay in the province. Hospitality within the province was the second highest (98.5%) rated satisfaction item. However, fewer than half of the respondents (48.8%) were satisfied with the general transport (road) infrastructure in the province. Thus, except for general infrastructure (only 48.8% were satisfied), 80% to 99% of the respondents were satisfied with all the other identified satisfaction items. Tourist satisfaction remains an important goal for both tourists and destination management. This information could therefore enable Mpumalanga to understand how its tourists feel about different items at their destination, and management should keep track of what needs to be improved and what has improved. Tourist satisfaction may increase the number of visits to the province through word of mouth which could lead to the province achieving economic benefits by more visits.

#### **5.2.4 Descriptive statistics: benefits sought by tourists**

Questions relating to benefits sought aimed to determine the benefits tourists might have experienced or in which they had an interest and deemed important during their trip to Mpumalanga. The nine benefits as guided by literature were: spending time with family, social bonding, relaxation, natural environment, outdoor adventure, history, culture, escape and learning were rated with each benefit having 3 to 4 items. A seven-point Likert-type scale was used. Items were collapsed into three categories for interpretation. Therefore, ratings of 1, 2 and 3 were collapsed into one category, 4 formed a category on its own and ratings of 5, 6 and 7 were collapsed into the last category. In this section, a basic profile of tourist-based benefits is given and further analysis and discussion of benefits sought as well as their relevance to previous studies can be found in section 5.3.3 of the factor analysis section.

### 5.2.4.1 Spending time with family

Spending time with family was the first and one of the benefits rated to determine whether respondents experienced it or not. Figure 5.15 illustrates the results for this benefit.

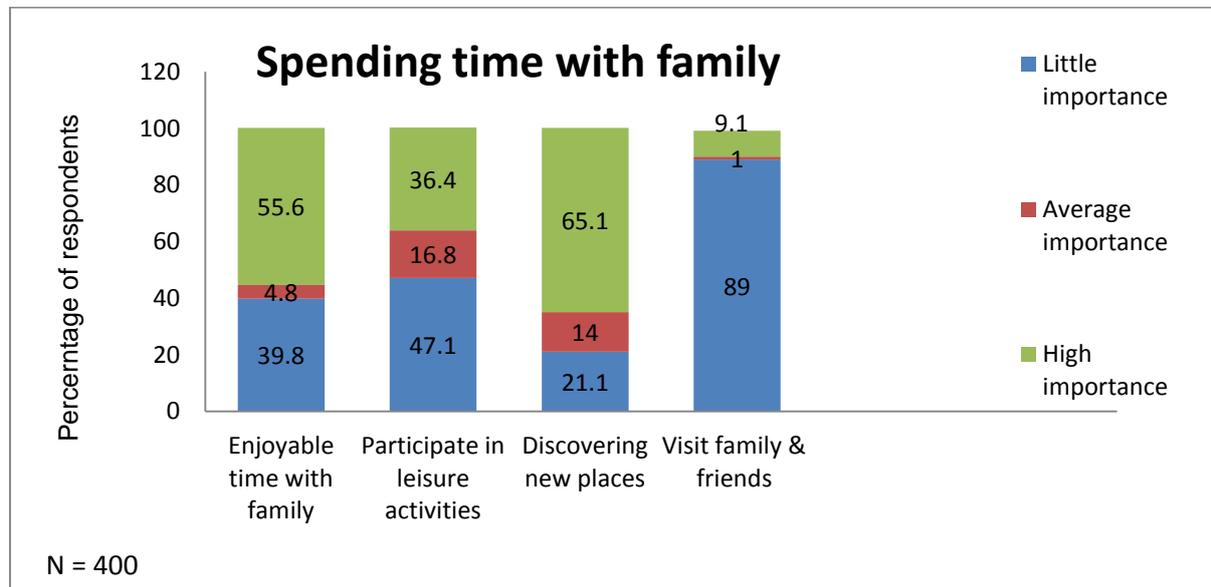


Figure 5.14: Spending time with family

The majority of respondents (65.1%) indicated discovering a new place to be of high importance to them; therefore, the benefit was experienced by them. Just over a half of the respondents (55.6%) indicated that an enjoyable time with family during this trip was of high importance, and 89% indicated that visiting friends and family was of little importance for their holiday. It may be assumed that the market of Mpumalanga is purely a tourist market, as it was not important to visit friends and family during this holiday, but rather to discover a new place while enjoying some time with the family. Therefore, it could probably be assumed that when travelling with family, an enjoyable time and discovering new places are the key benefits to be sought.

### 5.2.4.2 Social bonding

Social bonding, the second benefit, was measured by interactions respondents deemed as important. For this question, the scores were collapsed as follows: scores 1, 2 and 3 were collapsed into a 'not important category', score 4 was 'moderately important' and scores 5, 6 and 7 were collapsed into a 'very important' category. The results are illustrated in Figure 5.16.

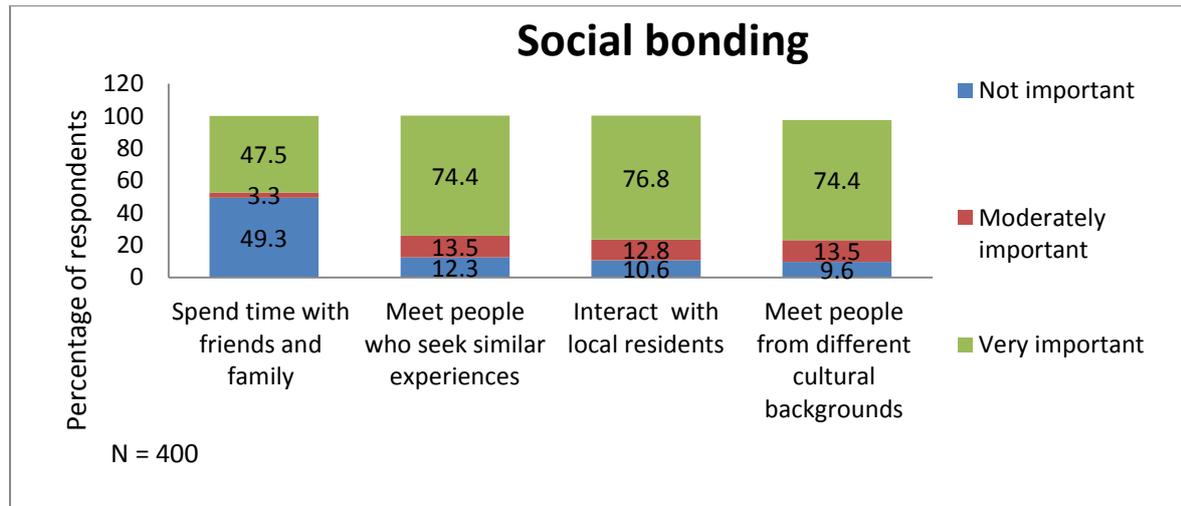


Figure 5.15: Social bonding

It is evident from Figure 5.16, that interacting with local residents (76.8%) was indicated as the most important activity. Meeting people from different cultural backgrounds was also important for respondents (74.4%). Spending time with friends and family was only rated as important amongst 47.5% of the respondents. It may be possible that social bonding does not necessarily have to involve those you know, but that what is valued is rather the interaction and exposure to a different way of life. Therefore, it appears that discovering new things at a new place may be the underlying benefit.

### 5.2.4.3 Relaxation

Relaxation was the third measured benefit tourists sought while on holiday in Mpumalanga. Respondents were asked to indicate the level of the benefit they experienced during their stay in Mpumalanga. The results are presented in Figure 5.17.

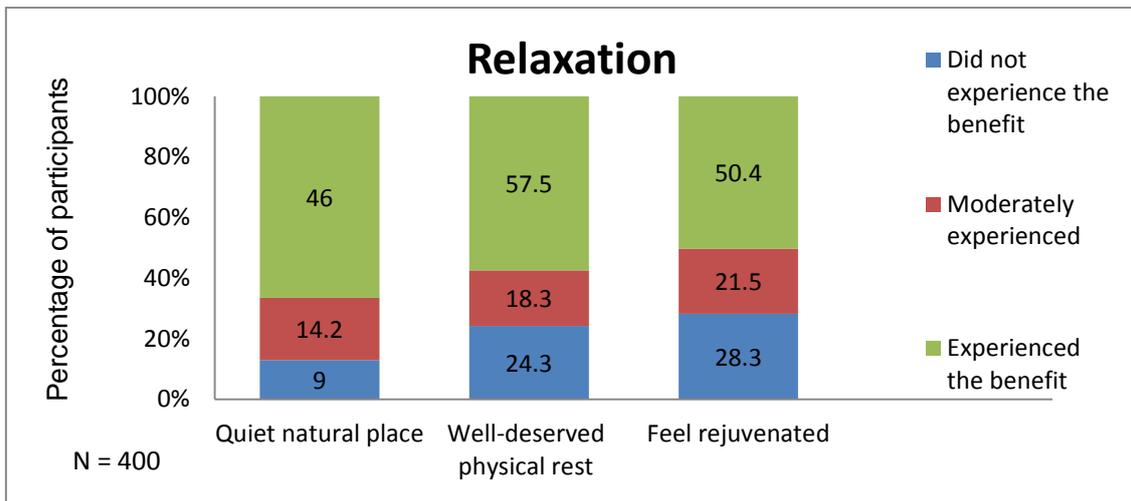


Figure 5.16: Relaxation

From Figure 5.17, it is clear that 57.5% of respondents felt that they had experienced physical rest. Just over half of the respondents (50.4%) indicated that they felt rejuvenated. Relaxing in a quiet and natural place was experienced by 46% of the respondents as a benefit. It seems likely that even though discovering new places, interacting with others and being exposed to different cultures were of importance, doing it in balance with resting may be necessary while going on holiday.

### 5.2.4.4 Natural environment

Respondents were asked to rate the natural environment as the fourth benefit. Pleasant weather, driving along scenic routes and spending time in a natural environment were used to measure this concept. The results are presented in Figure 5.18.

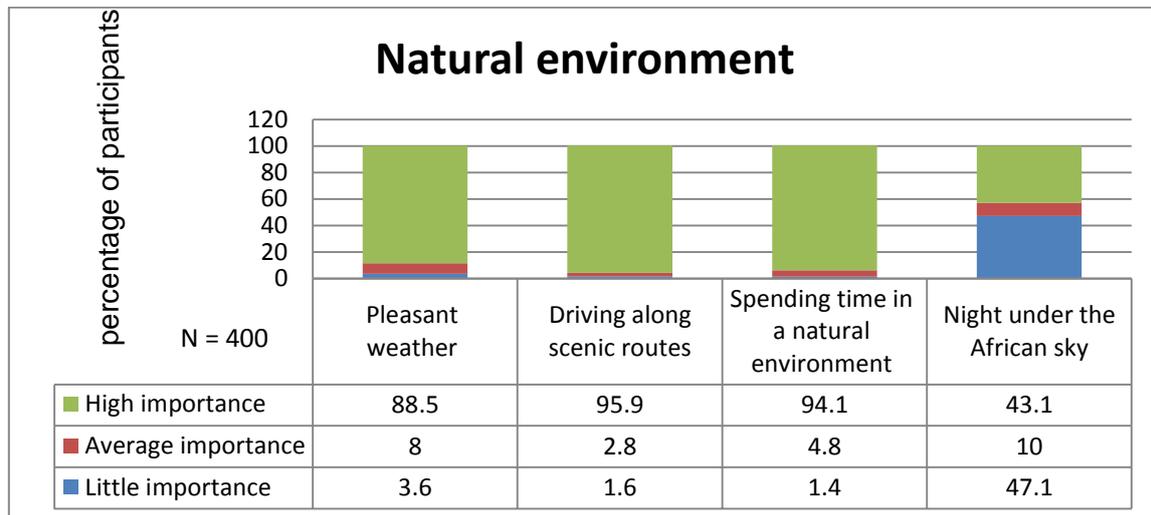


Figure 5.17: Natural environment

According to Figure 5.18, 95.9% of the respondents indicated that driving along the scenic routes was of high importance, followed by 94.1% respondents indicating that spending time in a natural environment and 88.5% indicating that pleasant weather was of importance. This probably indicates that nature is an important benefit while visiting Mpumalanga; therefore, it may be of value to incorporate nature within the core brand values identified by the province. However, only 43.1% of the respondents indicated that experiencing ‘spending a night under the African sky’ was of high importance; therefore, indicating that it is not necessary to emphasise this benefit.

### 5.2.4.5 Outdoor adventure

Outdoor adventure was the fifth benefit measured in this study. Respondents were asked to rate the importance of different statements measuring outdoor adventure, and the results are illustrated in Figure 5.19.

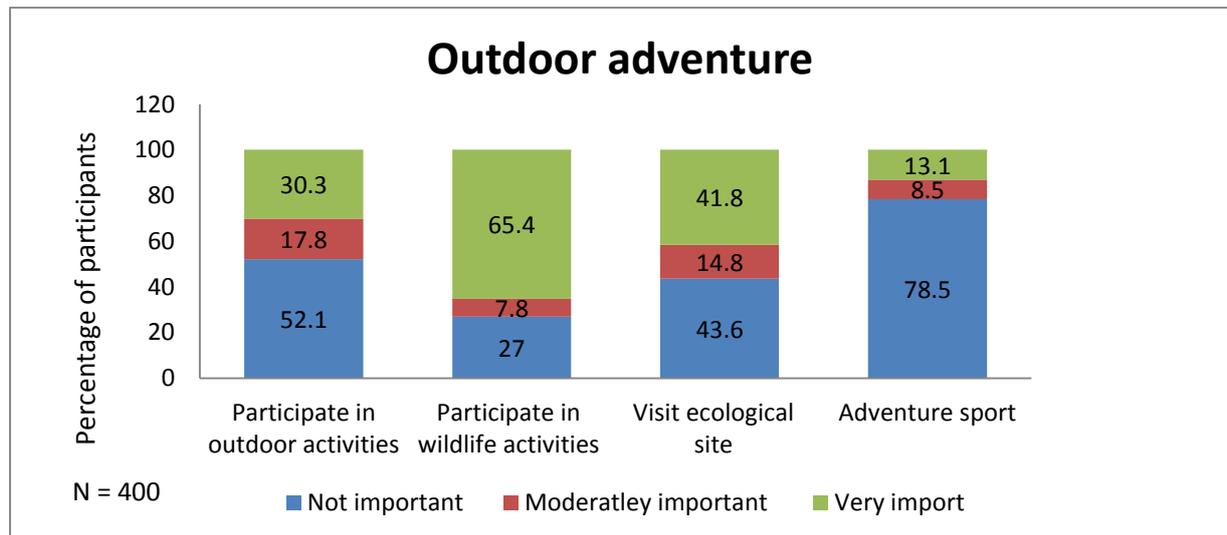


Figure 5.18: Outdoor adventure

Figure 5.19 illustrates the majority of respondents (65.4%) valued participating in wildlife activities as very important. Adventure sport was not an important benefit as the majority of 78.5% respondents rated it as not important. It appears that wildlife activities are of value to tourists visiting Mpumalanga. This therefore distinctly indicates that it is perhaps of value to break down a benefit in order to see specifically which item tourists value within that benefit as results have indicated in Figure 5.16.(Social bonding)

### 5.2.4.6 History

The concept 'history' was one of the benefits investigated in this study. Figure 5.20 illustrates the level of importance respondents attached to history as a benefit during their trip to Mpumalanga.

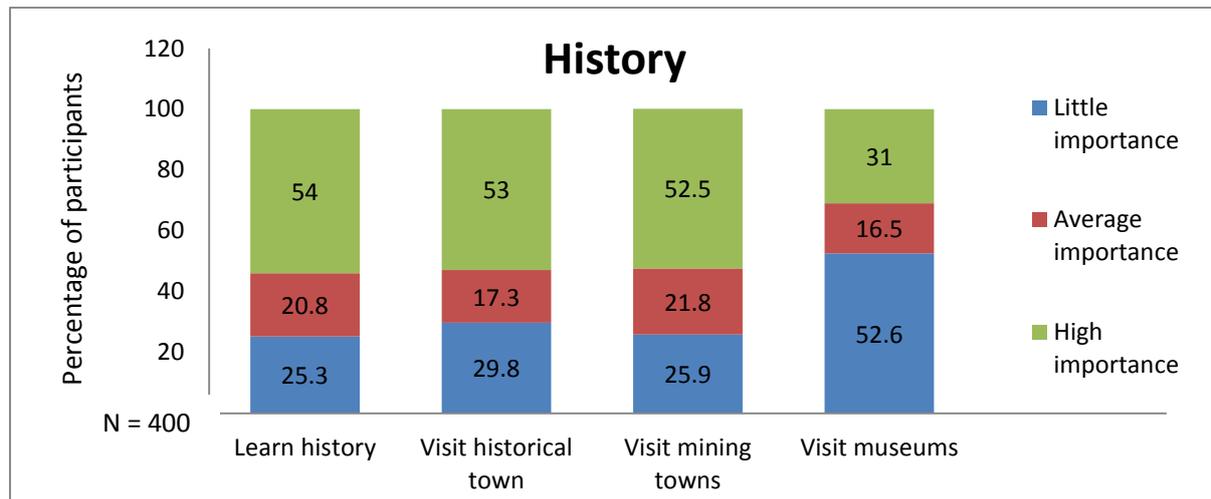


Figure 5.19: History

Just over half of the respondents (54%) attached high importance to learning about the history of the province, visiting historical towns and visiting mining towns (52.5%). Visiting museums was of little importance to 52.6% of the respondents. These results suggest that historical towns as well as mines are of value in Mpumalanga's historical product offering experiential and creative experiences; thus, it is imperative to sustain such attractions.

### 5.2.4.7 Culture

Culture is the seventh benefit sought while travelling. Respondents were requested to evaluate three benefit statements included under the construct 'culture', and the results are illustrated in Figure 5.21.

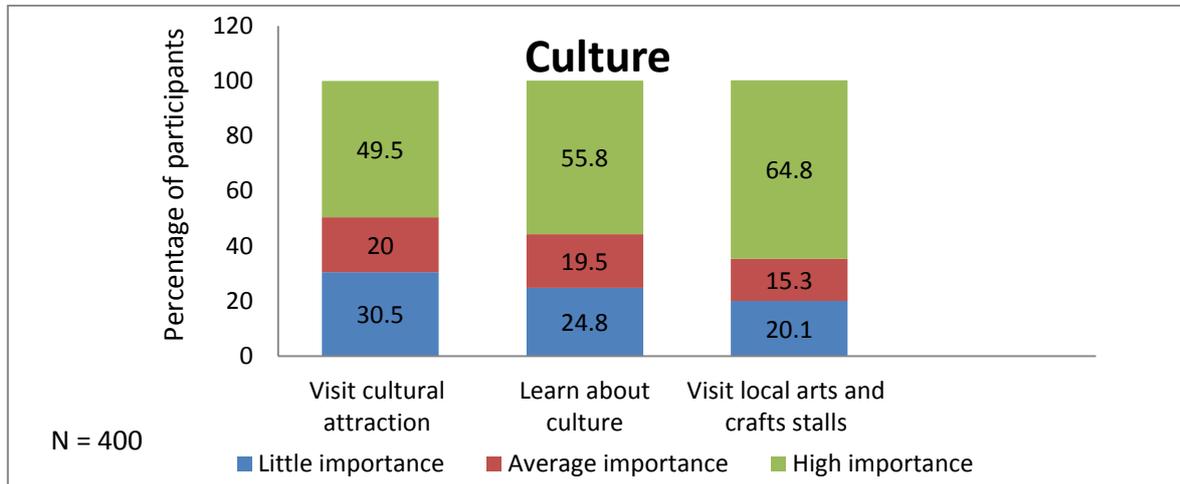


Figure 5.20: Culture

Most of the respondents (64.8%) indicated that it was of high importance to visit local arts and crafts stalls. The second highest culture benefit perceived to be of high importance was learning about culture (55.8%). Visiting a cultural attraction was perceived as of little importance by almost a third of the respondents. Local arts and crafts seemed to be of importance when tourists consider culture as a benefit. It is also important to take note of learning as it appeared that, be it in history or culture, learning was sought after by the participants visiting Mpumalanga. This finding may suggest that opportunities for learning may be valuable to tourists who visit Mpumalanga, more especially learning about local culture and historical places.

### 5.2.4.8 Escape

Escape was listed as the eight benefit, and it is one of the benefits reported in existing literature as well. It was important to rate this benefit, which focused on getting away, change in daily routine, everyday life and busy work life. The results are presented in Figure 5.22.

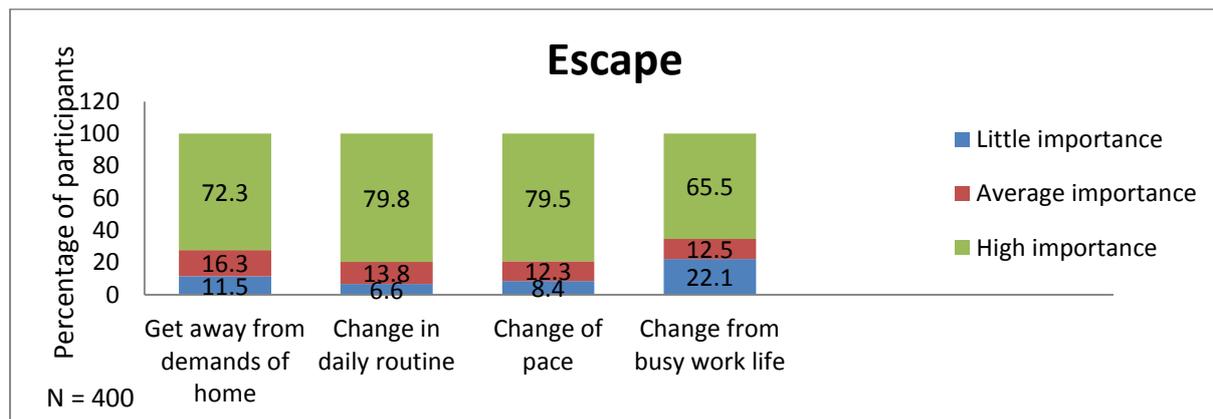


Figure 5.21: Escape

Almost 80% of the respondents indicated that they attached a high importance to a change in their daily routine. A change in pace (79.5%) and getting away from the demands of home (72.3%). Escape rated fairly well, as all items ranged between 65% and 79%, therefore indicating that escape may be the most sought-after benefit for tourists visiting Mpumalanga, which may be a necessity to be incorporated in marketing messages, especially for domestic tourists (refer to section 5.6).

### 5.2.4.9 Learning

Learning, the ninth and last benefit, was measured by questions about increasing one's knowledge, learning about heritage, wildlife as well as nature. The results are illustrated in Figure 5.23.

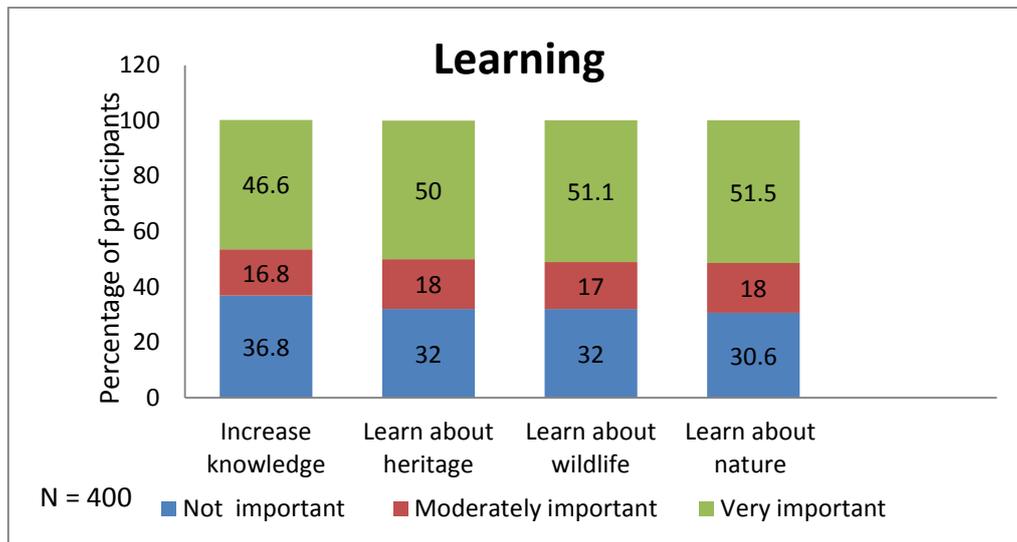


Figure 5.22: Learning

All the benefit statements measuring learning had similar distribution of respondents who considered it as very important ranging between 46% and 51%. Interestingly, increasing general knowledge rated fairly low compared to other measured items under learning. This finding suggests that tourists may not want to indicate that they necessarily want to increase their general knowledge as they are rather specific about what they want to learn. Therefore, learning appeared to be of a specific nature while visiting a destination such as Mpumalanga.

#### 5.2.4.10 Attractions visited

Attractions visited while at the destination were measured on a yes or no nominal scale. Figure 5.24 illustrates attractions respondents visited while on holiday in Mpumalanga.

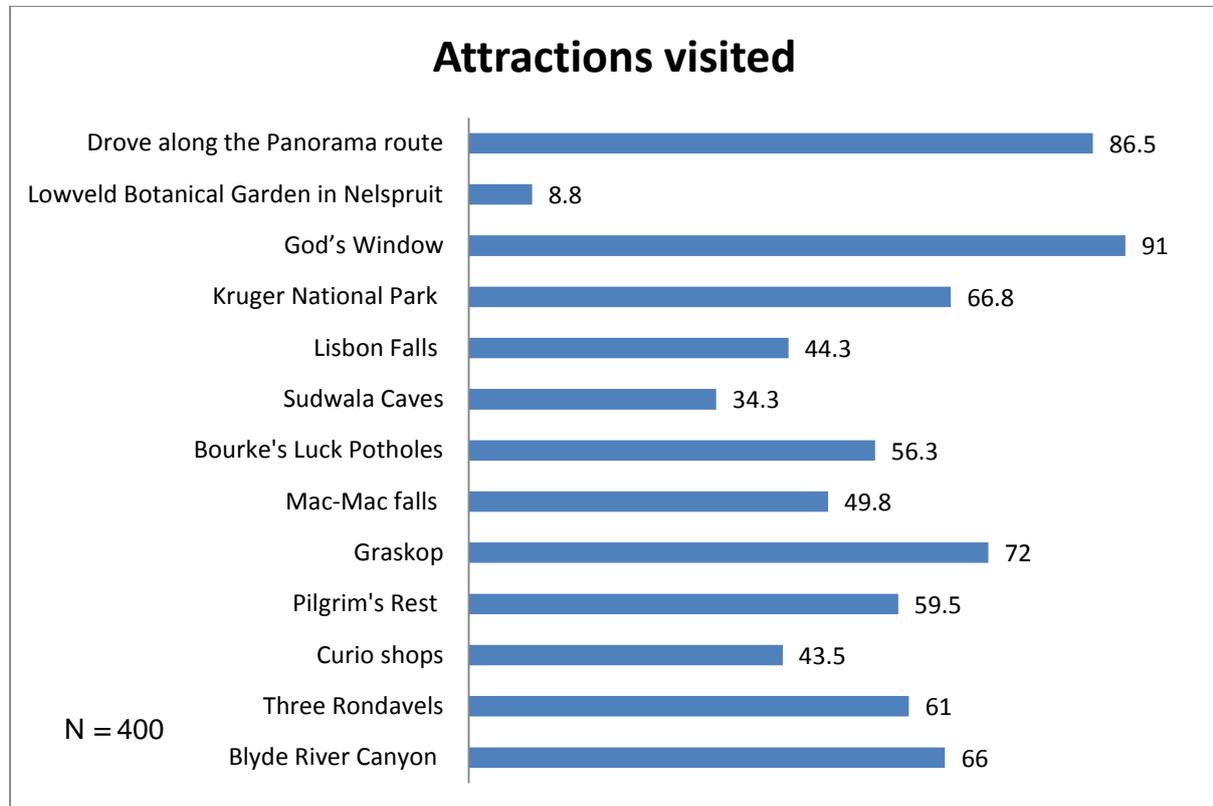


Figure 5.23: Attractions visited

An overwhelming 91% of the respondents visited God's Window. The Panorama route was the second most visited attraction (86.5%). The third most visited attraction (72%) was the town of Graskop. It is interesting to note that the KNP was only visited by 66.8% of the respondents. This is contrary to the SA Tourism listing where the Kruger National Park is listed as the top attraction in Mpumalanga (SA Tourism, 2016:1). It seems for this particular group of respondents Kruger National Park was not the major drawing attraction but rather the above-mentioned attractions. Perhaps it might be useful when planning marketing campaigns to emphasise these top three visited attractions.

#### 5.2.4.11 Participation in activities

The last question in section D requested respondents to indicate the activities in which they participated whilst there with a yes or no answer. Figure 5.25 presents results to this question.



Figure 5.24: Participating in activities

The majority of respondents (66.5%) indicated that they participated in a game drive as an activity. The second most participated activity was hiking trails, as 28% respondents indicated that they had participated in hiking. Birdwatching was the third highest activity undertaken, as 19.8% indicated that they went birdwatching. Based on this information, the province may categorise their tourists according to the activities in which they participate as the game driving market, the hiking market as well as avi-tourism could benefit. Such findings may provide Mpumalanga with possible options to categorise tourists who visit the province according to these activities.

### **5.3 EXPLORATORY FACTOR ANALYSIS**

The purpose of the second stage of data analysis was to establish whether each of the set of items corresponding to travel behaviour, tourist satisfaction and benefits sought forms a unidimensional construct, which could be used in subsequent analysis. The reliability of each construct, as formed by the factor analysis, will also be determined. An exploratory factor analysis (EFA) was conducted using principal axis factoring extraction and promax rotation to determine the unidimensionality of the factors for each subdivision in the questionnaire (refer to Annexure A: Questionnaire, sections B, C and D).

The results of the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy for travel behaviour (section B1 & B2 of the questionnaire) were 0.591 and 0.668 respectively and the Bartlett test of sphericity values were significant ( $p = 0.0000$ ). For tourist satisfaction (section C1 of the questionnaire), the KMO measure of sampling adequacy was 0.875 and the Bartlett's test of sphericity reached a significance value of 0.0000. Section (D1 to D9 of the questionnaire) benefits sought during their stay indicated appropriateness of the correlation factor matrix for further factor analysis as the Bartlett's test of sphericity indicated statistical significance (all  $p$ -values equal to 0.000) and the KMO measure of sampling adequacy ranged between 0.611 and 0.809.

Therefore, all the KMO values exceeded the recommended minimum value of 0.5 (Kaiser, 1970; Kaiser, 1974) and the Bartlett's test of sphericity (Bartlett, 1954) indicated statistical significance at  $p < .001$ , supporting the factorability of the correlation matrix for travel behaviour, tourist satisfaction and benefits sought.

The EFA as well as reliability results of travel behaviour (section 5.31), tourist satisfaction (section 5.32) and benefits sought (section 5.33) are discussed next in the sections as indicated.

#### **5.3.1. Travel behaviour**

The travel behaviour of tourists visiting Mpumalanga was determined by information sources consulted (traditional and online marketing sources) and travel planning prior to their visit.

### 5.3.1.1 Information sources consulted

In the first part of this sub section, traditional marketing sources consulted are discussed, followed in the second part by online information sources. Table 5.2 presents the factor analysis results and reliability statistics for the traditional marketing sources that were consulted while planning for their trip.

**Table 5.2: Traditional marketing sources**

Factor items		Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 1 (Traditional marketing source TMR1)</b>			0.671	41.772
b.	I am likely to purchase a travel magazine with information related to a destination I am planning to visit (e.g. Mpumalanga).	0.697		
d.	I collected travel brochures about Mpumalanga to read about the product offerings.	0.846		
<b>Factor 2 (Traditional marketing source TMR2)</b>			0.741	17.216
a.	While planning my trip, I consulted a travel agent for my destination-related information.	0.815		
c.	I consulted with my friends and family who have visited the province before.	0.627		

The results in Table 5.2 show that two extracted factors were obtained based on the Kaizer eigenvalue criterion (eigenvalues greater than 1), and the extracted factors cumulatively explained 58.988% of the variance. Table 5.2 indicates that factor 1 (0.671) and factor 2 (0.74) demonstrated acceptable internal consistency as illustrated by the Cronbach's alpha coefficients. Although factor 1 had a Cronbach's alpha value of less than 0.7, values above 0.6 are deemed acceptable in exploratory research (Hair, Black, Babin, Anderson & Tatham, 2006:137).

The factor analysis results for online information sources are illustrated in Table 5.3.

**Table 5.3: Online information sources**

Factor items		Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 1 online marketing sources</b>			0.771	36.187
a.	I read blogs of previous visitors to find out more about the destination.	0.671		
d.	I read about Mpumalanga and related activities on the social media (Facebook/Twitter/Instagram).	0.365		
e.	I spent time reading other tourists' reviews (example reviews on TripAdvisor)	0.894		
f.	I watched video clips about Mpumalanga on YouTube.	0.768		
<b>Factor 2 online websites</b>			0.715	17.147
b.	I read about Mpumalanga on the destination website www.MTPA.com.	0.787		
c.	I read about Mpumalanga on the South African Tourism destination website www.southafrica.net.	0.751		

As can be seen in Table 5.3, the analysis revealed that the set of items were not unidimensional as two factors were extracted based on the Kaizer eigenvalue criterion (eigenvalue greater than 1). Factor 1 explained 36.187% of the variance in the factor space while factor 2 only explained 17.147%. Using Cronbach's alpha, the internal consistency (reliability) was found to be 0.771 for factor 1 (online marketing sources) and 0.715 for factor 2 (online websites). As these values were above the acknowledged threshold of 0.7, it was deemed satisfactory.

Descriptive statistics for travel behaviour of tourists while planning their trip to Mpumalanga are reflected in Table 5.4. This table shows measures of central tendency, the standard of deviation as well as skewness and kurtosis measures. Factor-based scores were subsequently calculated as the mean score of the variables included for all four factors.

**Table 5.4: Descriptive statistics of information sources consulted**

Descriptive statistics of information sources consulted while planning the trip	Valid number	Mean	Median	Std. deviation	Skewness	Kurtosis
Traditional marketing sources1	400	2.84	2.50	2.12	.85	-.66
Traditional marketing sources2	400	1.67	1.00	1.39	2.42	5.35
online_websites	400	1.41	1.00	1.16	3.3	10.98
online_marketsources (YouTube, blogs, etc.)	397	3.05	3.00	1.74	0.3	-1.13

Online marketing sources (blogs, TripAdvisor, YouTube as well as other social media) were the most consulted while planning a trip to Mpumalanga, as the mean score was 3.05 while the dispersion of scores around the mean was 1.74. Traditional marketing sources1 were the second most used information source (mean score = 2.84) and the standard deviation was 2.12, while online websites were the least consulted information sources (mean score = 1.41) and the standard deviation was 1.

This information might be useful to Mpumalanga Tourism Board as it could guide them in knowing which platform to use for advertising and providing tourism-related information to potential tourists.

Asymmetry and kurtosis values between -2 and +2 are considered acceptable in order to prove a normal univariate distribution (George & Mallery, 2010). Traditional marketing sources2 as well as online websites both had skewness and kurtosis values that were outside the threshold values, thereby indicating that these two constructs were not normally distributed.

Overall, it might also be useful for management to find out which type of information and tools (photographs, video clips) to use in online marketing sources in order to update and improve the destination's website or to market the destination's website using online marketing sources.

### 5.3.1.2 Travel planning

Table 5.5 illustrates the factor loadings, variance explained and the measure of internal consistency for travel planning.

**Table 5.5: Travel planning**

	Factor items	Factor loading	Cronbach's alpha	Variance explained (%)
			0.738	49.146
b.	Indicate the likelihood that you will purchase an all-inclusive package from a travel agent.	0.801		
c.	Did you choose Mpumalanga because it is a popular tourism destination?	0.494		
d.	Did you travel to Mpumalanga because it is a new tourist destination to you?	0.795		

The items form a unidimensional construct as only one factor was extracted based on the eigenvalue greater than 1, which explained 49.146% of the variance in the factor space. One item 2a (Did you organise your own trip?) loaded negatively (-0.669) on the factor 'travel planning' and the set of items resulted in a very small negative Cronbach's alpha. If item a was not included, the Cronbach's alpha value was found to be 0.738. This item was therefore eliminated from further analysis because of the negative loading.

Descriptive statistics relating to travel behaviour are given next. Factor-based scores were subsequently calculated as the mean score of the variables included for travel planning.

**Table 5.6: Descriptive statistics of travel planning**

Travel planning 2	Valid number	Mean	Median	Std. deviation	Skewness	Kurtosis
Travel planning 2	400	4.28	4	1.82	0.101	-1.03

As indicated in Table 5.6, respondents considered their travel well before visiting Mpumalanga as the travel planning 2 mean score is 4.28.

Travel planning 2 items had a near normal distribution as the mean and median were relatively close. This was also supported by the skewness and kurtosis values (both values were within the -2 to +2 range). This finding suggests that tourists go through a process of decision-making whereby they consider different items such as how to book their holiday, why they visit a destination as we have seen with the factor items under the construct ‘travel planning’. Therefore, this information may help MTPA in knowing which type of information to make available to potential tourists, for example, by providing lists of reputable travel agents who sell packages of Mpumalanga and also provide reasons why tourists should visit Mpumalanga.

### 5.3.2 Tourist satisfaction

Twelve tourist satisfaction items were subjected to EFA. The analysis of these items showed that they did not form a unidimensional construct as two factors were extracted based on the Kaizer eigenvalue criterion of eigenvalue greater than 1.

**Table 5.7: Tourist satisfaction**

Factor items	Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 1 (Tourist satisfaction1)</b>		0.898	47.83
b. How satisfied are you with the safety around the province?	0.665		
d. How satisfied are you with the number of tourist attractions available in Mpumalanga?	0.723		
f. How satisfied are you with the security around the province?	0.743		
h. How satisfied are you with the availability of information about activities in Mpumalanga?	0.803		
i. How satisfied are you about the availability of leisure activities?	0.886		
j. How satisfied are you with the overall service levels in the province?	0.757		
l. How satisfied are you with the affordability of services (e.g. cost of attractions) around the province?	0.703		

Factor items	Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 2 (Tourist satisfaction2)</b>		0.79	8.432
a. How satisfied are you with the hospitality you have received?	0.547		
c. How satisfied are you with the cleanliness of the accommodation?	0.757		
e. How satisfied are you with the service offered by the accommodation establishment?	0.786		
g. How satisfied are you with the general infrastructure (e.g. roads) around the province?	0.62		
k. Are you satisfied with your stay in Mpumalanga?	0.712		

The results in Table 5.7 illustrate factor 1, which explains 47.83% of the variance while factor 2 explains 8.43% of the variance in the factor space. Factor 1 relates with the safety and security, information of the destination, availability of leisure activities and affordability, while factor 2 includes services available at the accommodation establishment and the hospitality in Mpumalanga. Both these factors were reliable as the Cronbach's alpha coefficient value was 0.898 for factor 1 and 0.79 for factor 2. Descriptive statistics relating to tourist satisfaction are given in Table 5.8. Factor-based scores were subsequently calculated as the mean score of the variables included for the two factors.

**Table 5.8: Descriptive statistics of tourist satisfaction**

Tourist satisfaction constructs	Valid number	Mean	Median	Std. deviation	Skewness	Kurtosis
<b>Tourist satisfaction1</b>	400	5.89	5.8	0.81	-0.93	3.05
<b>Tourist satisfaction2</b>	397	6.25	6.42	0.82	-1.80	6.07

Respondents were mostly satisfied with tourist satisfaction2: hospitality they have received, the cleanliness of the accommodation, service offered by the accommodation establishment and the general infrastructure (e.g. roads) around the province and their stay in Mpumalanga, as the mean score was a high 6.25.

The two tourist satisfaction constructs did not follow a normal distribution as the kurtosis values for both were outside the acceptable range of -2 and +2.

Satisfaction is very important for both tourists and destination managers. This information may assist Mpumalanga Tourism Board to know which items matter in terms of tourists' satisfaction. Continued attention should be given to such items to ensure that satisfaction is continuously improved. In knowing with which items tourists are less satisfied, the province has an opportunity to explore ways to improve such items in order to increase satisfaction.

### 5.3.3 Benefits sought by tourists

A total of nine benefits were measured in section D of the questionnaire. Initial factors and items were derived from the literature. Each of the nine factors had between three and four items each. The factor loadings, variance explained and measure of internal consistency for benefits tourists sought when visiting Mpumalanga are presented in Table 5.9.

**Table 5.9: Benefits sought when visiting Mpumalanga**

	Factor items	Factor loading	Cronbach's alpha	Variance explained (%)
	<b>Factor 1: spending time with loves ones</b>		0.685	41.607
b.	Family engaged in leisure activities during our stay	0.848		
a.	Family had an enjoyable time during this holiday	0.842		
c.	Interested in discovering new places	0.360		
d.	Important to visit family and relatives during my stay in Mpumalanga	0.326		
	<b>Factor 2: social bonding</b>		0.717	66.694
d.	Important to meet people from different cultural backgrounds	0.946		
c.	Important to interact with the local residents during your holiday	0.940		
b.	Interested to meet people who seek similar holiday experiences	0.926		
	<b>Factor 3: relaxation</b>		0.899	76.049
c.	Feel rejuvenated after this visit	0.941		
b.	Enjoy a well-deserved physical rest	0.936		
a.	Relax in a quiet natural environment	0.722		

	Factor items	Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 4: natural environment</b>			0.828	50.078
c.	Interested in spending time in a natural environment	0.940		
b.	Interested in driving along the scenic routes across the escarpment of Mpumalanga (e.g. Panoramic scenic route)	0.799		
a.	Mpumalanga is a tourism destination that offers pleasant weather	0.680		
<b>Factor 5: outdoor adventure</b>			0.71	39.133
a.	Important to participate in outdoor activities during this trip (e.g. hiking)	0.758		
c.	A visit to a natural ecological site was important (e.g. Sudwala Caves)	0.653		
b.	Important to participate in wildlife-related activities (e.g. bush walk)	0.582		
d.	Participating in adventure sport was important (e.g. bungee jumping)	0.475		
<b>Factor 6: history</b>			0.874	65.824
b.	Important to travel to different historical towns in Mpumalanga (e.g. Pilgrim's Rest)	0.893		
a.	Interested to learn about the history of Mpumalanga	0.884		
c.	Important to travel to different mining towns (e.g. Graskop) during stay	0.799		
d.	Important to visit some of the museums in Mpumalanga (e.g. Jock of the Bushveld )	0.645		
<b>Factor 7: culture</b>			0.919	79.459
b.	Keen to learn about new cultures while on holiday	0.941		
a.	Interested to visit a cultural attraction during this holiday (e.g. cultural village)	0.899		
c.	Important for you to visit local arts and crafts stalls while on holiday	0.831		
<b>Factor 8: escape</b>			0.905	74.107
c.	Experience a change of pace from my everyday life.	0.964		
b.	To experience a change in my daily routine	0.906		
a.	Get away from the demands of home	0.849		
d.	Experience a change from a busy work life	0.703		

Factor items		Factor loading	Cronbach's alpha	Variance explained (%)
<b>Factor 9: learning</b>			0.959	85.413
d.	Important to learn about nature during trip	0.942		
a.	Important to increase your knowledge during this holiday	0.926		
b.	Important to learn about the heritage of the province	0.925		
c.	Important to learn about wildlife during trip	0.903		

Table 5.9 illustrates that for each benefit, only one factor was extracted. The analysis confirmed unidimensionality for the 'spending time with loved ones', 'social bonding', 'relaxation', 'natural environment', 'outdoor adventure', 'history', 'culture', 'escape' and 'learning' constructs, as the analysis identified only one factor based on the eigenvalue criterion (eigenvalue greater than 1). One item D4d ('spending a night surrounded by the sound of an African night was important to me') loaded on the factor natural environment with a factor loading of 0.520 and the set of items resulted in a small negative Cronbach's alpha. If item *d* was not included, the Cronbach's alpha value increased to 0.828, and therefore this item was eliminated from further analysis. Using Cronbach's alpha, the internal consistency (reliability) for all the factors as indicated in Table 5.9 was found to be above 0.70, which is at the acknowledged threshold.

Descriptive statistics regarding the benefits respondents sought are given next in Table 5.10. Factor-based scores were subsequently calculated as the mean score of the variables included all nine benefit factors.

**Table 5.10: Benefits respondents sought while visiting Mpumalanga**

Benefits	Valid number	Mean	Median	Std. deviation	Skewness	Std. error of skewness	Kurtosis	Std. error of kurtosis
Spending time with family	399	3.55	3.75	1.58	0.20	0.12	-0.83	0.24
Social bonding	400	5.12	5.5	1.44	-0.56	0.12	-0.13	0.24
Relaxation	400	5.10	5	1.55	-0.44	0.12	-0.55	0.24
Natural environment 2	400	5.75	5.67	1.05	-0.56	0.12	0.67	0.24
Adventure	400	3.53	3.5	1.56	0.00	0.12	-0.73	0.24
History	400	4.49	4	1.58	0.07	0.12	-0.86	0.24
Culture	400	4.93	5	1.62	-0.23	0.12	-0.99	0.24
Escape	400	5.59	6	1.43	-0.84	0.12	0.09	0.24
Learning	400	4.71	4.5	1.69	-0.04	0.12	-1.04	0.24

Considering in Table 5.10 the mean scores of the different benefits tourists sought while visiting Mpumalanga, it was clear that the benefit 'natural environment' was highly sought after, as the level of benefit experienced was 5.75, followed by the escape benefit of 5.59. The benefit, 'spending time with family', was not specifically sought after for this particular holiday as the benefit value was only 3.75. The benefit, 'natural environment' therefore is a factor of value to define tourists who visit Mpumalanga. All the benefits had coefficients for asymmetry and kurtosis between -2 and +2 and are therefore considered acceptable to be considered to follow a normal univariate distribution (George & Mallery, 2010). The nine benefit factors indicate that respondents sought different benefits while visiting Mpumalanga. Also, the literature on benefit segmentation consistently reports the above-mentioned nine factors (Almeida et al., 2014:10; Dong et al., 2013:188; Frochot, 2005:340; Jang et al., 2002:371; Kim et al., 2011:41; Molera & Albaladejo, 2007:76; Rudež et al., 2013:142).

The inferential statistics applied in this study are discussed in the following section, 5.4.

## 5.4 INFERENCE STATISTICS

This section links stage three to the second secondary objective of the study (see 5.1) to determine whether statistically significant differences exist between the groups as identified by the categories of the demographic characteristics (gender, age group, residential origin and education) with regard to travel behaviour prior to visit (traditional and online information sources consulted, travel planning), tourist satisfaction and benefits sought. Both parametric and non-parametric tests, namely the Student t-test, the Mann–Whitney test as well as ANOVA and Kruskal–Wallis tests were applied. The differences between age groups are discussed next.

### 5.4.1 Age group differences

The Student t-test for independent groups was applied to determine whether statistically significant differences existed between the mean scores of the two age groupings (18–24 years and 25–65 years) with regard to travel behaviour prior to the visit, tourist satisfaction and benefits sought.

The following hypotheses were defined:

**Null hypothesis:** There exists no statistically significant difference between the 18–24 years of age and the 25–65 years of age groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

**Alternative hypothesis:** There exists a statistically significant difference between the 18–24 years of age and the 25–65 years of age groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

Table 5.11 provides a comparison between the two age groups in terms of travel behaviour prior to visit, tourist satisfaction and benefits sought. The level of significance is also indicated in Table 5.11. A 5% level of significance was used. The mean values per age group are also presented in Table 5.11.

**Table 5.11: Comparison between the two age groups in terms of travel behaviour prior to visit, tourist satisfaction and benefits sought**

Constructs	18–24		25–65		Levene's Test for Equality of Variances		t-test for equality of means		
	Mean	Std. dev	Mean	Std. dev	F	Sig.	t	df	Sig. (2-tailed)
Traditional marketing sources1	3.69	2.63	2.61	1.90	51.315	.000	4.293	398	.000 ***
Traditional marketing sources2	1.39	.87	1.73	1.49	17.159	.000	-2.047	398	.041 **
online_websites	1.67	1.47	1.33	1.05	15.028	.000	2.456	398	.014 **
online_marketsources	4.26	1.69	2.72	1.60	.113	.737	7.753	395	.000 ***
Travel_planning2	5.60	1.49	3.91	1.73	.734	.392	8.333	398	.000 ***
Tourist_sat1	6.29	.76	5.76	.79	.433	.511	5.480	398	.000 ***
Tourist_sat2	6.58	.77	6.16	.81	1.932	.165	4.236	395	.000 ***
Benefit_spend	2.89	1.55	3.70	1.54	.101	.751	-4.483	397	.000 ***
Benefit_social	5.59	1.18	4.99	1.48	10.371	.001	3.518	398	.000 ***
Benefit_relax	4.68	1.60	5.21	1.51	.632	.427	-2.846	398	.005 ***
Benefit_natenv2	5.99	1.21	5.62	.98	9.203	.003	2.985	398	.003 ***
Benefit_adventure	3.89	1.73	3.43	1.49	4.716	.030	2.463	398	.014 **
Benefit_history	4.92	1.70	4.35	1.52	6.354	.012	2.916	398	.004 ***
Benefit_culture	5.32	1.78	4.83	1.57	6.954	.009	2.523	398	.012 **
Benefit_escape	4.66	1.51	5.84	1.29	1.896	.169	-7.320	398	.000 ***
Benefit_learning	5.21	1.73	4.57	1.65	1.974	.161	3.189	398	.002 ***

\*\*\* Significant at 1% level of significance (p-value- < 0.01)

\*\* Significant at 5% level of significance (p-value- < 0.05)

The results reflected in Table 5.11 indicated that the null hypothesis of equal variances assumed could not be rejected ( $p > 0.05$ ) for the constructs 'online market resources', 'travel planning2', 'tourist satisfaction (1&2)', and for the benefits 'spending time with family', 'relax', 'escape' and 'learning'. The null hypothesis of equal variances assumed was rejected ( $p < 0.05$ ) for 'traditional marketing sources (1&2)', 'online websites', and for benefits 'social bonding', 'natural environment', 'adventure', 'history' and 'culture'.

Furthermore, the appropriate corresponding t-statistic was applied to each construct. The t-test results indicated that statistically significant differences existed between the 18–24 years of age and 25–65 years of age groups, at the 1% level of significance ( $p\text{-value} < 0.01$ ) for traditional marketing sources (1&2), online marketing sources, travel planning2, tourist

satisfaction (1&2), and the benefits spending time with family, learning, social bonding, relaxing in natural environment, history and escape, and at a 5% level of significance ( $p$ -value < 0.05) for online websites, and the benefits adventure and culture.

The mean values in Table 5.11 indicate that the younger generation (18–24 years of age) consulted online marketing sources (mean = 4.26) much more than the respondents between the ages of 25 and 65 (mean = 2.72) while planning their trip. The young generation consulted online market websites (mean = 4.26) much more than respondents between the ages of 25 and 65 (mean = 2.76). The reason for this could be that the young generation is more confident using the Internet when conducting their travel-related information searches. The younger generation (18–24 years of age) considered their travel planning (mean score = 5.60) more possibly as a result of less money available compared to the age group between the ages of 25 and 65 (mean score = 3.91). Both age groups rated satisfaction positively although the young group had a higher mean value 6.58 for tourist satisfaction<sup>2</sup> and 6.29 for tourist satisfaction<sup>1</sup>.

The 18–25 year age group indicated a higher experience level for the benefits adventure, history, culture, 'natural environment', social bonding and learning. For the age group 25–65, the benefits escape, spending time with loved ones, as well as relaxation were sought more than for the younger group.

Gender differences are discussed next.

#### **5.4.2 Gender differences**

The Student t-test for independent groups was also applied to determine whether statistically significant differences existed between males and females with regard to travel behaviour, tourist satisfaction and benefits sought.

The following hypotheses were defined:

**Null hypothesis:** There exists no statistically significant difference between males and females with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

**Alternative hypothesis:** There exists statistically significant difference between males and females with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

Table 5.12 provides a comparison between male and female respondents in terms of travel behaviour prior to visit, tourist satisfaction and each of the benefits sought. The level of significance ( $p < 0.05$ ) is also indicated in Table 5.12.

**Table 5.12: Comparison between gender in terms of travel behaviour prior to visit, tourist satisfaction and benefits sought**

Constructs	Males		Female		Levene's Test for Equality of Variances		t-test for equality of means		
	Mean	Std. dev	Mean	Std. dev	F	Sig.	t	df	Sig. (2-tailed)
Traditional marketing sources1	3.056	2.28	2.64	1.94	11.896	.001	1.974	396	.049 **
Traditional marketing sources2	1.64	1.36	1.68	1.42	.420	.517	-.431	396	.666
online_websites	1.36	1.09	1.46	1.23	2.046	.153	-.865	396	.388
online_marketsources	3.13	1.78	2.97	1.71	.188	.665	.891	393	.374
Travel_planning2	4.40	1.85	4.15	1.78	.375	.541	1.405	396	.161
Tourist_sat1	5.95	.76	5.81	.85	.071	.790	1.746	396	.082
Tourist_sat2	6.30	.72	6.21	.90	1.437	.231	1.040	393	.299
Benefit_spend	3.68	1.64	3.43	1.53	.555	.457	1.567	395	.118
Benefit_social	5.25	1.33	5.00	1.53	4.217	.041	1.691	396	.092
Benefit_relax	5.07	1.52	5.13	1.56	.642	.423	-.372	396	.710
Benefit_natenv2	5.77	1.02	5.62	1.07	.024	.878	1.348	396	.178
Benefit_adventure	3.69	1.50	3.38	1.60	1.015	.314	1.976	396	.049 **
Benefit_history	4.62	1.51	4.35	1.62	.520	.471	1.689	396	.092
Benefit_culture	5.03	1.59	4.83	1.66	.568	.451	1.256	396	.210
Benefit_escape	5.47	1.46	5.69	1.40	.427	.514	-1.519	396	.129
Benefit_learning	4.80	1.66	4.61	1.71	.001	.976	1.106	396	.269

\*\* Significant at 5% level of significance (p-value- < 0.05)

The results from Table 5.12 indicated that the null hypothesis of equal variances assumed could not be rejected ( $p > 0.05$ ) for the constructs traditional marketing source 2, online websites, online marketing sources, travel planning2, tourist satisfaction (1&2), and the

benefits relax, spending time with loved ones, 'natural environment', adventure, history, culture, and escape. The null hypothesis of equal variances assumed was rejected ( $p < 0.05$ ) for item benefits social bonding and traditional marketing sources<sup>1</sup>. The appropriate corresponding t-statistic was used for each construct.

The t-test results indicated that statistically significant differences existed between male and female groups, at the 5% level of significance ( $p < 0.05$ ), for the benefit adventure, traditional marketing source<sup>1</sup>, and at a 10% level of significance ( $p < 0.10$ ) for tourist satisfaction<sup>1</sup>, and the benefits social and history.

The results showed that male respondents indicated the benefit adventure to be slightly more sought-after (mean score = 3.69) than female respondents (mean score = 3.38). Male respondents also consulted traditional marketing sources<sup>1</sup>: travel magazine or travel brochure (mean score = 3.05) more while planning their trip to Mpumalanga than female respondents (mean score = 2.64). Mean scores for men were 5.95 (for construct tourist satisfaction<sup>1</sup>), 5.25 (for benefit social) and 4.62 (for benefit history), whereas for women, mean scores were 5.81 (for tourist satisfaction<sup>1</sup>), 5.00 (for benefit social), and 4.35 (for benefit history). Therefore, men had slightly higher mean scores than women.

### **5.4.3 Differences in level of education categories**

The Kruskal-Wallis one-way ANOVA by ranks was used to test for statistically significant differences between three or more independent samples (Aaker et al., 2007:445). In this case, the four independent groups consisted of the four education categories: matric, graduate, postgraduate and professional. The Kruskal-Wallis test was used to test for statistically significant differences between the four education groups with regard to travel behaviour, tourist satisfaction and benefits sought. The following hypotheses were tested.

**Null hypothesis:** There is no statistically significant difference between the four education groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

**Alternative hypothesis:** There is a statistically significant difference between the four education groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and

- each of the benefits measured.

The mean ranks for each of the constructs were tested and the Kruskal–Wallis test statistic results are presented in Table 5.13 below. Table 5.13 indicates statistical differences between the four levels of education of respondents in terms of travel behaviour prior to visit and tourist satisfaction. The level of significance ( $p < 0.05$ ) is also indicated in Table 5.13.

**Table 5.13: Statistical differences between the four education groups with regard to travel behaviour and tourist satisfaction**

Constructs	Test statistics <sup>a,b</sup>						
	Matric mean	Graduate mean	Postgraduate mean	Professional mean	Chi-square	df	Asymp. sig.
Traditional_market sources 1	168.57	203.15	208.65	189.72	6.38	3	.095
Traditional_market sources 2	195.78	191.31	204.32	230.04	4.84	3	.184
online_websites	214.54	199.40	184.87	198.92	7.33	3	.062
online_marketsources	169.08	210.26	192.96	173.50	8.03	3	.045
Travel_planning2	166.83	204.72	214.49	157.16	11.12	3	.011
Tourist sat1	160.29	207.10	209.01	178.80	10.24	3	.017
Tourist sat2	159.21	208.53	206.46	156.88	13.63	3	.003

As indicated in Table 5.13, the Kruskal–Wallis test showed that the four education groups differed statistically significant in respect of the items tourist satisfaction2 (1% level of significance), travel planning2, tourist satisfaction1, online marketing sources (5% level of significance) and online websites and traditional marketing sources1 (10% level of significance). There was no statistical difference found between the four education groups regarding traditional marketing sources2.

Graduates and postgraduates had a higher mean ranking (208.53 and 206.46 respectively) regarding hospitality received, cleanliness of the accommodation, service offered by the accommodation establishment, general infrastructure (e.g. roads) around the province and their stay in Mpumalanga, than those respondents with matric (159.21) and respondents who had obtained a professional level in their education (156.88).

Postgraduates and graduates also had the highest mean ranking (209.01 and 207.10 respectively) regarding tourist satisfaction1, namely safety, tourist attractions, service, information available, and affordability. Further, the postgraduates and graduates (mean

rank = 214.49 and 204.72 respectively) tended to be more likely to purchase an all-inclusive package while planning their trip to Mpumalanga. They chose the province due to its popularity and because Mpumalanga was a new destination to this group. Regarding information sources consulted while planning the trip, the matric group had the highest mean ranking for online websites (mean score = 214.54) while graduates had the highest mean ranking for online marketing sources (mean score = 210.26).

Postgraduates and graduates (mean ranks = 208.65 and 203.15 respectively) had higher mean rankings for traditional market resources<sup>1</sup> (travel magazines as well as brochures) while planning their trip to Mpumalanga, therefore indicating a tendency to use these sources more than the other education groups.

Table 5.14 indicates statistical differences between the four levels of education of respondents in terms of each of the benefits sought. The mean ranks for each of the constructs tested and the Kruskal–Wallis test statistic results are also presented in Table 5.14.

**Table 5.14: Statistical differences between the four levels of education with regard to benefits sought**

Constructs	Test statistics <sup>a,b</sup>				Chi-square	df	Asymp. sig.
	Matric mean	Graduate mean	Postgraduate mean	Professional mean			
Benefit_spend	198.66	188.55	218.20	177.62	5.53	3	.137
Benefit social	172.97	214.38	193.32	154.16	11.299	3	.010
Benefit_relax	205.92	197.52	188.46	221.38	2.148	3	.542
Benefit_natenv2	164.42	204.78	212.84	170.04	10.160	3	.017
Benefit_adventure	196.30	194.24	202.91	211.44	.775	3	.855
Benefit_history	184.21	192.77	214.82	204.48	3.790	3	.285
Benefit_culture	168.55	201.53	215.33	174.26	8.289	3	.040
Benefit_escape	187.42	191.31	211.33	222.40	4.033	3	.258
Benefit_learning	187.99	195.05	209.26	200.08	1.720	3	.633

Based on the above findings, as indicated in Table 5.14, there was a statistically significant difference between the four education groups with regard to the benefit social bonding (at a 1% level of significance) and at a 5% level of significance for the benefits 'natural environment' and 'culture'. Graduates (mean rank = 214.38) tended to sought the benefit social bonding more than the other three education groups. Therefore, graduates might be willing to travel in groups or even seek places where they can interact with other tourists.

Postgraduates and graduates (highest mean ranks of 212.84 and 204.87 respectively) tended to sought the natural environment as a benefit more than the other groups; consequently, these groups might look for places that allow them to break away and disconnect and enjoy being in nature.

Postgraduates also indicated the highest mean ranking for culture (mean rank of 215.33) indicating that they tended to seek this benefit more than the other education groups and that they want to learn about culture or visit a cultural attraction, and local arts or stalls. With regard to postgraduates being inclined to rate the benefits 'natural environment' and 'culture' of high importance, these results were similar to those of Almeida et al. (2014) who found the Ruralist cluster well educated and they valued culture, spending time in a natural environment and wanted to escape from their normal routine (Almeida et al., 2014:12).

#### **5.4.4 Differences between residence of origin**

The Kruskal–Wallis test was used to test whether statistically significant differences existed between respondents' residential origin with regard to travel behaviour, tourist satisfaction and benefits sought. Therefore the following hypotheses were tested.

**Null hypothesis:** There is no statistically significant difference between the respondents residential origin with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

**Alternative hypothesis:** There is a statistically significant difference between the respondents residential origin with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

The mean ranks for each of the constructs are presented in Table C4 in Annexure C and the Kruskal–Wallis test statistics results are illustrated in Table 5.15.

**Table 5.15: Testing for statistical differences between respondents' residential origin with regard to travel behaviour, tourist satisfaction and benefits sought**

Constructs	Test statistics		
	Chi-square	df	Asymp. sig.
Traditional_marketsources1	144.935	5	.000
Traditional_marketsources2	20.61	5	.001
online_websites	9.94	5	.077
online_marketsources	82.608	5	.000
Travel_planning2	133.254	5	.000
Tourist_sat1	99.719	5	.000
Tourist_sat2	58.384	5	.000
Benefit_spend	18.938	5	.002
Benefit_social	25.449	5	.000
Benefit_relax	25.769	5	.000
Benefit_natenv2	113.216	5	.000
Benefit_adventure	34.547	5	.000
Benefit_history	93.073	5	.000
Benefit_culture	89.019	5	.000
Benefit_escape	33.481	5	.000
Benefit_Learning	114.779	5	.000

The results showed that there was a statistically significant difference between the origin of residence groups at the 1% level of significance with regard to the following constructs: 'traditional marketing source (1&2)', 'online marketing sources', 'travel planning2', 'tourist satisfaction (1&2)', as well as the following benefits: 'spending time with loved ones', 'social bonding', 'relaxing in nature', 'natural environment', 'adventure', 'history', 'culture' and 'escape'. There was a statistical difference at the 10% level of significance between the groups according to their origin of residence in respect of consulting online websites.

Respondents not residing in South Africa had the highest mean ranking for traditional marketing source1 (mean rank = 300.44), for traditional marketing source2 (mean rank = 220.74), online marketing sources (mean rank = 273.17) as well as travel planning2 (mean rank = 269.54). Collecting information using various information sources as well as planning was one of the steps involved in the decision-making process (Decrop & Kozak 2009:93; Swarbrooke & Horner, 2007:80). Furthermore, respondents not residing in South Africa also indicated the highest mean ranking for tourist satisfaction1 (mean rank = 286.50). These

results were similar to the SA Tourism satisfaction rating by international tourists (SA Tourism, 2014:20).

Amongst other satisfaction items, international tourists tended to be more satisfied than the other groups with service levels, security and value for money. These formed part of tourist satisfaction<sup>1</sup>. Respondents originating from Eastern Cape had the highest mean ranking for tourist satisfaction<sup>2</sup> (mean rank = 264.45) followed by international visitors with a mean rank of 249.81.

With regard to benefits sought, respondents originating from Mpumalanga had the highest mean ranking for the benefit spending time with loved ones (mean rank = 231.25) and the benefit relaxation (mean rank = 219.75). The reason for this could be that Mpumalanga tourists tended to use their holiday for spending time with loved ones and relaxing while exploring their province. Limpopo origin respondents had the highest mean rank (mean rank = 274.24) for the benefit social bonding therefore tended to take short trips while spending time with friends and interacting with other tourists more than the other residence groups.

Respondents from the Eastern Cape had the highest mean rank for the benefit escape (mean rank = 265.25) therefore looking for a change of scenery and escaping from a busy work life and demands of life could have been of high importance for this trip. Non-SA respondents had the highest mean ranking for the benefits 'natural environment' (mean rank = 288.89), 'adventure' (mean score = 237.48), 'history' (mean rank = 282.21), 'culture' (mean rank = 280.90) and 'learning' (mean rank = 292.84).

Based on the high mean rank values these factors, it can be stated that non-SA respondents tended to be more interested in spending time in a natural environment, driving along the scenic routes across the escarpment of Mpumalanga (e.g. panoramic scenic route), outdoor activities, natural ecological site as well as wildlife-related activities. Furthermore, it was important for this group to travel to different historical towns, mining towns and museums and this group was also interested to learn about the history, culture, nature, heritage and wildlife. The group was also keen to visit cultural attractions and local arts and crafts stalls. The next section provides the results of the parametric analysis of the variance (ANOVA) test conducted for this study.

#### 5.4.5 Differences in spending

The parametric ANOVA test was conducted to determine whether statistically significant differences existed between more than two large enough groups, in this case for the three spending groups in which the respondents were classified. The three spending groups classified in this study were:

- Spending **group1**: spent between **R0–R5 000**
- Spending **group2**: spent between **R5 001–R10 000**
- Spending **group3**: spent between **R10 001 and more**

The following hypotheses were tested:

**Null hypothesis:** There is no statistically significant difference between the spending groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

**Alternative hypothesis:** There is a statistically significant difference between the spending groups with regard to

- travel behaviour prior to visit;
- tourist satisfaction; and
- each of the benefits measured.

Table 5.16 below provides a summary of the descriptive statistics for spending by the groups. The full results of the descriptive statistics can be found in Table C6 in Appendix C.

**Table 5.16: Group statistics for spending groups**

Constructs	Spending group1		Spending group2		Spending group3:		Total mean	Std dev
	Mean	Std. dev	Mean	Std. dev	Mean	Std. dev		
Traditional_marketsources1	2.000	1.54468	2.4820	1.69869	4.2792	2.43900	2.8598	2.13083
Traditional_marketsources2	1.5073	1.35444	1.8345	1.56547	1.6208	1.15044	1.6566	1.38051
online_websites	1.2701	1.01644	1.4281	1.22113	1.5417	1.25119	1.4078	1.16639
online_marketsources	2.8370	1.65953	2.7518	1.46656	3.6917	1.95800	3.0673	1.74000
Travel_planning2	3.7153	1.50247	3.8969	1.60004	5.3806	1.94139	4.6048	1.13017
Tourist_sat1	5.8131	.73011	5.7022	.67775	6.1517	.97118	5.8768	.81441
Tourist_sat2	6.2559	.69987	6.1552	.77457	6.3798	.97534	6.2581	.82126
Benefit_spend	3.5456	1.68340	3.5272	1.62992	3.5938	1.42017	3.5538	1.58488
Benefit_social	5.2354	1.58485	5.0863	1.37284	5.0146	1.35399	5.1162	1.44359
Benefit_relax	4.8054	1.62429	5.4820	1.35797	4.9556	1.59184	5.0884	1.55039
Benefit_natenv2	5.3114	.93690	5.6043	.98095	6.2472	1.03487	5.6978	1.05243
Benefit_adventure	3.0985	1.63300	3.6151	1.50791	3.9083	1.42012	3.5253	1.55907
Benefit_history	3.9270	1.26649	4.2500	1.41069	5.4125	1.67082	4.4905	1.57394
Benefit_culture	4.3917	1.41704	4.8082	1.47605	5.7111	1.73605	4.9377	1.62835
Benefit_escape	5.5456	1.33230	5.8076	1.44096	5.3646	1.49716	5.5827	1.42988
Benefit_learning	4.0018	1.45221	4.6115	1.58576	5.6250	1.64719	4.7077	1.68930

Table 5.17 provides the results of the ANOVA tests across the three spending groups.

**Table 5.17: ANOVA results for spending**

		Sum of squares	df	Mean square	F	Sig.
Traditional_marketsources1	Between groups	362.869	2	181.43	49.842	.000
	Within groups	1430.603	393	3.64		
	Total	1793.472	395			
Traditional_marketsources2	Between groups	7.608	2	3.80	2.006	.136
	Within groups	745.185	393	1.90		
	Total	752.793	395			
online_websites	Between groups	4.806	2	2.40	1.773	.171
	Within groups	532.580	393	1.36		
	Total	537.386	395			

*Table continues on the next page*

		Sum of squares	df	Mean square	F	Sig.
online_marketsources	Between groups	67.774	2	33.89	11.808	.000
	Within groups	1122.069	391	2.87		
	Total	1189.843	393			
Travel_planning2	Between groups	209.427	2	104.71	37.114	.000
	Within groups	1108.819	393	2.82		
	Total	1318.246	395			
Tourist_sat1	Between groups	13.861	2	6.93	10.977	.000
	Within groups	248.125	393	.63		
	Total	261.986	395			
Tourist_sat2	Between groups	3.249	2	1.62	2.426	.090
	Within groups	261.145	390	.67		
	Total	264.394	392			
Benefit_spend	Between groups	.299	2	.14	.059	.943
	Within groups	989.371	392	2.52		
	Total	989.669	394			
Benefit_social	Between groups	3.310	2	1.66	.793	.453
	Within groups	819.847	393	2.09		
	Total	823.157	395			
Benefit_relax	Between groups	34.629	2	17.32	7.438	.001
	Within groups	914.833	393	2.33		
	Total	949.462	395			
Benefit_natenv2	Between groups	57.890	2	28.95	29.965	.000
	Within groups	379.615	393	.97		
	Total	437.505	395			
Benefit_adventure	Between groups	43.678	2	21.84	9.365	.000
	Within groups	916.445	393	2.33		
	Total	960.122	395			
Benefit_history	Between groups	153.551	2	76.78	36.574	.000
	Within groups	824.976	393	2.10		
	Total	978.527	395			
Benefit_culture	Between groups	114.950	2	57.48	24.225	.000
	Within groups	932.402	393	2.37		
	Total	1047.352	395			
Benefit_escape	Between groups	12.925	2	6.46	3.196	.042
	Within groups	794.679	393	2.02		
	Total	807.604	395			
Benefit_learning	Between groups	170.520	2	85.26	35.023	.000
	Within groups	956.709	393	2.43		
	Total	1127.229	395			

The results of the ANOVA indicated that there were statistically significant differences ( $p < 0.05$ ) between the three spending groups with regard to traditional marketing source1, online marketing sources, travel planning2, tourist satisfaction1, the benefits 'relax', 'natural environment', 'adventure', 'history', 'culture', 'escape' and 'learning'. Therefore the null hypothesis was rejected for the above-mentioned items.

There was no statistically significant difference between the three spending groups with regard to traditional marketsources2, online websites, tourist satisfaction2, and the benefits spending time with loved ones and social bonding.

In order to determine which of the groups differed statistically significantly for the constructs indicated as statistically significant between the three groups, multiple comparisons were conducted. Table 5.18 below indicates the results of the Tukey post hoc test.

**Table 5.18: Tukey post hoc test results for spending**

<b>Multiple comparisons</b>		
<b>Dependent variable</b>	<b>Spending groups</b>	<b>Significant levels</b>
Traditional marketing source1	1 and 3	0.000
	2 and 3	0.000
Online marketing sources	1 and 3	0.000
	2 and 3	0.000
Travel planning2	1 and 3	0.000
	2 and 3	0.000
<b>Multiple comparisons</b>		
<b>Dependent variable</b>	<b>Spending groups</b>	<b>Significant levels</b>
Tourist satisfaction1	1 and 3	0.002
	2 and 3	0.000
Benefit relax	1 and 2	0.001
	2 and 3	0.016
Benefit natural environment	1 and 2	0.037
	1 and 3	0.000
	2 and 3	0.000
Benefit adventure	1 and 2	0.014
	1 and 3	0.000
Benefit history	1 and 2	0.004
	1 and 3	0.000
	2 and 3	0.000
Benefit culture	1 and 3	0.000
	2 and 3	0.000
	2 and 3	0.034
Benefit escape	1 and 2	0.004
Benefit learning	1 and 3	0.000
	2 and 3	0.000

As indicated in Table 5.18, the Tukey post hoc tests revealed the following results:

- The mean traditional marketing source<sup>1</sup> value was statistically significantly different at the 1% level of significance between:
- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

The mean online marketing sources value was statistically significantly different at the 1% level of significance between:

- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

The reason for a significant difference between the spending groups for items traditional marketing source<sup>1</sup> as well as online marketing source might be that how much one intends to spend at a destination might influence the information collection one undertakes while planning for the trip. Further, because travel is an intangible product, thinking through travel prior to the visit may be affected by the financial investment one wants to make, meaning the more one wants to invest, the more you think and plan for the visit.

The mean tourist satisfaction<sup>1</sup> value was statistically significantly different at the 1% level of significance between:

- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.002$ ),
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ). It could be that items such as activities, attractions, service levels and how satisfied one is with these items justify spending.

The mean travel planning value was statistically significantly different at the 1% level of significance between:

- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

The mean benefit relax value was statistically significantly different at the 1% and 5% levels of significance respectively between:

- the R0 to R5 000 group and the R5 001 to R10 000 group ( $p = 0.001$ ) and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.016$ ).

The reason could be that the amount of money one is willing to spend influences the relaxation benefit one would choose while on holiday. The mean benefit natural environment value was statistically significantly different at the 1%, 5% and 1% levels of significance respectively between

- the R0 to R5 000 group and the R10 001 and more group ( $p = 0.000$ );
- the group that spent between R0 and R5 000 and the R5 001 to R10 000 group ( $p = 0.037$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

It could be that the amount of money one wants to spend at a destination may influence the importance of the benefit natural environment and how much one may be willing to spend on natural environment-related activities and attractions. The mean benefit adventure value was statistically significantly different at the 1% and 5% levels of significance respectively between:

- the R0 to R5 000 group and the R5 001 to R10 000 group ( $p = 0.014$ ); and
- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ).

The reason could be that spending at a destination might be controlled by how important tourists deem participating in wildlife activities, outdoor activities and adventure sport because such activities and attractions usually involves a fee to participating in.

The mean benefit history value was statistically significantly different at the 1% level of significance between:

- the R0 to R5 000 group and the R5 001 to R10 000 group ( $p = 0.004$ );
- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

The difference in spending groups could be that the importance of the benefit history is influenced by spending, in other words how important history is to justify spending on attractions and activities related to history.

The mean benefit cultural value was statistically significantly different at the 1% level of significance between:

- the R0 to R5 000 group and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

From these differences, it could be said that the money spent indicated the importance of culture as a benefit, also in that those who value culture to be of high importance, might be willing to pay for visiting a cultural attraction and visiting crafts and art stalls for shopping.

The mean benefit escape value was statistically significantly different at the 5% level of significance between:

- the R5 001 to R10 000 group and the R10 001 and more group ( $p = 0.034$ ).
- It might be that respondents who wanted to escape were willing to pay more to achieve that specific benefit.

The mean benefit learning value was statistically significantly different at the 1% level of significance between:

- the R0 to R5 000 group and the R5 001 to R10 000 group ( $p = 0.004$ );
- the group that spent between R0 and R5 000 and the R10 001 and more group ( $p = 0.000$ ); and
- the group that spent between R5 001 and R10 000 and the R10 001 and more group ( $p = 0.000$ ).

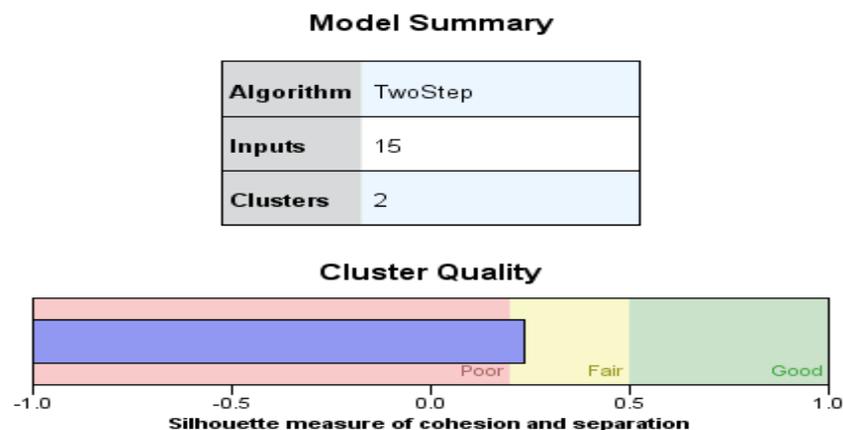
From these results, it was clear that among the groups, the importance of the benefit learning varied. How each group attached the importance of and spend towards the benefit learning varied between all three spending groups. The cluster analysis as applied in this study is presented next as stage four.

## **5.5 CLUSTER ANALYSIS OF TOURISTS TRAVELLING TO MPUMALANGA**

In stage four, the section links to the third objective of the study, namely to identify and formulate market segments based on the travel behaviour, tourist satisfaction, benefits sought and demographic characteristics in Mpumalanga.

The cluster analysis technique was therefore performed to determine whether the identified benefits in conjunction with the demographics, namely origin of respondents, net spending, travel party , gender, level of education and duration of stay number of nights spent could cluster tourists into different segments.

Cluster analysis is an explorative analysis technique that tries to identify structures within the data (Zikmund et al., 2010:597). The purpose of cluster analysis is to maximise heterogeneity between segments (Hair et al., 2010:508; Zikmund et al., 2010:597). Therefore, it performs the task of grouping a set of objects in such a way that clusters can be readily identified that are similar to each other. Using the SPSS software package, a two-step cluster analysis was conducted. Two-step clustering identifies the groupings by running pre-clustering first and then by using hierarchical methods (Şchiopu, 2010:67). Two-step cluster analysis also mechanically selects the number of clusters (Hellton & Thoresen, 2016:3). Cluster quality was reported through the silhouette measure of cohesion and separation (see Lewis, Ackerman & De Sa, 2012:1871) that was acceptable (average silhouette 0.3) as indicated in Figure 5.26 below:



**Figure 5.25: Silhouette measure of cohesion and separation of the different Two-step clusters based on benefits sought and demographics**

*Source: Author's own compilation*

The cluster analysis provided a solution of two clusters, with 283 (75.5%) of the respondents grouped in cluster 1 and 92 (24.5%) in cluster 2. The elements that were of high importance in forming these clusters were their origin of residence (importance = 1), culture (importance = 0.56), spending during holiday (importance = 0.61), natural environment (importance = 0.62), history (importance = 0.71), as well as learning (importance = 0.75). See Table C7 in

Appendix C for the results with the silhouette measure of the above-mentioned inputs. Table 5.19 provides the results of the cluster analysis of the elements. The inputs are presented in order of importance in forming the two clusters.

For categorical data, the category most represented in the cluster is given with the percentage of respondents in that category. For ordinal, interval and ratio data, the mean value of the variables, for the group of respondents in a specific cluster, is also shown.

**Table 5.19: Cluster analysis results of benefit sought as input predictor of tourists travelling to Mpumalanga**

Elements	Cluster solutions	
	Segment 1 Escapist-nature	Segment 2 Nature-learner
Size	n = 283 75.5%	n = 92 24.5%
Origin of residence	Gauteng 72.8%	Not SA residents 85.9%
	<b>Mean</b>	<b>Mean</b>
Benefit learning	4.08	6.50
Benefit history	3.91	6.14
Benefit natural environment	5.36	6.74
Spending money	R0–R5 000 (44.2%)	R 10 000–more (81.5%)
Benefit culture	4.39	6.47
Benefit adventure	3.27	4.28
Benefit escape	5.80	4.92
Number travelling in a group	7.34	13.78
Highest level of education	Graduate (36.4%)	Graduate (45.7%)
Number of nights spent in Mpumalanga	3.77 nights	4.41 nights
Gender	Female (55.1%)	Male (55.4%)
Benefit relax	5.16	4.84
Benefit social bonding	5.09	5.27
Benefit spending time with loved ones	3.52	3.51

Table 5.19 clearly indicates that the two market segments differ based on origin of residence, benefits tourists sought (learning, history and natural environment) and the amount of money spent during a trip to Mpumalanga. The two segments are unique in their most sought-after benefits reported per cluster.

Segment 1 indicates high mean values for benefit escape (mean = 5.80), natural environment (mean = 5.36), relaxation (mean = 5.16), social bonding (mean = 5.09) and culture (mean = 4.39). This segment expenditure was between R0 and R5 000 on their trip to Mpumalanga. It was mostly females who travelled to Mpumalanga: about seven in a group travelling together and spending about four nights at the province. Based on the most sought-after benefits, this segment was labelled 'Escapist-nature'. The majority (72.8%) of Escapist-nature travellers were from Gauteng province

Segment 2 had very high mean values for spending time in a natural environment (mean = 6.74), learning (mean = 6.50), culture (mean = 6.47), history (mean = 6.14) and social bonding (mean = 5.27). Based on the benefits sought, this segment was labelled 'Nature-learner'. The average number travelling in a group was about 14 and they spent about five nights in Mpumalanga. The majority (55.4%) of Nature-learner segment 2 were males.

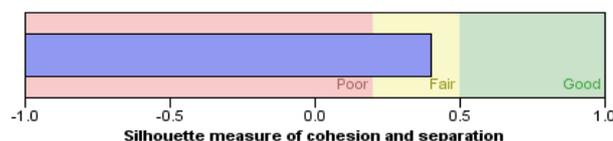
A further cluster analysis was conducted to determine whether the identified benefit in conjunction with the demographics, travel behaviour and tourist satisfaction could be used to cluster tourists into segments. Travel behaviour elements included traditional marketing media sources, online marketing sources and travel planning. Traditional marketing sources formed two factors: traditional marketing source1 (TMR1) likely to purchase travel magazines and to collect travel brochures. Traditional marketing source2 (TMR2) consulted a travel agent and friends or family. Online marketing sources also formed two factors (factor 1 online websites and factor 2, online marketing sources).

Online websites included provincial and SA destination websites as the online sources used most. Online marketing sources comprised blogs, social media, TripAdvisor and YouTube videos. Travel planning 2 was the new factor constructed after one element had been eliminated. Elements forming the construct tourist satisfaction1 were safety and security, available tourist attractions and leisure activities and overall service levels. Tourist satisfaction2 comprised hospitality, service at accommodation establishment, infrastructure in the province and overall stay. The cluster quality reported a silhouette measure of cohesion and separation that was acceptable (average silhouette 0.4) as indicated in Figure 5.27 below.

### Model Summary

<b>Algorithm</b>	TwoStep
<b>Inputs</b>	22
<b>Clusters</b>	2

### Cluster Quality



**Figure 5.26: Silhouette measure of cohesion and separation of the different clusters based on the benefits demographics, travel behaviour and tourist satisfaction**

*Source: Author's own compilation*

Two clusters were formed with 293 (79%) of the respondents grouped in cluster 1 and 78 (21%) in cluster 2. The elements that were of high importance in forming these two clusters were traditional marketing source1 (importance = 1), travel planning2 (0.91), province (0.75) and benefit history (0.54). See Table C8 in Appendix C for the results with the silhouette measure of cohesion and separation for the above-mentioned inputs. Table 5.20 provides the results of the cluster analysis. The inputs are presented in order of importance in forming the two clusters. For categorical data, the category most represented in the cluster is given with the percentage of respondents in that category. For ordinal, interval and ratio data, the mean value of the variables for the group of respondents in a specific cluster is shown.

**Table 5.20: Cluster analysis results of travel behaviour, tourist satisfaction and benefit sought as input predictors of tourists travelling to Mpumalanga**

Elements	Cluster solutions	
	Segment 1	Segment 2
	Nature-escapist	Nature-cultured
Size	n = 293	n = 78
	79%	21%
Traditional marketing source1	1.97	5.92
Travel planning	3.58	6.84
Origin of residence	Gauteng	Not SA residents
	70.6%	93.6%
Benefit history	3.97	6.31
Online marketing sources	2.54	5.05
Benefit learning	4.17	6.55
Benefit culture	4.44	6.70
Tourist satisfaction1	5.65	6.71
Spending money	R5 001–R10 000 (41.6%)	R10 000–more (82.1%)
Tourist satisfaction2	6.11	6.83
Benefit escape	5.78	4.83
Benefit adventure	3.33	4.26
Number travelling in a group	7.76	13.40
Benefit social bonding	5.01	5.60
Online websites	1.32	1.70
Highest level of education	Graduate (36.5%)	Graduate (47.4%)
Benefit natural environment	6.41	6.68

Elements	Cluster solutions	
	Segment 1	Segment 2
	Nature-escapist	Nature-cultured
Benefit relax	5.17	4.70
Number of nights spent in Mpumalanga	3.81 nights	4.29 nights
Gender	Female (54.6%)	Male (56.4%)
Benefit spending time with loved ones	3.55	3.32
Traditional marketing source2	1.56	1.72

Table 5.20 clearly indicates that the two market segments differ; based on traditional marketing sources consulted prior to visit, travel planning, origin of residence, benefits history.

The two segments are unique in their most sought-after benefits, more so, their travel behaviour and satisfaction.

Segment 1 indicates high mean values for the benefit natural environment (mean = 6.41), escaping (mean = 5.78), relaxing (mean = 5.17), socialising (mean = 5.01) and culture (mean = 4.4). The highest percentage (70.6%) of respondents in segment 1 was from Gauteng. Segment 1 spent between R5 000 and R10 000 during their trip. Segment 1 travelled on average 7 in a group. Blogs, TripAdvisor, social media and video clips (mean = 2.54) were highly used as information sources followed by traditional marketing sources (mean = 5.92). Based on the most sought-after benefits, segment 1 was labelled 'Nature-escapist'.

Segment 2 indicates high mean values for culture (mean = 6.70), benefit natural environment (mean = 6.68), learning (mean = 6.55), history (mean = 6.31) and social bonding (mean = 5.6). The highest percentage (93.6%) of respondents in segment 2 was not from South Africa. This segment spent R10 000 and more during their trip. The average group size of tourists in Segment 2 was 13 in a group. Traditional marketing sources (mean = 5.92) as well as blogs, TripAdvisor, social media and video clips (mean = 5.05) were highly used as information sources by this segment. Based on the most sought-after benefits, segment 2 was labelled 'Nature-cultured'. Segment 2 was highly (mean = 6.83) satisfied with safety and security, available tourist attractions and leisure activities, overall service levels, hospitality, service at accommodation establishment, infrastructure in the province and overall stay in Mpumalanga. There were 54.6% of women in segment 1, while 56.4% in segment 2 were males.

From the resulting two cluster analyses conducted by the present study, the identified segments overlapped in benefits sought, and origin of residence. See Table 5.21 for the comparison of the two clusters benefits.

**Table 5.21: Benefits comparison for the two clusters**

<b>Escapist-nature</b>		<b>Nature-escapist</b>	
Benefit natural environment	5.80	Benefit escape	6.41
Benefit escape	5.36	Benefit natural environment	5.78
Benefit relax	5.16	Benefit relax	5.17
Benefit social bonding	5.09	Benefit social bonding	5.01
Benefit culture	4.39	Benefit culture	4.44
<b>Nature-learner</b>		<b>Nature-cultured</b>	
Benefit natural environment	6.74	Benefit culture	6.7
Benefit learning	6.5	Benefit natural environment	6.68
Benefit culture	6.47	Benefit learning	6.55
Benefit history	6.14	Benefit history	6.31
Benefit social bonding	5.27	Benefit social bonding	5.6

The Escapist-nature identified from the first clustering was similar to Nature-escapist as both segments sought the benefits escape, natural environment, relax, social bonding and culture, and Gauteng was their province of origin. The Nature-learner and Nature-cultured sought natural environment, learning, history, culture and social bonding. Nature-learner and Nature-cultured did not reside in South Africa.

Therefore, only two segments resulted from the cluster analyses, namely Escapist-nature and Nature-cultured.

These results provide the DMO of Mpumalanga with managerial implications. One of Mpumalanga's marketing objectives is to market the province to international and domestic tourists; therefore, the present study indicates that two markets – domestic and international markets – exist. Further, these two markets seek different benefits and consult different information sources while planning their trip and satisfaction. The cluster analysis results provide market value for each segment, which destination management could use to develop and target niche-marketing strategies.

Providing such a rich profiling of tourist segments may allow Mpumalanga management to:

- gain an in-depth understanding of their tourists;
- identify specific target segments;
- get clear insight into communication strategy formulation, and
- plan marketing strategies effectively to communicate, reach and attract target segments.

The binary logistic regression results are discussed in the last section as stage five.

## **5.6 BINARY LOGISTIC REGRESSION RESULTS**

This section is related to stage five and links to the fourth objective of the study, namely to determine whether, or not, the independent variables benefits sought (all nine), travel behaviour and tourist satisfaction were statistically significant predictors of the attractions respondents visited and the activities participated in during their stay in Mpumalanga.

Binary logistic regression modelling (see Pampel, 2000) was used in the study for each of the:

- attractions respondents chose to visit; and
- activities participated in.

Each of the attractions and activities were coded as a 0 if not being chosen to visit or participated in, and 1 if it was chosen or participated in. In assessing the model adequacy and fit, Table 5.22 sets out the information regarding the predictors included in the model and the information regarding overall model fit for attractions visited during stay. The number of respondents included in the models was 394 as a case-wise deletion process was used for missing data on any of the variables (Baraldi & Enders, 2010:10). The results are presented in Table 5.22.

**Table 5.22: Statistically significant predictors for attractions visited in Mpumalanga, model fit and classification %**

Variables	Blyde River Canyon	Three Rondavels	Curio shops	Pilgrim's Rest	Graskop	Ma- Mac falls	Bourke's Luck potholes	Sudwala Caves	Lisbon Falls	Kruger National Park	God's Window	Botanical Garden	Panorama route
Benefit spending time with family					- 0.228*(0.796)								
Benefit Social Bonding										- 0.382**(0.683)			
Benefit Relaxation		- 0.284**(0.753)	- 0.273**(0.755)								- 0.595*(0.551)		- 0.301*(0.675)
Benefit Outdoor Adventure			0.287*(.761)	- 0.211*(0.810)		0.228**(1.257)	0.184*(1.202)		0.219*(1.245)	0.363**(1.437)			
Benefit History		0.305*(1.356)	0.3*(1.349)										
Benefit Culture			0.344**(1.411)			- 0.277*(0.758)							
Benefit Escape	- 0.257*(0.774)						- 0.282**(0.754)						
Benefit Learning					- 0.276*(0.759)				- 0.253*(0.777)				

Variables	Blyde River Canyon	Three Rondavels	Curio shops	Pilgrim's Rest	Graskop	Ma-Mac falls	Bourke's Luck potholes	Sudwala Caves	Lisbon Falls	Kruger National Park	God's Window	Botanical Garden	Panorama route
Benefit Natural Environment						0.502*(1.652)			0.392*(1.480)	0.514**(1.673)			
TMS1	0.235*(1.265)				0.263*(1.301)			-0.231*(0.794)		0.291**(1.338)			-0.301*(0.740)
TMS2			0.265*(1.304)	-0.255*(0.775)									
online_websites						0.232*(1.261)		0.293*(1.341)				0.454**(1.575)	
online_marketsources							-0.185*(0.831)						
Travel_planning2				-0.342**(0.710)		-0.240*(0.787)					-0.401*(0.670)		
Tourist_sat1					-0.483*(0.617)			-0.610**(0.543)					
Tourist_sat2					0.626*(1.871)						0.693*(1.999)		0.698*(2.010)
<b>Classification % model 0 (model 1)</b>	66%(68.3%)	60.9%(67.5%)	56.9%(73.1%)	59.6%(78.7%)	72.1%(78.2%)	50.3%(69.3%)	56.3%(68.3%)	66.0%(73.6%)	55.6%(66.0%)	66.5%(79.7%)	91.1%(92.4%)	91.1%(91.1%)	86.3%(87.1%)
<b>Hosmer and Lemeshow test statistic (p values)</b>	9.240(p=0.322)	12.865(p=0.117)	6.533(p=0.588)	8.415(p=0.394)	5.434(p=0.710)	14.328(p=0.074)	7.099(p=0.526)	16.667(p=.034)	13.356(p=0.100)	13.587(p=0.093)	10.528(p=0.230)	7.739 (p=0.459)	10.172 (p=0.253)
<b>Nagelkerke R<sup>2</sup> (Cox &amp; Snell R Square)</b>	0.232(0.168)	0.238(0.175)	0.325(0.243)	0.408(0.302)	0.269(0.186)	0.174(0.130)	0.257(0.192)	0.318(0.230)	0.159(0.118)	0.404(0.291)	0.337(0.152)	0.213(0.096)	0.230(0.127)

**Note:** Standardised beta-coefficients and odds ratios (in brackets) are presented (\*p < 0.05, \*\*p < 0.01)

Table 5.22 indicated the statistically significant predictors for each of the attractions chosen to visit in Mpumalanga, the associated standardised beta-coefficients and odds ratios (in brackets) and their level of statistical significance (\* $p < 0.05$ , \*\* $p < 0.01$ ).

The Hosmer and Lemeshow test showed non-significance ( $p > 0.05$ ) for –

- Blyde River Canyon
- Three Rondavels
- curio shops
- Pilgrim's Rest
- Graskop
- Mac-Mac Falls
- Bourke's Luck potholes
- Lisbon Falls
- Kruger National Park
- God's Window
- the Lowveld Botanical Garden in Nelspruit
- driving along the Panorama route indicating that the data fits the model (Hosmer & Lemeshow, 2000).

The Hosmer and Lemeshow test showed significance ( $p < 0.05$ ) for Sudwala Caves, indicating that for this attraction, the data did not fit the model (Hosmer & Lemeshow, 2000). The pseudo  $R^2$  measures ranged between 9% and 30%. However, as the pseudo  $R^2$  measures used do not indicate variance explained but were rather used when comparing competing models, they can only be seen as a mechanism to indicate that alternative models should be considered.

The odds ratios of the statistically significant predictors are discussed below for each attraction visited and each activity participated in. For odds ratios smaller than one, the ratios were inverted for ease of interpretation. The odd ratios indicated that, keeping all other variables constant –

- the odds of visiting Blyde River Canyon were
  - increased by 29.2% for each unit decrease in the benefit escape; and
  - increased by 26.5% for each unit increase in respondents consulting traditional marketing resource 1 (travel magazines and brochures);
- the odds of visiting Three Rondavels were:
  - increased by 32.8% for each unit decrease in the benefit relaxation; and
  - increased by 36% for each unit increase in the benefit history.

- the odds of visiting curio shops were:
  - increased by 32.4% for each unit decrease in the benefit relaxation;
  - increased by 31.4% for each unit decrease in the benefit adventure;
  - increased by 35% for each unit increase in the benefit history;
  - increased by 41% for each unit increase in the benefit culture; and
  - increased by 30.4% for each unit increase in respondents consulting traditional marketing resource 2 (travel agents and family and friends).
- the odds of visiting Pilgrim's Rest were:
  - increased by 23.4% with each unit decrease in the benefit adventure;
  - increased by 29% with each unit decrease in respondents consulting traditional marketing resource 2 (travel agents and family and friends); and
  - increased by 40.8% with each unit decrease in travel planning2.
- the odds of visiting Graskop were:
  - increased by 25.6% for each unit decrease in the benefit spending time;
  - increased by 31.8% for each unit decrease in the benefit learning;
  - increased by 30.1% for each unit increase in consulting traditional marketing source1 (travel magazines and brochures);
  - increased by 62% for each unit decrease in tourist satisfaction1 (safety and security, tourist attractions available, information available, leisure activities available and service levels); and
  - increased by 87.1% for each unit increase in tourist satisfaction2 (hospitality, cleanliness of the accommodation, service at accommodation, general infrastructure and overall stay).
- the odds of visiting Mac-Mac Falls were:
  - increased by 25.7% with each unit increase in the benefit adventure;
  - increased by 31.9% with each unit decrease in the benefit culture;
  - increased by 65.2% with each unit increase in the benefit natural environment;
  - increased by 26.1% with each unit increase in respondents consulting online website resource (Mpumalanga destination website and the SA Tourism website); and
  - increased by 27% with each unit decrease in travel planning2.
- the odds of visiting Bourke's Luck potholes were
  - increased by 20.2% with each unit increase in the benefit adventure;
  - increased by 32.6% with each unit decrease in the benefit escape;

- increased by 20.3% with each unit decrease in respondents consulting online marketing sources (blogs, social media, TripAdvisor and YouTube).
- the odds of visiting the Sudwala Caves were:
  - increased by 25.9% with each unit decrease in respondents consulting traditional marketing resource 1 (travel magazines and brochures);
  - increased by 34.1% with each unit increase in respondents consulting online website resources (Mpumalanga destination website and the SA Tourism website); and
  - increased by 84.2% with each unit decrease in tourist satisfaction<sup>1</sup> (safety and security, tourist attractions available, information available, leisure activities available and service levels).
- the odds of visiting the Lisbon Falls were:
  - increased by 24.5% with each unit increase in the benefit adventure;
  - increased by 28.7% with each unit decrease in the benefit learning; and
  - increased by 48% with each unit increase in the benefit natural environment.
- the odds of visiting the KNP were:
  - increased by 46.4% with each unit decrease in the benefit social bonding;
  - increased by 43.7% with each unit increase in the benefit adventure;
  - increased by 63.7% with each unit increase in the benefit natural environment;
  - increased by 34% with each unit increase in respondents consulting traditional marketing resource 1 (travel magazines and brochures); and
  - increased the odds of respondents' visiting Kruger National Park.
- the odds of visiting God's Window were:
  - increased by 81.4% with each unit decrease in the benefit relaxation;
  - increased by 49.3% with each unit decrease in travel planning<sup>2</sup>; and
  - increased by 99.9% with each unit increase in tourist satisfaction<sup>2</sup> (hospitality, cleanliness of the accommodation, service at accommodation, general infrastructure and overall stay).
- the odds of visiting the Botanical Gardens in Nelspruit were:
  - increased by 57.5% with each unit increase in respondents consulting online a website resource (Mpumalanga destination website and the SA Tourism website).
- the odds of driving along the Panorama route were:
  - increased by 48.1% with each unit decrease in the benefit relaxation;

- increased by 35.1% with each unit decrease in respondents consulting traditional marketing resource 1 (travel magazines and brochures);
- increased by 101% with each unit increase in tourist satisfaction<sup>2</sup> (hospitality, cleanliness of the accommodation, service at accommodation, general infrastructure and overall stay).

Binary logistic regression results for activities participated in during stay are presented in Table 5.23.

**Table 5.23: Statistically significant predictors for activities participated in in Mpumalanga, model fit and classification %**

Variables	Hiking trails	River rafting	Mountain biking	Bungee jumping/cliff swing	Bird watching	Fishing	Game drive	Paragliding
Benefit spending time with family				-0.389** (0.677)	0.384** (1.468)			
Benefit social bonding	0.300** (1.350)							
Benefit relaxation	0.269* (1.308)							
Benefit outdoor adventure						0.714** (2.042)		
Benefit history								
Benefit culture						-0.626* (0.535)		
Benefit escape	-0.274* (0.760)							
Benefit learning								
Benefit natural Environment		-0.929* (0.395)						
TMS1	-0.224* (0.800)						0.288* (1.334)	
TMS2								
online_websites						0.652** (1.920)		0.690* (1.994)
online_marketsources								-0.795* (0.452)
Travel_planning2								
Tourist_sat1				-0.780* (0.458)			-0.659** (0.517)	
Tourist_sat2								
<b>Classification % model 0 (model 1)</b>	71.8% (81.0%)	97.2% (97.5%)	95.9% (96.4%)	91.1% (91.4%)	80.2% (82.7%)	94.2% (93.9%)	66.5% (83.0%)	96.7% (96.4%)
<b>Hosmer and Lemeshow test statistic (p-values)</b>	5.834 (p = 0.666)	2.228 (p = 0.973)	4.326 (p = 0.827)	10.411 (p = 0.237)	8.697 (p=0.368)	4.901 (p = 0.768)	33.465 (p=0.000)	1.635 (p = 0.990)
<b>Nagelkerke R<sup>2</sup> (Cox &amp; Snell R-square)</b>	0.405 (0.281)	0.387 (0.087)	0.248 (0.071)	0.277 (0.125)	0.267 (0.168)	0.412 (0.148)	0.470 (0.339)	0.365 (0.092)

**Note:** Standardised beta-coefficients and odds ratios (in brackets) are presented (\*p < 0.05, \*\*p < 0.01)

Table 5.23 indicates the statistically significant predictors for each of the activities participated in, the associated standardised beta-coefficients and odds ratios (in brackets) and their level of statistical significance (\* $p < 0.05$ , \*\* $p < 0.01$ ). The Hosmer and Lemeshow test (Hosmer & Lemeshow, 2000) shows non-significance ( $p > 0.05$ ) for the following activities: hiking trails, river rafting, mountain biking, bungee jumping/cliff swinging, birdwatching, fishing and paragliding indicate that the data fits the model (Hosmer & Lemeshow, 2000). The Hosmer and Lemeshow test shows significance ( $p < 0.05$ ) for the activity game drive, indicating that for this attraction, the data does not fit the model (Hosmer & Lemeshow, 2000). The pseudo  $R^2$  measures ranged between 7% and 28%.

The odds ratios for each activity participated in are discussed below. For odds ratios smaller than one, the ratios were inverted for ease of interpretation.

The odd ratios indicate that, keeping all other variables constant –

- the odds of participating in hiking trails were:
  - increased by 35% with each unit increase in the benefit social bonding;
  - increased by 30.8% with each unit increase in the benefit relaxation;
  - increased by 31.6% with each unit decrease in the benefit escape; and
  - increased by 25% for each unit decrease in traditional marketing sources<sup>1</sup>.
- the odds of participating in river rafting were:
  - increased by 53.2% with each unit decrease in the benefit spending time in a natural environment.
- the odds of participating in bungee jumping were:
  - increased by 47.7% with each unit decrease in the benefit spending time with loved ones; and
  - increased by 18.3% with each unit decrease in tourist satisfaction<sup>1</sup>.
- the odds of participating in birdwatching were:
  - increased by 46.8% with each unit increase in the benefit spending time with loved ones.
- the odds of participating in fishing were:
  - increased by 104.2% with each unit increase in the benefit outdoor adventure;
  - increased by 86.9% with each unit decrease in the benefit culture; and
  - increased by 92% with each unit increase in the use of online websites.
- the odds of participating in a game drive were:
  - increased by 93.4% with each unit decrease in tourist satisfaction<sup>1</sup>; and
  - increased by 33.4% with each unit increase in the use of traditional marketing sources<sup>1</sup>.

- the odds of participating in paragliding were:
  - increased by 99.4% with each unit increase in consulting online web sources; and
  - increased by 21.2% with each unit decrease in consulting online marketing sources.

With regard to mountain biking, none of the predictors were statistically significant at the 5% level.

## **5.7 CONCLUSION**

The data analysis and discussion of results were presented in this chapter. The chapter reported on the primary and secondary objectives of the study and was arranged as follows:

Descriptive analysis: the majority of the respondents were males, while the majority of (tourists visiting the province) were of the age category 25–65. Tourists consulted family and friends as well as previous reviews of other tourists as information sources prior to their travel to Mpumalanga. While planning their trip, respondents organised their own trip to Mpumalanga and were satisfied with their overall stay. God’s Window was the most visited attraction by tourists and they preferred participating in game drives as an activity. Through exploratory factor analysis, corresponding items to travel behaviour prior to visit, tourist satisfaction confirmed unidimensional constructs and were found to be reliable. The analysis further confirmed nine benefits to be unidimensional constructs except for item ‘spending a night surrounded by the sound of an African was eliminated from further analysis.

A statistically significant difference existed between age groups, gender, level of education, origin of residence and spending with regard to travel behaviour prior to travel, satisfaction and benefits sought.

Two market segments, Escapist-Nature and Nature-Cultured based on travel behaviour, tourist satisfaction, benefits sought and demographic characteristics in Mpumalanga were developed as a result of the cluster analysis.

Travel behaviour, tourist satisfaction and identified benefits sought were found to be statistically significant predictors of attractions visited and activities respondents participated in while visiting Mpumalanga.

The conclusions and recommendations for Mpumalanga tourism destination managers, limitations of the study and recommendations for future research are discussed in Chapter 6.

## **CHAPTER 6: CONCLUSION, LIMITATIONS AND RECOMMENDATIONS**

### **6.1 OVERVIEW OF THE STUDY PROCESS**

Tourists needs and wants are heterogeneous therefore requires for marketing to be target-oriented. Three major steps required in target marketing are market segmentation, targeting and positioning (McCabe, 2009:145). Therefore positioning takes place once these two steps have been completed (Kotler & Armstrong, 2012:214). Market segmentation is the basis for positioning, branding and communicating relevant images to targeted potential tourists. The present study dealt with the first step in segmentation, specifically how benefit segmentation can be applied to suggest benefit-based segmentation for Mpumalanga.

Benefit segmentation studies are considered to be helpful in assisting destination management to determine tourists' behaviour accurately. Segmenting according to benefits may describe the motivation behind tourists' decisions to visit a destination therefore assisting destinations to develop positioning strategies (Frochot, 2005:344; Rudež et al., 2013:139).

In Chapter 1, the strategic marketing objective of Mpumalanga's destinations was introduced, namely to:

- position Mpumalanga as the tourism destination of choice by developing their brand positioning around core brand values, wildlife and bush, adventure and culture and heritage; and

Benefit segmentation was used to investigate benefits tourists sought from Mpumalanga in order to develop a benefit-based segmentation framework to position Mpumalanga as a tourist destination of choice (in South Africa).

Focusing on one or two target markets may increase chances of marketing success, using relevant information sources to market the destination and improve the overall positioning of a destination.

Various studies (Beh & Bruyere, 2007; Frochot, 2005; Kang et al., 2012; Koh et. al., 2010; Loker & Perdue, 1992; Palacio & McCool, 1997; Park & Yoon, 2009; Sarigöllü & Huang, 2005) have investigated benefits tourists seek at a destination in order to produce a benefit segmentation framework.

The objective of the present study was to develop a benefit-based segmentation framework for positioning Mpumalanga as a preferred tourism destination of choice in South Africa.

The target population for the study was tourists visiting Mpumalanga. A non-probability purposive sampling was chosen to sample tourists visiting Mpumalanga. Data was collected at accommodation establishments and tourist attractions in the Panorama, and Lowveld Legogote regions of Mpumalanga (such as God's Window, Pilgrim's Rest, Graskop and Lisbon Falls). The data collection process followed for the study was discussed in section 4.7.

Self-administered questionnaires (only for the sample who met the criteria) were used to obtain information regarding tourists' travel behaviour prior to visiting Mpumalanga, tourist satisfaction, benefits sought, attractions visited, activities participated in and demographics. Tourists indicated which information sources they used to plan their trip, how they planned their trip, how satisfied they were with safety around the province, the number of tourist attractions available, security, availability of information about activities, availability of leisure activities, service levels, affordability, hospitality, accommodation cleanliness, accommodation establishment service, general infrastructure and overall stay. Nine benefits (spending time with family, social bonding, relax, natural environment, adventure, history, culture, escape and learning) were rated by tourists to indicate their most sought-after benefits while visiting Mpumalanga.

Five stages of analysis, namely descriptive statistics analysis, exploratory factor analysis, inferential statistics analysis, cluster analysis and binary logistic regression analysis were conducted in analysing data for the present study. Various tests (t-test, ANOVA, and the Kruskal–Wallis test) were conducted in the inferential statistics analysis stage to test for statistically significant differences between age groups, gender, level of education, residential origin and spending with regard to tourists' travel behaviour, satisfaction and benefits sought.

Based on the results, some recommendations and guidelines regarding benefit segmentation of tourists in Mpumalanga are provided.

Conclusions drawn from the findings and recommendations for the management of Mpumalanga are discussed in section 6.2. Section 6.3 outlines the Framework, 6.4 the limitations of the study, and section 6.5 provides recommendations for future research.

## **6.2 CONCLUSIONS DRAWN FROM DATA ANALYSIS**

### **6.2.1 Demographic information of tourists visiting Mpumalanga**

In terms of demographis information (refer to section 5.2), there were more males (52%); however, females (48%) are becoming more interested in visiting the province. Larger

proportions of male tourists are consistent with studies conducted in benefit segmentation (Kim et al., 2011:49; Palacio & McCool, 1997:240; Rudež et al., 2013:142).

The age category 25–65 years was the highest visiting age group (78%) to Mpumalanga. This is consistent with Almeida et al. (2014:8) who found that the age group 18–24 years of age travelled less.

The main source markets for Mpumalanga are Gauteng (54.5%) followed by international tourists (23.5%).

## **6.2.2 Travel behaviour of tourists to Mpumalanga**

Conclusions regarding travel behaviour prior to visit are presented below.

Online marketing sources (blogs, TripAdvisor, YouTube as well as social media) were consulted more compared to online websites (mean score=1.41) while planning a trip to Mpumalanga with a mean score of 3.05, (see Table 5.4), therefore confirming Sparks et al.'s (2013:1) suggestion that potential tourists are increasingly using online sources when making travel-related decisions, specifically electronic word of mouth. Sarigöllü and Huang (2005:291) found word of mouth to be an effective information source for travel decision-making. Therefore, even if it is in electronic form, word of mouth is still significant in decision-making.

Mpumalanga Tourism Authority therefore needs to develop strategies to initiate and encourage this effective source of information by perhaps offering referral discounts or forming online chat rooms or travel communities whereby word of mouth can be generated by tourists.

The use of online marketing sources in this way is becoming increasingly prevalent in convincing potential tourists to visit a destination (Casaló et al., 2011:622; Sparks et al., 2013:8). Online sources seem to be a very good medium to reach and promote the destination to potential tourists.

Tourists did thorough travel planning prior to their visit to Mpumalanga. This confirmed the need for the recommendation by Page (2014:90), Moutinho et al. (2011:83) and Swarbrooke and Horner (2007:3) that managers need to understand tourist planning, particularly decision-making, in order to know when to mediate in the process to achieve outcomes they want for their destinations. Marketing managers should pay attention to information sources consulted and how tourists organise their trips in order to plan where and how they could intervene with their marketing messages to draw the market to Mpumalanga.

Tourists were mostly satisfied with the hospitality received, cleanliness of accommodation, service offered at the accommodation establishment and the general infrastructure of the province.

Lin and Hsien-Hung (2016:271) propose that Internet advertising has a significant role in tourist satisfaction. In the context of the present study, it has already been reported that tourists visiting Mpumalanga sourced their information from online bases. Therefore, the marketing management function of Mpumalanga may incorporate satisfaction items such as hospitality, accommodation cleanliness, accommodation establishment service and general infrastructure in marketing messages using channels tourists indicated as their sources of information.

Travel-related satisfaction remain an important goal for both tourists and destination management; therefore, this finding provides the management of Mpumalanga with an opportunity to improve satisfaction, in this case, tourist satisfaction<sup>2</sup> (hospitality you have received, cleanliness of the accommodation, service offered by the accommodation establishment, general infrastructure and overall stay) as it was rated less.

In testing for demographic differences with regard to travel behaviour, the following was found:

Significance differences among the age groups were found for traditional marketing sources (1&2), online marketing sources, online websites, travel planning<sup>2</sup> and tourist satisfactions (1&2) see section 5.4.1.

The age group 18–24 years consulted online marketing sources, online websites more and were more involved in planning than the age group 25–65. This may be due to limited budgets, but the young generation put ample emphasis on planning to ensure return on investment.

The age group 18–24 years consulted previous tourists' reviews when planning to visit a destination. Therefore Mpumalanga management could use this opportunity to grow the market for the age group 18–24 years through making information readily available using information sources this group consults. Further, Mpumalanga management can use these information sources to manage previous tourists' suggestions and ratings by especially responding to those who were not satisfied to reassure potential tourists that their opinions matter.

Statistically significant differences were found amongst males and females for traditional marketing sources<sup>1</sup> and satisfaction. Male tourists preferred reading about their destinations, as they consulted traditional marketing sources<sup>1</sup> (magazines and travel brochures). Furthermore, males tended to prefer places with a variety of attractions and also preferred information to be available concerning attractions and things to do. Therefore, Mpumalanga destination marketers could consider making use of magazines specifically tailored for men to advertise their tourism offerings and also to use brochures which may be distributed at events organised for males.

Statistically significant differences were found between international and domestic tourists for traditional marketing sources, online marketing sources, travel planning 2 as well as tourist satisfaction. International tourists consulted traditional marketing sources as well as online marketing sources. Since this market was highly represented in the clusters developed (refer to Tables 5.15 and 5.16) paying attention to the information sources they consult in order to intervene during travel decision and planning processes would be beneficial and could increase the future number of international tourists visits to the province. It may also assist the province in meeting its marketing objective of marketing to international tourists successfully.

### **6.2.3 Segment classification of tourists based on benefits they sought**

The benefit natural environment and the benefit escape (see Table 5.8) were the strongest overall benefits sought by tourists visiting Mpumalanga. This suggests that Mpumalanga is preferred by tourists who want to spend time in the natural environment as well as to escape from their everyday life.

The present study demonstrated that tourists to Mpumalanga could be segmented effectively according to benefits. Segments were identified and profiled through cluster analysis with respect to demographics and benefits sought, after which a second profiling was carried out including travel behaviour prior to travel, satisfaction and benefits (refer to Tables 5.19 and 5.20). Both these clustering analyses identified two distinct segments consisting of similar characteristics (see section 5.5). The result of the two cluster analyses produced Escapist-Nature and Nature-Cultured.

Escapist-Nature sought the benefits escape, natural environment, relaxation, social bonding and culture. This segment mainly came from Gauteng whereas Nature-Cultured sought natural environment, learning, history, culture and social bonding, and they were mainly international tourists.

Literature on benefit segmentation has consistently reported the following benefits:

- 'novelty or nature' segment, which consists of tourists who sought benefits nature and culture (Jang et al., 2002).
- the 'experiential travellers' segment included the benefits natural environment and learning (Dong et al., 2013).
- 'family and vacation seekers' segment (Yannopoulos & Rotenberg 2000; Kim et al. 2011)
- 'ruralist' tourists sought benefit relax (Almeida et al.'s 2014; Molera & Albaladejo 2007).
- The benefits learning, escape, relaxing and social bonding, Dong et al. (2013), Rudežet al. (2013) Frochot's (2005) Molera and Albaladejo (2007).

One of the province's marketing objectives is to market to international and domestic tourists; therefore, information obtained from cluster analysis results (see section 5.5) provide valuable insights and information of what to market to whom for the marketing management function of Mpumalanga.

Nature-Cultured spent more during their trip to Mpumalanga compared to the Escapist-Nature (see Tables 5.19 and 5.20). Even though there were fewer tourists in the Nature-Cultured segment, these tourists spent more at the destination (see Tables 5.19 and 5.20). For that reason, it may be beneficial for both segments to be targeted. One segment (Escapist-Nature) was high in volume and for the other (Nature-Cultured), spending was high. The present study provides market values for each segment, which management could use to develop and target segments effectively.

Providing such a rich profiling of segments will allow Mpumalanga management to –

- gain an in-depth understanding of their tourists;
- identify specific target segments on whom to focus marketing efforts; and
- give clear insight into communication strategy to follow with each segment in order to plan marketing strategies effectively to reach and promote target segments.

For these reasons, management ought to develop package offerings emphasising the above-mentioned benefits and should focus its marketing initiatives and budgets on growing potential segments such as the international market and the young market (18–24 year of age).

In testing for demographic differences with regard to travel behaviour, tourist satisfactions and benefits sought the following was found:

Statistically significant differences between age groups (18–24) and (25–65) for the benefits spending time with family, learning, social bonding, relaxing in natural environment, history, adventure culture and escape (see section 5.4.1). The 18–24 year age group tended to see the benefits adventure, history, culture, natural environment, social bonding and learning whereas the age group between 25 and 65 tended to seek the benefit escape, spending time with loved ones as well as relax. It is clear that the younger age group was inquisitive and wanted to experience fully what a destination had to offer whereas the older age group was looking for idle time while spending time with their loves ones.

Therefore it could be beneficial for the province to consider growing the age group 18–24 as they seek a variety of benefits looking for attractions and activities fulfilling such needs. This age group may provide an opportunity for more money to be spent at the destination.

A significant difference was also found between males and females for the benefits adventure, social and history: male tourists tended to seek adventure and social bonding more than female's tourists (see section 5.4.2).

Another significant difference was found between the four education groups with regards to tourist satisfaction1, tourist satisfaction2, travel planning2, online marketing sources, online websites, traditional market sources1, and the benefits social bonding, natural environment and culture (see section 5.4).

Significant differences were also found between the residential origins of tourists (see section 5.4.4). These differences could be used to develop niche products to suit each potential market with regard to the destination they want to pursue and to grow these potential tourist numbers.

These above-mentioned findings could help Mpumalanga's destination management to market to the identified segments based on well-defined coherent strategies. Further, understanding benefits sought by tourists visiting the province may be helpful in planning unique positioning messages to appeal successfully to each segment. This is important, as market budgets are usually limited while the environment is increasingly becoming more competitive.

### ***6.2.3.1 Identified benefits for predicting activities and attractions tourists will visit***

Various benefits, travel behaviour items as well as satisfaction successfully predicted the odds of tourists visiting an attraction or participating in an activity.

The results showed the five most visited attractions in order to be God's Window, driving through the Panorama, Graskop, the Kruger National Park and the Blyde River Canyon (see Figure 5.24).

The results of the present study as analysed in section 5.6 (see Tables 5.22 and 5.23) identified various benefits as well as travel behaviour factors as statistically significant predictors in the modelling of the odds of tourists to visit attractions or participate in an activity. The test results showed tourist satisfaction2 as a key variable identified in a tourist visiting God's Window. Obtaining such information, management may be in a position to use such variables strategically in marketing messages.

Tourist satisfaction2 (hospitality received, cleanliness of the accommodation, service offered by the accommodation establishment, general infrastructure and overall stay) was found to be a telling factor for tourists driving through the Panorama.

Graskop was the third most visited attraction (see Figure 5.24). The test results indicated that the independent variable tourist satisfaction2 (hospitality you received, cleanliness of the

accommodation, service offered by the accommodation establishment, general infrastructure and overall stay) were key variables identified by tourists visiting Graskop. This information may assist management in packaging the attraction differently and developing marketing strategies to attract more visitors.

The independent variables benefit adventure, natural environment and consulting traditional marketing resource 1 (travel magazines and brochures) were key variables identified by tourists visiting the Kruger National Park.

Therefore, when developing marketing strategies for the Kruger National Park it may be beneficial to include the above-mentioned benefits as key words in marketing messages. Further, it might be advantageous to consider using traditional marketing sources<sup>1</sup> as marketing channels.

As the fifth most visited attraction, the results reported traditional marketing resource 1 as key variable identified for tourists visiting Blyde River Canyon.

The identified key variables which may be used to predict the odds of tourists visiting various attractions (see Table 5.17) may be useful information for management to use in order to increase visitation to attractions which were reported to be least visited. For example, the odds of visiting the Botanical Gardens outside Nelspruit increased by 57.5% with each unit increase in tourists consulting online website resources (Mpumalanga destination website and the SA Tourism website). The Botanical Gardens in Nelspruit was the least visited attraction (see Figure 5.24), and management might consider marketing the attraction using online website resources to attract more tourists to the attraction.

In order, game drives, hiking trails, birdwatching, bungee jumping or cliff swinging and fishing were the five activities in which tourists most participated (see Figure 5.22). Tourist satisfaction<sup>1</sup> and traditional marketing sources<sup>1</sup> were key variables identified for tourists participating in a game drive, whereas the benefits social bonding, relaxation, escape and traditional marketing sources<sup>1</sup> were key variables identified for tourists participating in hiking. For one to participate in the birdwatching, benefit spending time with loved ones was found to be a key variable. The benefit spending time with loved ones and tourist satisfaction<sup>1</sup> were key variables for tourists participating in bungee jumping and for one to participate in fishing, the benefits outdoor adventure, culture and online websites were key variables. Promotional packages may be developed including the activities tourists most participated in while using identified benefits and travel behaviour items to draw potential tourists. The same could be done for the least participated activities to increase participation. The following section introduces the proposed benefit segmentation framework developed for Mpumalanga.

### **6.3 PROPOSED BENEFIT SEGMENTATION FRAMEWORK FOR POSITIONING MPUMALANGA AS A TOURIST DESTINATION**

The proposed benefit segmentation framework is based on the integration of the results of the study. Figure 6.1 presents the benefit segmentation framework developed for Mpumalanga which can be used by the DMO.

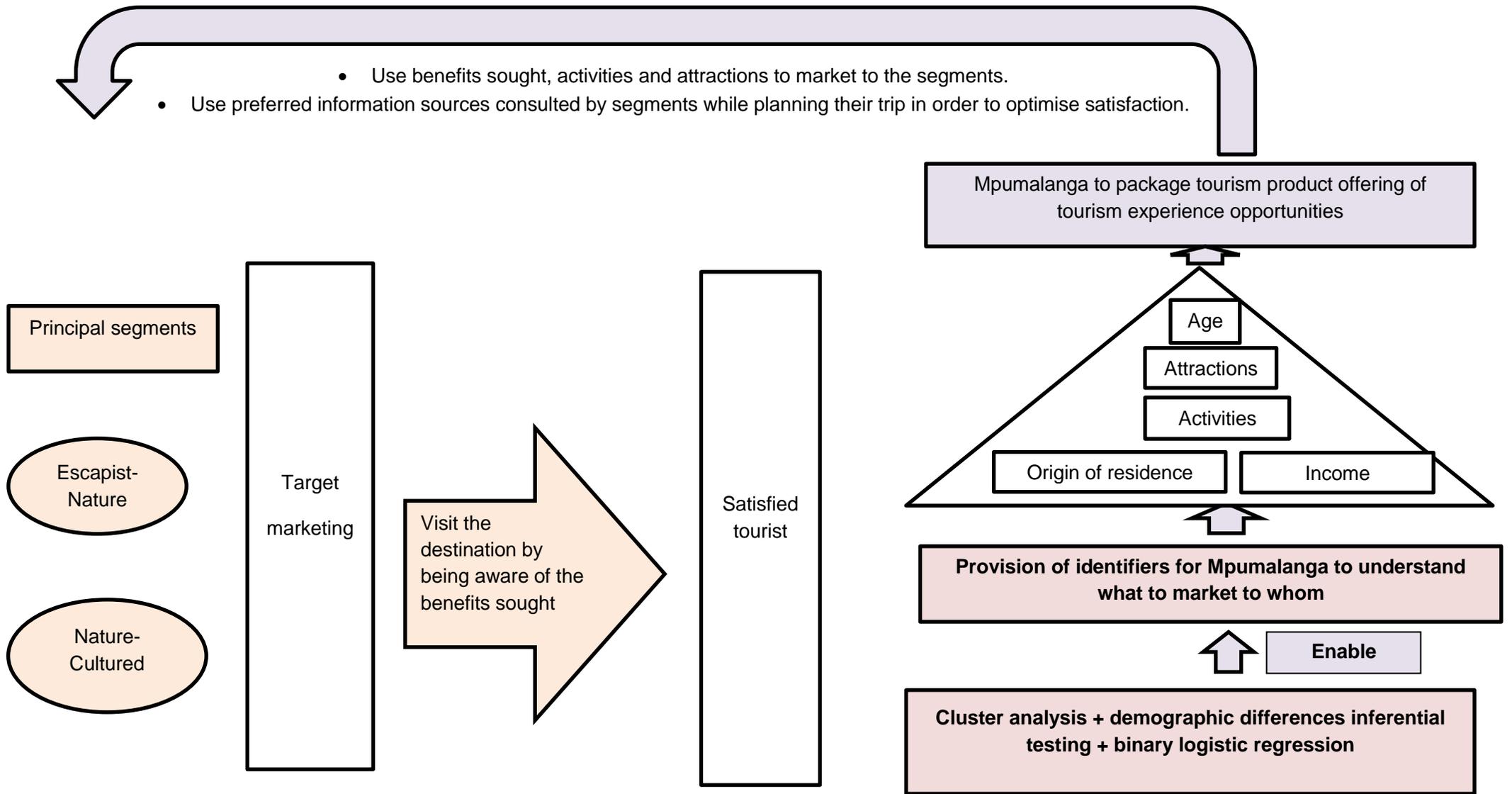
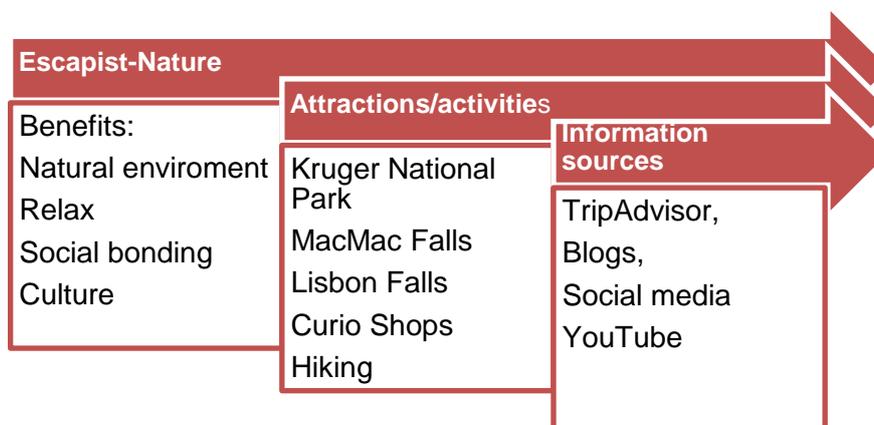


Figure 6.1: Benefit segmentation framework for Mpumalanga

Through demographic differences, inferential tests, cluster analysis and binary logistic regression conducted in the study, a framework was developed which provides Mpumalanga with the identifiers that would enable the province to know what to market to whom and how they can enhance tourists' planning processes to optimise satisfaction. Only positively related benefits in predicting attractions to be visited and activities participated in, were used in developing the framework. Cluster analysis provided insight into demographic and benefits sought segments whereas, binary logistic regression determined statistically significant benefits as predictors to predict the odds of a tourist visiting an attraction or participating in an activity. Knowing these predictors may be useful in product development and marketing developed products to the identified segments. This can be achieved by incorporating activities and attractions obtained from the binary logistic regression results and match them within the identified segments.

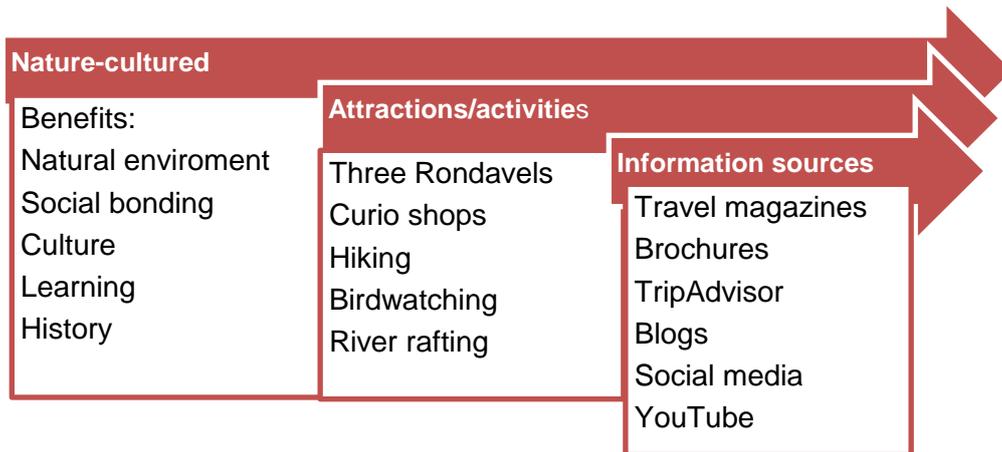
The framework works in such a way that once Mpumalanga develops offering of experience opportunities, the identified information sources consulted by the segments while planning their trip can be used to market the offering in order to optimise tourist satisfaction. The benefit segmentation framework will enable Mpumalanga management to identify segments, offering, communications and media . Developing an offering for an Escapist-Nature cluster, a planning tool illustrated in Figure 6.2 can be used as a guideline.



**Figure 6.2: Product development and marketing planning tool for an Escapist-Nature**

Figure 6.2 illustrates the three steps that could be followed while planning to target the segment Escapist-Nature. Firstly, consider benefits, secondly, match attractions and activities to the benefits for the specific segment, and thirdly, choose information sources to be used to market such an offering. Consequently, allow for an effective marketing communication strategy to be formulated, in this case an Escapist-Nature tourist.

Similarly, for the Nature-Cultured, a planning tool illustrated in Figure 6.3 could be used as a guideline.



**Figure 6.3: Product development and marketing planning tool for a Nature-Cultured**

Figure 6.3 illustrates the three steps that could be followed while planning to target the segment Nature-Cultured tourist. Planning will need to consider benefits sought by this segment followed by matching attractions and activities to the benefits for the specific segment and lastly, choosing information sources to be used to market such a product offering to a Nature-Cultured tourist.

#### **6.4 LIMITATIONS OF THE STUDY**

Limitations of the study include:

- A population list of tourists visiting Mpumalanga when the fieldwork was conducted was not available for selecting the sample elements.
- The study had an age restriction of up to 65 but it became apparent during data collection, that Mpumalanga had a substantial proportion of tourists who were older than 65, especially those tourists with timeshare.
- The overlap of age groups between the age groups 25–45 and 45–65 led to the two age group categories to be combined for analysis purposes.
- Mpumalanga receives many international tourists travelling in groups of 30 to 60 who speak French, German or Dutch. Therefore, many declines were received due to the language barrier as these visitors can read minimal English.
- The length of the questionnaire was also a challenge for tourists as they found it to be demanding on reading and completing the questionnaire.
- The study was only based on Mpumalanga province therefore the results cannot be generalised
- The study was conducted over one season the Easter period

## **6.5 RECOMMENDATIONS FOR FUTURE RESEARCH**

The following recommendations are made with respect to future research:

- As it is one of the marketing objectives of the province to target international and domestic tourists, it may be beneficial for future research to investigate international and domestic markets separately. For international tourists, the questionnaire can potentially be shortened and be translated in the above-mentioned languages (Dutch, German and French). Furthermore, working with travel agents and tour guides could increase the response rate from this market, which may lead to enhancement of the different clusters found in this study.
- Benefits sought by tourists when considering Mpumalanga as a destination may change over time; therefore Mpumalanga tourism destination management should undertake this type of research periodically in order to improve its marketing strategy and gain highest return from their investment.
- It could also be beneficial to explore and compare realised benefits versus sought benefits for tourists visiting the destination by using an in-depth consumer satisfaction measurement instrument
- The present study was conducted over the Easter period and it might be interesting to conduct a new survey at other times (during winter school holidays, over weekends, in summer) in order to verify whether segments identified are similar at those times.
- Future research could investigate benefits sought by the senior market age groups visiting Mpumalanga.
- Further research should be conducted to implement the effectiveness of benefit segmentation framework designed in this study in the market.

## **6.6 CONCLUSION**

Tourists' behaviour is of importance, as destination managers need to anticipate this behaviour in order to influence tourists' decision-making through marketing messages and targeting a segment.

A variety of world-class destinations are competing for the attention of leisure tourists worldwide. In South Africa, Mpumalanga, as one of the nine provinces is seeking tourists' attention to be positioned as a destination of choice. Marketing literature indicates that various segmentation strategies can be used. Of particular importance to the present study was benefit segmentation, which focused on the behavioural concept and revealed the reasons why participating tourists chose to visit a particular destination.

Once these segments have been identified a destination may be in a position to target specific segments and assure a certain position in the minds of potential tourists.

The results of the study revealed benefits natural environment and escape as the most sought-after benefits tourists sought when visiting Mpumalanga as a destination of choice. Online marketing sources such as blogs, social media, YouTube and TripAdvisor were the main information sources tourists consulted while planning their visit to Mpumalanga. In addition, the following two main distinctive clusters were developed for Mpumalanga to assist management in targeting the segments:

A benefit segmentation framework was developed for Mpumalanga. The framework may be used as a product development and marketing planning tool to identify how the province could enhance prospective tourists' planning behaviour and also to target their market segments effectively. The recommendation is made that future research could test the benefit segmentation framework in Mpumalanga. Once tested, the improved framework could be applied and used by other provinces in South Africa to ensure optimal use of marketing budgets and targeting the right market segments to obtain the desired market position.

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# APPENDICES

## Appendix A: Questionnaire

### Questionnaire: “Benefit segmentation of tourists visiting Mpumalanga”

Dear Sir/Madam

You are invited to participate in a research study conducted by Mrs Lesedi Nduna, an MCom Tourism Management student from the Department of Transport Economics, Logistics and Tourism at the University of South Africa.

The aim of this study is to investigate tourist benefits sought from visiting Mpumalanga in order to suggest a tourist benefit segment for marketing purposes. Should you have any enquiries or comments regarding this survey, you are more than welcome to contact me on 083 623 8491 or [ndunalt@unisa.ac.za](mailto:ndunalt@unisa.ac.za). The questionnaire consists of the following sections:



Please note the following:

- This study uses a questionnaire to collect information. Responses to the questionnaire cannot be traced back to any person.
- There are no right or wrong answers to any of the statements in this questionnaire; your opinion is what matters at each question.
- Your name and personal details will not appear on the questionnaire but will remain anonymous and will not be used in reporting the study’s findings.
- Your participation in this study is very important to me. You may, however, choose not to participate and you may stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 20 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal or presented at a conference. We will provide you with a summary of our findings on request.
- Please contact the researcher if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

\_\_\_\_\_  
**Participant’s signature**

\_\_\_\_\_  
**Date**

### INSTRUCTIONS TO COMPLETE THE QUESTIONNAIRE

This questionnaire contains a number of statements about Mpumalanga as a tourism destination. You are requested to mark with an **(x)** the number that most accurately represents how you

<sup>1</sup> Benefit segmentation is the dividing of a market based on perceived value, benefit or advantage tourists perceive that they receive from visiting a destination (Haley, 1969; Frochot & Morrison, 2000).

evaluate each statement. Once you have read each question, please decide the extent to which your answer describes your own expectations using the following 7-point Likert scale:

1.	Mpumalanga offers a variety of activities for one to participate in.	Not at all	1---2---3---4---5---6---7	Absolutely
----	--	------------	---------------------------	------------

**Example:** if you feel that **Mpumalanga absolutely offers a variety of activities for one to participate in**, mark with an **(X)** on 7. On the other hand, if you feel that **Mpumalanga does not at all offer a variety of activities for one to participate in**, mark with an **(X)** on 1. If you feel that **Mpumalanga does offer activities but there is not enough variety**, mark with an **(X)** on 4.

Please read each statement carefully and decide which option best describes your experience regarding your visit to Mpumalanga. When you have completed all the statements, please return the questionnaire to the field worker.

**SECTION A: SCREENING QUESTIONS**

(Mark with an **X** or fill in your answer)

1. Indicate your age group below

18 – 24 years	1	25 – 45 year	2	45 – 65 years	3
---------------	---	--------------	---	---------------	---

If you are **between** the ages of **18 – 65 years**, please **continue** with **question 2**. If you are **younger** than **18** or **older** than **65 years**, please **return the questionnaire to the fieldworker**.

2. Have you spent at least one night in the Mpumalanga Province?

1	2
Yes	No

**If you answered YES to question 2, please continue to answer Section B.**

If your answer is **NO to this question** please return the questionnaire to the fieldworker.  
We thank you for your participation in this study.

**Please continue with Section B.**

## SECTION B: TRAVEL BEHAVIOUR PRIOR TO VISIT

The following statements describe information sources you might have consulted while planning your trip to the Mpumalanga Province. After you have read each statement please indicate the degree that accurately describes the use of that information source.

B1: INFORMATION SOURCES CONSULTED				
TRADITIONAL MARKETING MEDIA SOURCES				
a.	While planning my trip I consulted a travel agent for my destination-related information.	Did not consult at all	1---2---3---4---5---6---7	Definitely consulted
b.	I am likely to purchase a travel magazine with information related to a destination I am planning to visit (e.g. Mpumalanga).	Not at all	1---2---3---4---5---6---7	Definitely
c.	I consulted with my friends and family who have visited the Province before.	Did not consult at all	1---2---3---4---5---6---7	Definitely consulted
d.	I collected travel brochures about Mpumalanga to read about the product offerings.	Did not collect at all	1---2---3---4---5---6---7	Definitely collected

ONLINE MARKETING SOURCES				
a.	I read blogs of previous visitors to find out more about the destination.	Not likely to read the blogs	1---2---3---4---5---6---7	Definitely read the blogs
b.	I read about Mpumalanga on the destination website <a href="http://www.MTPA.com">www.MTPA.com</a> .	Did not read at all	1---2---3---4---5---6---7	Definitely read
c.	I read about Mpumalanga on the South African Tourism destination website <a href="http://www.southafrica.net">www.southafrica.net</a> .	Did not read at all	1---2---3---4---5---6---7	Definitely read
d.	I read about Mpumalanga and related activities on the social media (Facebook/Twitter/Instagram).	Did not read at all	1---2---3---4---5---6---7	Definitely read
e.	I spent time reading other tourists reviews (example: reviews on TripAdvisor)	Did not read reviews at all	1---2---3---4---5---6---7	Definitely read the reviews
f.	I watched video clips about Mpumalanga on YouTube.	Did not watch at all	1---2---3---4---5---6---7	Definitely watched

The following section describes **travel planning** options available when planning your trip to the Mpumalanga Province. After you have read each statement please indicate the degree that accurately describes your experience regarding that aspect of your travel planning.

B2: TRAVEL PLANNING				
a.	Did you organise your own trip?	Not at all	1---2---3---4---5---6---7	Definitely
b.	Indicate the likelihood that you will purchase an all-inclusive package from a travel agent.	Not likely	1---2---3---4---5---6---7	Most likely
c.	Did you choose Mpumalanga because it is a popular tourism destination?	Not at all	1---2---3---4---5---6---7	Definitely
d.	Did you travel to Mpumalanga because it is a new tourist destination to you?	Not at all	1---2---3---4---5---6---7	Definitely

**Please continue with Section C.**

## SECTION C TOURIST SATISFACTION

Rate the degree of satisfaction or dissatisfaction you experienced with the following issues during your stay in the Mpumalanga Province

C1: FACTORS I WAS SATISFIED/DISSATISFIED WITH DURING MY STAY IN MPUMALANGA				
<b>a</b>	How satisfied are you with the hospitality you have received?	Not satisfied at all	1---2---3---4---5---6---7	Extremely satisfied
<b>b</b>	How satisfied are you with the safety around the Province?		1---2---3---4---5---6---7	
<b>c</b>	How satisfied are you with the cleanliness of the accommodation?		1---2---3---4---5---6---7	
<b>d</b>	How satisfied are you with the number of tourist attractions available in Mpumalanga?		1---2---3---4---5---6---7	
<b>e</b>	How satisfied are you with the service offered by the accommodation establishment?		1---2---3---4---5---6---7	
<b>f</b>	How satisfied are you with the security around the Province?		1---2---3---4---5---6---7	
<b>g</b>	How satisfied are you with the general infrastructure (e.g. roads) around the Province?		1---2---3---4---5---6---7	
<b>h</b>	How satisfied are you with the availability of information about activities at Mpumalanga?		1---2---3---4---5---6---7	
<b>i</b>	How satisfied are you about the availability of leisure activities?		1---2---3---4---5---6---7	
<b>j</b>	How satisfied are you with the overall service levels in the Province?		1---2---3---4---5---6---7	
<b>k</b>	Are you satisfied with your stay in Mpumalanga?		1---2---3---4---5---6---7	
<b>l</b>	How satisfied are you with the affordability of services (e.g. attractions cost) around the Province?	1---2---3---4---5---6---7		

**Please continue with Section D.**

**SECTION D: BENEFITS SOUGHT DURING YOUR STAY IN MPUMALANGA**

The following statements describe benefits you might have experienced from visiting the Mpumalanga Province. After you have read each benefit statement please indicate the degree that accurately describes your experience regarding that specific benefit.

D1: The benefit of <u>spending time</u> with your loved ones when visiting Mpumalanga				
<b>a.</b>	My family had an enjoyable time during this holiday.	Strongly disagree	1---2---3---4---5---6---7	Strongly agree
<b>b.</b>	How much did you as a family engage in leisure activities during your stay (e.g. Gold Panning at Pilgrim's Rest)?	Not much at all	1---2---3---4---5---6---7	Very much
<b>c.</b>	How interested were you to discover new places?	Not interested at all	1---2---3---4---5---6---7	Very much
<b>d.</b>	How important was it to visit family and relatives during your stay in Mpumalanga?	Not important at all	1---2---3---4---5---6---7	Very important
D2: <u>Social bonding</u> as a benefit sought from visiting Mpumalanga				
<b>a.</b>	How important was it to spend time with friends during your holiday?	Not important at all	1---2---3---4---5---6---7	Very important
<b>b.</b>	How interested were you to meet people who seek similar holiday experiences?	Not interested at all	1---2---3---4---5---6---7	Very much
<b>c.</b>	How important was it to interact with the local residents during your holiday?	Not important at all	1---2---3---4---5---6---7	Very important
<b>d.</b>	How important was it to meet people from different cultural backgrounds?	Not important at all	1---2---3---4---5---6---7	Very important
D3: <u>Relaxation</u> as a benefit sought from visiting Mpumalanga				
<b>a.</b>	Were you able to relax in a quiet natural environment?	Not at all	1---2---3---4---5---6---7	Definitely
<b>b.</b>	Visiting Mpumalanga allowed you to enjoy a well-deserved physical rest.	Totally disagree	1---2---3---4---5---6---7	Strongly agree
<b>c.</b>	Do you feel rejuvenated after this visit?	Not rejuvenated at all	1---2---3---4---5---6---7	Totally rejuvenated
D4: <u>Natural environment</u> as a benefit sought from visiting Mpumalanga				
<b>a.</b>	Mpumalanga is a tourism destination that offers pleasant weather.	Strongly disagree	1---2---3---4---5---6---7	Strongly agree
<b>b.</b>	I was interested in driving through the scenic routes across the escarpment of Mpumalanga (e.g. Panoramic scenic route)	Not interested at all	1---2---3---4---5---6---7	Very much

<b>c.</b>	I was interested in spending time in a natural environment	Not interested at all	1---2---3---4---5---6---7	Very much
<b>d.</b>	Spending a night surrounded by the sound of an African night was important to me.	Not important at all	1---2---3---4---5---6---7	Very important
<b>D5: <u>Outdoor adventure</u> as a benefit sought from visiting Mpumalanga</b>				
<b>a.</b>	How important was it to participate in outdoor activities during this trip (e.g. hiking)	Not important at all	1---2---3---4---5---6---7	Very important
<b>b.</b>	Was it important to participate in wildlife-related activities (e.g. bush walk) for this trip?		1---2---3---4---5---6---7	
<b>c.</b>	A visit to a natural ecological site was important to me (e.g. Sudwala Caves)		1---2---3---4---5---6---7	
<b>d.</b>	Participating in adventure sport was important to me (e.g. bungee jumping)		1---2---3---4---5---6---7	
<b>D6: <u>History</u> as a benefit sought from visiting Mpumalanga</b>				
<b>a.</b>	How interested were you to learn about the history of Mpumalanga?	Not interested at all	1---2---3---4---5---6---7	Very interested
<b>b.</b>	Was it important to travel to different historical towns in Mpumalanga? (e.g. Pilgrim's Rest)	Not important at all	1---2---3---4---5---6---7	Very important
<b>c.</b>	Was it important to travel to different mining towns (e.g. Graskop) during your stay?		1---2---3---4---5---6---7	
<b>d.</b>	How important was it to visit some of the museums in Mpumalanga? (e.g. Jock of the Bushveld)		1---2---3---4---5---6---7	
<b>D7: <u>Culture</u> as a benefit sought from visiting Mpumalanga</b>				
<b>a.</b>	How interested were you to visit a cultural attraction during this holiday? (e.g. cultural village)	Not interested at all	1---2---3---4---5---6---7	Very much
<b>b.</b>	How keen are you to learn about new cultures while on holiday?	Not keen at all	1---2---3---4---5---6---7	Very keen
<b>c.</b>	Was it important for you to visit local arts and crafts stalls while on holiday?	Not important at all	1---2---3---4---5---6---7	Very important
<b>D8: <u>Escape</u> as a benefit sought from visiting Mpumalanga</b>				
How much do you agree with the following statements? My trip to Mpumalanga allowed me to:				
<b>a.</b>	Get away from the demands of home.	Strongly disagree	1---2---3---4---5---6---7	Strongly agree
<b>b.</b>	To experience a change in my daily routine.		1---2---3---4---5---6---7	
<b>c.</b>	Experience a change of pace from my everyday life.		1---2---3---4---5---6---7	
<b>d.</b>	Experience a change from a busy work life.		1---2---3---4---5---6---7	
<b>D9: <u>Learning</u> as a benefit sought from visiting Mpumalanga</b>				

a.	How important was it to increase your knowledge during this holiday?	Not important at all	1---2---3---4---5---6---7	Very important
b.	How important was it to learn about the heritage of the Province?		1---2---3---4---5---6---7	
c.	How important was it to learn about wildlife during your trip?		1---2---3---4---5---6---7	
d.	How important was it to learn about nature during your trip?		1---2---3---4---5---6---7	

**D10:** The following question presents different attractions available in Mpumalanga Province. Indicate attractions you visited during your stay in the Province. **Circle the number that best reflects your choice.**

	Yes	No	
a.	Blyde River Canyon	1	2
b.	Three Rondavels	1	2
c.	Curio shops	1	2
d.	Pilgrim's Rest	1	2
e.	Graskop	1	2
f.	Mac Mac falls	1	2
g.	Bourke's Luck potholes	1	2
h.	Sudwala Caves	1	2
i.	Lisbon waterfalls	1	2
j.	Kruger National park	1	2
k.	God's window	1	2
l.	the Lowveld Botanical garden in Nelspruit	1	2
m.	Drove through the Panorama route	1	2

**D11:** The following question presents different activities available in Mpumalanga. Please indicate activities you participated in during your stay in the Province. **Circle the number that best reflects your choice.**

	Yes	No	
a.	Hiking trails	1	2
b.	River rafting	1	2
c.	Mountain biking	1	2
d.	Bungee jumping / cliff swing	1	2
e.	Bird watching	1	2
f.	Fishing	1	2
g.	Game drive	1	2
h.	Paragliding	1	2

**Please continue with Section E.**

**SECTION E : MARKET SEGMENTATION INFORMATION**

**1. How many nights will you spend/did you spend in Mpumalanga Province?**  
 \_\_\_\_\_ nights

(Mark with an X or fill in your answer in the questions below and on the next page)

**2. During this trip to Mpumalanga, what type of accommodation did you make use of?**

Hotel	1		Other	8
Self-catering unit	2		If you have selected "other", please specify	
Guest house	3			
Game lodge	4			
B & B	5			
House of friends and relatives	6			
Camping	7			

**3. Who is accompanying you during this trip to the Mpumalanga Province?**

Travelling alone	1		Other	8
Spouse / Partner	2		If you have selected "other", please specify	
Family with children	3			
Family without children	4			
Family and friends	5			
Friends	6			
Member of a group	7			

**4. Please specify how many you are travelling in a group?** \_\_\_\_\_

**5. Indicate your gender.**

Male	1	Female	2
------	---	--------	---

**6. In which Province do you live?**

Eastern Cape	1		Mpumalanga	6
Free State	2		Northern Cape	7
Gauteng	3		North-West	8
KwaZulu-Natal	4		Western Cape	9
Limpopo	5		Not South African resident	10

**7. If not South African please indicate your country of residence?** \_\_\_\_\_

**8. Please indicate your primary home language / languages?**

Afrikaans	1		Other	6
English	2		If you have selected "other", please specify.	
Nguni (isiZulu, isiXhosa, Siswati, isiNdebele)	3			
Sotho (Sepedi, Sesotho, Setswana)	4			
Tshivenda/ Xitsonga	5			

**9. What is your highest level of education?**

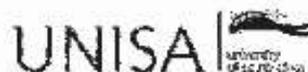
No formal education	1		Other	7
Matric	2		If you have selected "other", please specify	
Undergraduate	3			
Graduate	4			
Postgraduate (Honours, Master's, Doctoral)	5			
Professional	6			

**10. Please indicate your approximate disposable income / spending money for this specific holiday.**

R 0 - R5 000	1	R5 001 - R 10 000	2	R10 001 - More	3
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**Thank you for completing the questionnaire, it is greatly appreciated.**

## Appendix B: Ethical clearance certificate



Ref: 2013\_CEMS\_ClubOne\_001

### CEMS CLUB-ONE UNIT ETHICS REVIEW COMMITTEE

Applicant: Mrs Nduna Tomana Lesedi (Student number: 90171837)

Supervisor: Prof Gné van Zyl (staff number: 1964501)

Co-supervisors: Ms Eljénke van Loggerenberg (staff number: 90177703)

Mr Wally Engelbrecht (staff number: 90165406)

This is to certify that the application for ethics clearance submitted by

Mrs Nduna Tomana Lesedi (Student number: 90171837)

for the study,

*'Benefit Segmentation of Tourists to Graham's' is submitted for Ethics Clearance in fulfilment of the Degree of  
Master of Commerce in Tourism Management.*

**has been approved.**

1. The application for ethics clearance for the above-mentioned research has been reviewed by Prof Glyn Jones and Mrs Dorothy Guelies on 25 May 2013 in compliance with the Unisa Policy on Research Ethics.
2. Permission is hereby granted to the applicant to make minor changes to the questionnaire under the supervision of her supervisor should minor changes be deemed necessary.
3. Please be advised that the Unit Research Ethics Review Committee should be informed if any part of the research methodology as outlined in the Ethics Application (ref: 2013\_CEMS\_ClubOne\_001), changes in any way. Changes need to be advised in writing and sent to the Chair of the Club One ERC, Prof Glyn Jones.

The Research Ethics Review Committee wishes the applicant all the best with this research undertaking.

Kind regards

Prof Glyn Jones, Chair of the Unit Ethics Review Committee

012 433 4826

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23 May 2013



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## Appendix C: Inferential Statistics

### C1: Group statistics for age groups of tourist visiting Mpumalanga

	Age groups	N	Mean	Std. deviation
Traditional marketing sources 1	18–24	87	3.69	2.63
	25–65	313	2.61	1.90
Traditional marketing sources 2	18–24	87	1.39	.87
	25–65	313	1.73	1.49
online_websites	18–24	87	1.67	1.47
	25–65	313	1.33	1.05
online_marketsources	18–24	86	4.26	1.69
	25–65	311	2.72	1.60
Travel_planning2	18–24	87	5.60	1.49
	25–65	313	3.91	1.73
Tourist_sat1	18–24	87	6.29	.76
	25–65	313	5.76	.79
Tourist_sat2	18–24	86	6.58	.77
	25–65	311	6.16	.81
Benefit_spend	18–24	87	2.89	1.55
	25–65	312	3.7	1.54
Benefit_social	18–24	87	5.59	1.18
	25–65	313	4.99	1.48
Benefit_relax	18–24	87	4.68	1.60
	25–65	313	5.21	1.51
Benefit_natenv2	18–24	87	5.99	1.21
	25–65	313	5.62	.98
Benefit_adventure	18–24	87	3.89	1.73
	25–65	313	3.43	1.49
Benefit_history	18–24	87	4.92	1.70
	25–65	313	4.35	1.52
Benefit_culture	18–24	87	5.32	1.78
	25–65	313	4.83	1.57
Benefit_escape	18–24	87	4.66	1.51
	25–65	313	5.84	1.29
Benefit_learning	18–24	87	5.21	1.73
	25–65	313	4.57	1.65

## C2: Independent sample test for age groups of tourist visiting Mpumalanga

Independent samples test						
		Levene's Test for Equality of		t-test for equality of means		
		Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Traditional marketing sources1	Equal variances assumed	51.315	.000	4.293	398	.000
	Equal variances not assumed			3.589	112.199	.000
Traditional marketing sources 2	Equal variances assumed	17.159	.000	-2.047	398	.041
	Equal variances not assumed			-2.733	241.440	.007
Online_websites	Equal variances assumed	15.028	.000	2.456	398	.014
	Equal variances not assumed			2.038	111.446	.044
Online_marketresources	Equal variances assumed	.113	.737	7.753	395	.000
	Equal variances not assumed			7.525	130.362	.000
Travel_planning2	Equal variances assumed	.734	.392	8.333	398	.000
	Equal variances not assumed			9.050	156.036	.000
Tourist_sat1	Equal variances assumed	.433	.511	5.480	398	.000
	Equal variances not assumed			5.616	142.456	.000
Tourist_sat2	Equal variances assumed	1.932	.165	4.236	395	.000
	Equal variances not assumed			4.361	141.421	.000
Benefit_spending time family	Equal variances assumed	.101	.751	-4.483	397	.000
	Equal variances not assumed			-4.469	137.094	.000
Benefit_social bonding	Equal variances assumed	10.371	.001	3.518	398	.000
	Equal variances not assumed			4.000	169.241	.000
Benefit_relax	Equal variances assumed	.632	.427	-2.846	398	.005
	Equal variances not assumed			-2.749	131.309	.007
Benefit_natenv final	Equal variances assumed	9.203	.003	2.985	398	.003
	Equal variances not assumed			2.664	119.706	.009
Benefit_adventure	Equal variances assumed	4.716	.030	2.463	398	.014
	Equal variances not assumed			2.271	124.079	.025
Benefit_history	Equal variances assumed	6.354	.012	2.916	398	.004
	Equal variances not assumed			2.740	126.836	.007
Benefit_culture	Equal variances assumed	6.954	.009	2.523	398	.012
	Equal variances not assumed			2.348	125.485	.020
Benefit_escape	Equal variances assumed	1.896	.169	-7.320	398	.000
	Equal variances not assumed			-6.682	122.683	.000
Benefit_learning	Equal variances assumed	1.974	.161	3.189	398	.002
	Equal variances not assumed			3.109	132.843	.002

### C3: Group statistics for gender groups of tourists visiting Mpumalanga

Group statistics				
	Gender	N	Mean	Std. deviation
Traditional_marketsources 1	Males	190	3.056	2.28
	Females	208	2.64	1.94
Traditional_marketsources 2	Males	190	1.64	1.36
	Females	208	1.68	1.42
online_websites	Males	190	1.36	1.09
	Females	208	1.46	1.23
online_marketsources	Males	189	3.13	1.78
	Females	206	2.97	1.71
Travel_planning2	Males	190	4.40	1.85
	Females	208	4.15	1.78
Tourist_sat1	Males	190	5.95	.76
	Females	208	5.81	.85
Tourist_sat2	Males	189	6.30	.72
	Females	206	6.21	.90
Benefit_spend	Males	190	3.68	1.64
	Females	207	3.43	1.53
Benefit_social	Males	190	5.25	1.33
	Females	208	5.00	1.53
Benefit_relax	Males	190	5.07	1.52
	Females	208	5.13	1.56
Benefit_natenv2	Males	190	5.77	1.02
	Females	208	5.62	1.07
Benefit_adventure	Males	190	3.69	1.50
	Females	208	3.38	1.60
Benefit_history	Males	190	4.62	1.51
	Females	208	4.35	1.62
Benefit_culture	Males	190	5.03	1.59
	Females	208	4.83	1.66
Benefit_escape	Males	190	5.47	1.46
	Females	208	5.69	1.40
Benefit_learning	Males	190	4.80	1.66
	Females	208	4.61	1.71

Independent samples test

		Levene's Test for Equality of		t-test for equality of means		
		Variances		t	df	Sig. (2-tailed)
		F	Sig.			
Traditional marketing sources1	Equal variances assumed	11.896	.001	1.974	396	.049
	Equal variances not assumed			1.959	373.131	.051
Traditional marketing sources2	Equal variances assumed	.420	.517	-.431	396	.666
	Equal variances not assumed			-.432	395.109	.666
online_websites	Equal variances assumed	2.046	.153	-.865	396	.388
	Equal variances not assumed			-.869	395.732	.385
online_marketsources	Equal variances assumed	.188	.665	.891	393	.374
	Equal variances not assumed			.889	387.111	.374
Travel_planning2	Equal variances assumed	.375	.541	1.405	396	.161
	Equal variances not assumed			1.402	389.616	.162
Tourist_sat1	Equal variances assumed	.071	.790	1.746	396	.082
	Equal variances not assumed			1.755	395.824	.080
Tourist_sat2	Equal variances assumed	1.437	.231	1.040	393	.299
	Equal variances not assumed			1.050	386.208	.294
Benefit_spend	Equal variances assumed	.555	.457	1.567	395	.118
	Equal variances not assumed			1.563	385.939	.119
Benefit_social	Equal variances assumed	4.217	.041	1.691	396	.092
	Equal variances not assumed			1.702	395.024	.090
Benefit_relax	Equal variances assumed	.642	.423	-.372	396	.710
	Equal variances not assumed			-.372	394.287	.710
Benefit_natenv2	Equal variances assumed	.024	.878	1.348	396	.178
	Equal variances not assumed			1.351	395.157	.178
Benefit_adventure	Equal variances assumed	1.015	.314	1.976	396	.049
	Equal variances not assumed			1.982	395.740	.048
Benefit_history	Equal variances assumed	.520	.471	1.689	396	.092
	Equal variances not assumed			1.695	395.842	.091
Benefit_culture	Equal variances assumed	.568	.451	1.256	396	.210
	Equal variances not assumed			1.258	395.148	.209
Benefit_escape	Equal variances assumed	.427	.514	-1.519	396	.129
	Equal variances not assumed			-1.516	388.937	.130
Benefit_learning	Equal variances assumed	.001	.976	1.106	396	.269
	Equal variances not assumed			1.108	394.623	.269

#### C4: Kruskal–Wallis test results for education categories

Ranks			
		N	Mean rank
<b>Traditional_marketsources1</b>	Matric	66	168.57
	Graduate	198	203.15
	Postgraduate	106	208.65
	Professional	25	189.72
	Total	395	
<b>Traditional_marketsources2</b>	Matric	66	195.78
	Graduate	198	191.31
	Postgraduate	106	204.32
	Professional	25	230.04
	Total	395	
<b>online_websites</b>	Matric	66	214.54
	Graduate	198	199.40
	Postgraduate	106	184.87
	Professional	25	198.92
	Total	395	
<b>online_marketsources</b>	Matric	65	169.08
	Graduate	198	210.26
	Postgraduate	104	192.96
	Professional	25	173.50
	Total	392	
<b>Travel_planning2</b>	Matric	66	166.83
	Graduate	198	204.72
	Postgraduate	106	214.49
	Professional	25	157.16
	Total	395	
<b>Tourist_sat1</b> (safety, tourist attractions, service, information available, affordability)	Matric	66	160.29
	Graduate	198	207.10
	Postgraduate	106	209.01
	Professional	25	178.80
	Total	395	
<b>Tourist_sat2</b> (hospitality, cleanliness, service at accommodation, infrastructure & stay)	Matric	65	159.21
	Graduate	196	208.53
	Postgraduate	106	206.46
	Professional	25	156.88
	Total	392	
<b>Benefit_spendind time with family</b>	Matric	65	198.66
	Graduate	198	188.55
	Postgraduate	106	218.20
	Professional	25	177.62
	Total	394	

		N	Mean rank
<b>Benefit_social bonding</b>	Matric	66	172.97

	Graduate	198	214.38
	Postgraduate	106	193.32
	Professional	25	154.16
	Total	395	
<b>Benefit_relax</b>	Matric	66	205.92
	Graduate	198	197.52
	Postgraduate	106	188.46
	Professional	25	221.38
	Total	395	
<b>Benefit_natenv2</b>	Matric	66	164.42
	Graduate	198	204.78
	Postgraduate	106	212.84
	Professional	25	170.04
	Total	395	
<b>Benefit_adventure</b>	Matric	66	196.30
	Graduate	198	194.24
	Postgraduate	106	202.91
	Professional	25	211.44
	Total	395	
<b>Benefit_history</b>	Matric	66	184.21
	Graduate	198	192.77
	Postgraduate	106	214.82
	Professional	25	204.48
	Total	395	
<b>Benefit_culture</b>	Matric	66	168.55
	Graduate	198	201.53
	Postgraduate	106	215.33
	Professional	25	174.26
	Total	395	
<b>Benefit_escape</b>	Matric	66	187.42
	Graduate	198	191.31
	Postgraduate	106	211.33
	Professional	25	222.40
	Total	395	
<b>Benefit_learning</b>	Matric	66	187.99
	Graduate	198	195.05
	Postgraduate	106	209.26
	Professional	25	200.08
	Total	395	

### C5: Kruskal–Wallis test results for origin of residence categories

(\*only provinces which indicated travel behaviour, tourist satisfaction and benefits sought are included in the analyses below)

Ranks			
	Origin of residence	N	Mean rank
TMS1	Eastern Cape	10	218.40
	Gauteng	218	159.13
	KwaZulu-Natal	18	152.64
	Limpopo	23	107.02
	Mpumalanga	18	135.97
	Not from SA	94	300.44
	<b>Total</b>	<b>381</b>	
TMS2	Eastern Cape	10	175.90
	Gauteng	218	185.55
	KwaZulu-Natal	18	156.67
	Limpopo	23	150.80
	Mpumalanga	18	195.75
	Not from SA	94	220.74
	<b>Total</b>	<b>381</b>	
online_websites	Eastern Cape	10	181.05
	Gauteng	218	187.44
	KwaZulu-Natal	18	162.50
	Limpopo	23	179.22
	Mpumalanga	18	209.33
	Not from SA	94	205.14
	<b>Total</b>	<b>381</b>	
online_marketsources	Eastern Cape	10	178.35
	Gauteng	216	157.84
	KwaZulu-Natal	18	229.08
	Limpopo	23	164.76
	Mpumalanga	18	135.33
	Not from SA	93	273.17
	<b>Total</b>	<b>378</b>	

	Origin of residence	N	Mean rank
Travel_planning2	Eastern Cape	10	205.95
	Gauteng	218	153.19
	KwaZulu-Natal	18	173.17
	Limpopo	23	138.76
	Mpumalanga	18	141.28
	Not from SA	94	302.82
	<b>Total</b>	<b>381</b>	
Tourist_sat1	Eastern Cape	10	181.25
	Gauteng	218	156.58
	KwaZulu-Natal	18	165.31
	Limpopo	23	199.91
	Mpumalanga	18	128.81
	Not from SA	94	286.50
	<b>Total</b>	<b>381</b>	
Tourist_sat2	Eastern Cape	10	264.45
	Gauteng	215	162.21
	KwaZulu-Natal	18	216.53
	Limpopo	23	201.93
	Mpumalanga	18	115.97
	Not from SA	94	249.81
	<b>Total</b>	<b>378</b>	
Benefit_spend	Eastern Cape	10	85.85
	Gauteng	217	197.89
	KwaZulu-Natal	18	152.00
	Limpopo	23	145.30
	Mpumalanga	18	231.25
	Not from SA	94	195.20
	<b>Total</b>	<b>380</b>	
Benefit_social	Eastern Cape	10	243.50
	Gauteng	218	172.32
	KwaZulu-Natal	18	192.06
	Limpopo	23	274.24
	Mpumalanga	18	233.78
	Not from SA	94	199.97
	<b>Total</b>	<b>381</b>	

	Origin of residence	N	Mean rank
Benefit_relax	Eastern Cape	10	157.05
	Gauteng	218	207.32
	KwaZulu-Natal	18	179.28
	Limpopo	23	97.67
	Mpumalanga	18	219.75
	Not from SA	94	176.35
	<b>Total</b>	<b>381</b>	
Benefit_natenv2	Eastern Cape	10	254.60
	Gauteng	218	159.56
	KwaZulu-Natal	18	138.69
	Limpopo	23	130.87
	Mpumalanga	18	154.39
	Not from SA	94	288.89
	<b>Total</b>	<b>381</b>	
Benefit_adventure	Eastern Cape	10	112.10
	Gauteng	218	185.41
	KwaZulu-Natal	18	174.64
	Limpopo	23	114.61
	Mpumalanga	18	173.72
	Not from SA	94	237.48
	<b>Total</b>	<b>381</b>	
Benefit_history	Eastern Cape	10	107.55
	Gauteng	218	169.12
	KwaZulu-Natal	18	130.00
	Limpopo	23	130.80
	Mpumalanga	18	163.92
	Not from SA	94	282.21
	<b>Total</b>	<b>381</b>	
Benefit_culture	Eastern Cape	10	211.60
	Gauteng	218	162.50
	KwaZulu-Natal	18	162.19
	Limpopo	23	129.30
	Mpumalanga	18	162.86
	Not from SA	94	280.90
	<b>Total</b>	<b>381</b>	

	Origin of residence	N	Mean rank
Benefit_escape	Eastern Cape	10	265.25
	Gauteng	218	203.35
	KwaZulu-Natal	18	248.75
	Limpopo	23	151.24
	Mpumalanga	18	223.19
	Not from SA	94	146.96
	<b>Total</b>	<b>381</b>	
Benefit_learning	Eastern Cape	10	129.05
	Gauteng	218	164.83
	KwaZulu-Natal	18	133.25
	Limpopo	23	119.35
	Mpumalanga	18	159.89
	Not from SA	94	292.84
	<b>Total</b>	<b>381</b>	

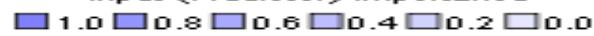
### C6: Group statistics for spending groups

Descriptives				
		N	Mean	Std. deviation
Traditional_marketsources1	1	137	2.0000	1.54468
	2	139	2.4820	1.69869
	3	120	4.2792	2.43900
	Total	396	2.8598	2.13083
Traditional_marketsources2	1	137	1.5073	1.35444
	2	139	1.8345	1.56547
	3	120	1.6208	1.15044
	Total	396	1.6566	1.38051
	1	137	1.5073	1.35444
Online_websites	1	137	1.2701	1.01644
	2	139	1.4281	1.22113
	3	120	1.5417	1.25119
	Total	396	1.4078	1.16639
Online_marketsources	1	135	2.8370	1.65953
	2	139	2.7518	1.46656
	3	120	3.6917	1.95800
	Total	394	3.0673	1.74000
Travel_planning	1	137	4.4179	1.09482
	2	139	4.4586	1.05878
	3	120	4.9875	1.16490
	Total	396	4.6048	1.13017
Travel_planning2	1	137	3.7153	1.50247
	2	139	3.8969	1.60004
	3	120	5.3806	1.94139
	Total	396	4.2837	1.82684
Tourist_sat1	1	137	5.8131	.73011
	2	139	5.7022	.67775
	3	120	6.1517	.97118
	Total	396	5.8768	.81441
Tourist_sat2	1	134	6.2559	.69987
	2	139	6.1552	.77457
	3	120	6.3798	.97534
	Total	393	6.2581	.82126

		<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
Benefit_spend	1	137	3.5456	1.68340
	2	138	3.5272	1.62992
	3	120	3.5938	1.42017
	<b>Total</b>	<b>395</b>	<b>3.5538</b>	<b>1.58488</b>
Benefit_social	1	137	5.2354	1.58485
	2	139	5.0863	1.37284
	3	120	5.0146	1.35399
	<b>Total</b>	<b>396</b>	<b>5.1162</b>	<b>1.44359</b>
Benefit_relax	1	137	4.8054	1.62429
	2	139	5.4820	1.35797
	3	120	4.9556	1.59184
	<b>Total</b>	<b>396</b>	<b>5.0884</b>	<b>1.55039</b>
Benefit_natenv	1	137	5.5164	.86613
	2	139	5.7104	.93506
	3	120	6.2375	1.00985
	<b>Total</b>	<b>396</b>	<b>5.8030</b>	<b>.97971</b>
Benefit_natenv2	1	137	5.3114	.93690
	2	139	5.6043	.98095
	3	120	6.2472	1.03487
	<b>Total</b>	<b>396</b>	<b>5.6978</b>	<b>1.05243</b>
Benefit_adventure	1	137	3.0985	1.63300
	2	139	3.6151	1.50791
	3	120	3.9083	1.42012
	<b>Total</b>	<b>396</b>	<b>3.5253</b>	<b>1.55907</b>
Benefit_history	1	137	3.9270	1.26649
	2	139	4.2500	1.41069
	3	120	5.4125	1.67082
	<b>Total</b>	<b>396</b>	<b>4.4905</b>	<b>1.57394</b>
Benefit_culture	1	137	4.3917	1.41704
	2	139	4.8082	1.47605
	3	120	5.7111	1.73605
	<b>Total</b>	<b>396</b>	<b>4.9377</b>	<b>1.62835</b>
Benefit_escape	1	137	5.5456	1.33230
	2	139	5.8076	1.44096
	3	120	5.3646	1.49716
	<b>Total</b>	<b>396</b>	<b>5.5827</b>	<b>1.42988</b>
Benefit_learning	1	137	4.0018	1.45221
	2	139	4.6115	1.58576
	3	120	5.6250	1.64719
	<b>Total</b>	<b>396</b>	<b>4.7077</b>	<b>1.68930</b>

## C7. Cluster results for benefits sought in Mpumalanga

### Clusters

Input (Predictor) Importance  


Cluster	1	2
<b>Label</b>		
<b>Description</b>		
<b>Size</b>	 75.5% (283)	 24.5% (92)
<b>Inputs</b>	<p><b>E6</b> 3 (72.8%)</p> <p><b>Benefit_learning</b> 4.08</p> <p><b>Benefit_history</b> 3.91</p> <p><b>Benefit_natenv2</b> 5.36</p> <p><b>E10</b> 1 (44.2%)</p> <p><b>Benefit_culture</b> 4.39</p> <p><b>Benefit_adventure</b> 3.27</p> <p><b>Benefit_escape</b> 5.80</p> <p><b>E4</b> 7.34</p> <p><b>E9</b> 4 (36.4%)</p> <p><b>E1</b> 3.77</p> <p><b>E5</b> 2 (55.1%)</p> <p><b>Benefit_relax</b> 5.16</p> <p><b>Benefit_social</b> 5.09</p> <p><b>Benefit_spend</b> 3.52</p>	<p><b>E6</b> 10 (85.9%)</p> <p><b>Benefit_learning</b> 6.50</p> <p><b>Benefit_history</b> 6.14</p> <p><b>Benefit_natenv2</b> 6.74</p> <p><b>E10</b> 3 (81.5%)</p> <p><b>Benefit_culture</b> 6.47</p> <p><b>Benefit_adventure</b> 4.28</p> <p><b>Benefit_escape</b> 4.92</p> <p><b>E4</b> 13.78</p> <p><b>E9</b> 4 (45.7%)</p> <p><b>E1</b> 4.41</p> <p><b>E5</b> 1 (55.4%)</p> <p><b>Benefit_relax</b> 4.84</p> <p><b>Benefit_social</b> 5.27</p> <p><b>Benefit_spend</b> 3.51</p>

### C8: Cluster results for travel behaviour, tourist satisfaction and benefits sought in Mpumalanga

#### Clusters



Cluster	1	2
<b>Label</b>		
<b>Description</b>		
<b>Size</b>	79.0% (293)	21.0% (78)
<b>Inputs</b>	<p>TMR1 1.97</p> <p>Travel_planning2 3.58</p> <p>QE6 3 (70.6%)</p> <p>Benefit_history 3.97</p> <p>online_marketSources 2.54</p> <p>Benefit_learning 4.17</p> <p>Benefit_culture 4.44</p> <p>Tourist_sat1 5.55</p> <p>QE10 2 (41.6%)</p> <p>Tourist_sat2 5.11</p> <p>Benefit_escape 5.78</p> <p>Benefit_adventure 3.33</p> <p>QE4 7.76</p> <p>Benefit_social 5.01</p> <p>online_websites 1.32</p> <p>QE9 4 (36.5%)</p> <p>Benefit_natenv_final 6.41</p> <p>Benefit_relax 5.17</p> <p>QE1 3.81</p> <p>QE5 2 (54.6%)</p> <p>Benefit_spend 3.55</p> <p>TMR2 1.56</p>	<p>TMR1 5.92</p> <p>Travel_planning2 6.84</p> <p>QE6 10 (93.6%)</p> <p>Benefit_history 6.31</p> <p>online_marketSources 5.05</p> <p>Benefit_learning 6.55</p> <p>Benefit_culture 6.70</p> <p>Tourist_sat1 6.71</p> <p>QE10 3 (82.1%)</p> <p>Tourist_sat2 6.83</p> <p>Benefit_escape 4.83</p> <p>Benefit_adventure 4.26</p> <p>QE4 13.40</p> <p>Benefit_social 5.60</p> <p>online_websites 1.70</p> <p>QE9 4 (47.4%)</p> <p>Benefit_natenv_final 6.68</p> <p>Benefit_relax 4.70</p> <p>QE1 4.29</p> <p>QE5 1 (55.4%)</p> <p>Benefit_spend 3.32</p> <p>TMR2 1.72</p>

## Appendix D: Language editor certificate

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Language Editor and Translator  
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### DECLARATION

I hereby certify that the thesis by **LESEDI TOMANA NDUNA** was properly language edited but without viewing the final version.

The track changes function was used and the author was responsible for accepting the editor's changes and for finalising the reference list.

Title of thesis:

**BENEFIT SEGMENTATION FRAMEWORK FOR POSITIONING MPUMALANGA AS A TOURIST DESTINATION OF CHOICE (IN SOUTH AFRICA)**



JACKIE VILJOEN  
Strand  
South Africa  
13 October 2016