HOTEL FRONT OFFICE STAFF AND INTEREST IN TOURIST ATTRACTIONS: THEIR INFLUENCING ROLE IN BUSINESS TOURISTS' VISITING INTENTIONS

By

SELLO SAMUEL NTHEBE

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AFFIDAVIT: MASTER'S STUDENT

TO WHOM IT MAY CONCERN

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EXECUTIVE SUMMARY

Introduction

The National Department of Tourism (NDT) identified the underutilisation of tourist attractions as a challenge facing South Africa's tourism. According to eThekwini Municipality (2014) and Gauteng Provincial Government (2001), domestic business tourists, amongst others, visit tourist attractions. The likelihood of business tourists requesting that hotel front office staff arrange visits to tourist attractions is acknowledged in the literature. There is, however, a dearth of research investigating the relationship between hotel front office staff and business tourists' intentions to visit tourist attractions (hereafter mostly referred to as *business tourists' visiting intentions*). The conceptualisation of this relationship is discussed in the context of hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. The proposed mediating role of *Interest in tourist attractions* is highlighted, which was tested statistically, while evidence is provided that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourist's Intentions of Visiting Tourist Attractions. The inclusion of these constructs in a causal model will enable hotel and tourist attractions managers develop strategies to attract business tourists.

Main research question

Against the background of Frazier, Tix and Barron's (2004) and Ro's (2012) Mediation Model, see section 1.3, the following main research question was proposed for the present study:

Is the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* mediated by *Interest in tourist attractions* in a Model of Business Tourists' Intentions of Visiting Tourist Attractions?

Literature review

Based on the main research question, this study resulted in the proposal of a theoretical causal model for the mediating role of tourist attractions and a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions. The likelihood of the newly conceptualised *Interest in tourist attractions* as a mediator in the relationship between the *Hotel front office staff* and *Business tourists' visiting intentions* is evident in tourism literature. As far as could be determined, the influence of interest in tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions has not been established to date.

An extensive literature review was conducted to conceptualise hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions as constructs to include in the theoretical model from which the causal model was developed. Business tourists' demographic details were investigated in the context of gender, age, and province.

Research design

A research design comprises the research approach and research method of a study. In the present research, a cross-sectional survey was conducted to generate the study's primary data. A statistical study design was adopted for the purpose of conducting factor analysis (FA) and validating the causal model by means of confirmatory factor analysis (CFA) through structural equation modelling (SEM). Furthermore, this study was causal-explanatory, as it explored the mediating role of *Interest in tourist attractions*. International Business Machines (IBM) software SPSS 22.0 was used to conduct this study's FA, and IBM SPSS AMOS 22.00 was used for this study's CFA through SEM.

Research method

Convenience sampling, which is a non-probability sampling method, was used to select the respondents. The target population was domestic business tourists who stayed at the selected three-star hotel between 15 July 2014 and 15 April 2015. A new measuring instrument was developed to comprehensively investigate hotel front office staff, interest

in tourist attractions, and business tourists' visiting intentions. A seven-point intensity Likert scale was used for all items in the questionnaire. Data were collected by means of a self-administered questionnaire issued to domestic business tourists upon hotel check-in. The sample comprised 282 respondents.

Results and discussion

Data sets for all constructs were inspected for central tendency, distribution, and missing values. Missing values were replaced by the respective items' mean score. Once inspected, PCA was conducted to explore the uni-dimensionality of items, and to reduce constructs. All constructs were retained by the PCA, and the achievement of Cronbach alpha scores exceeding .70 confirmed the validity and reliability of constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*). PCA was not conducted on *Business Tourists' Visiting Intentions*, due to a significant Cronbach's alpha and the presence of only four items measuring the construct. Pearson's product-moment correlation revealed positive inter-correlations between dimensions of the constructs *Hotel front office staff* and *Interest in tourist attractions*.

CFA was conducted to establish the causal Model of Business Tourists' Intentions of Visiting Tourist Attractions. The establishment of a causal model was followed by exploring the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The causal model confirmed that *Interest in tourist attractions* fully mediates the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. This successfully answered this study's main research question.

This study makes a unique contribution by establishing a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions, confirming *Interest in tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The causal model proves that there is no relationship between *Hotel front office staff* and *Business tourists' visiting intentions* without the indirect connection with *Interest in tourist attractions*. In support of this study's results, Yang, Jou, and

Cheng (2011) asserted that business tourists expect hotels to arrange their visits to tourist attractions. According to Kasavana and Brooks (2009), it is a duty of the hotel front office staff to arrange visits to tourist attractions.

Limitations

This study was limited to domestic business tourists only, thereby excluding international business tourists. A non-probability sampling method was used to select respondents; this study's results can therefore not be generalised to the population of domestic business tourists who stay at the selected three-star hotel in Pretoria. This study's sample was uneven in the context of gender, age, and province of residence.

Future research

Future studies could explore the established causal Model of Business Tourists' Intentions of Visiting Tourist Attractions at a different hotel, to verify the validity of the model. Future studies could also explore the moderating effect of domestic business tourists with regard to age, gender, and province of residence in the relationship between *Hotel front office staff* and *Interest in tourist attractions*. Future studies could further explore the causal Model of Business Tourists' Intentions of Visiting Tourist Attractions using a different biographical segment, e.g., leisure tourists.

Conclusion

This study aimed to determine whether scores for *Hotel front office staff* related to scores for *Business tourists' visiting intentions*, and how this relationship is mediated by scores on *Tourist attractions* scores. The Model of Business Tourists' Intentions of Visiting Tourist Attractions confirmed that *Interest in tourist attractions* fully mediates the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. Based on these results, this study's main research objective has been achieved.

LIST OF ABBREVIATIONS

CFA:	confirmatory factor analysis
CFI:	comparative fit index
DEAT:	Department of Environment Affairs and Tourism
df:	degrees of freedom
EFA:	exploratory factor analysis
EO:	empirical objectives
FA:	factor analysis
GCIS:	Government Communication and Information System
GM:	General Manager
GFI:	goodness-of-fit index
H:	hypothesis
IBM:	International Business Machines
ICC:	International Convention Centre
ICCA:	International Congress and Convention Association
IDC:	Industrial Development Corporation
HSRC:	Human Sciences Research Council
IHG:	InterContinental Hotels Group
IT:	Information Technology
KMO:	Kaiser-Meyer-Olkin
M_{AID}:	Model of Quality and Availability of Tourist Attraction Information and Directions
M_{BTIVTA}:	Model of Business Tourists' Intentions of Visiting Tourist Attractions
M_{ICH}:	Model of Interest in Culture and History of Pretoria
M_{HFOS}:	Model of Hotel Front Office Staff
M_{ITA}:	Model of Interest in Tourist Attractions
M_{ITAP}:	Model of Interest in Tourist Attractions in Pretoria
M_{PTF}:	Model of Impact of Proximity of Hotel to Tourist Attractions and Transport Facilities

M_{RHFOS}: Model of Perceived Role of Hotel Front Office Staff regarding Tourist Attractions

M_{STA}: Model of Importance of Security at Tourist Attractions

M_{UTA}: Model of Utilisation of sources of tourist attraction information

MICE: meetings, incentives, conferences, and exhibitions/events

ML: maximum likelihood

MSA: measure of sampling adequacy

n: sample size

NDT: National Department of Tourism

p: p-value

PCA: principal component analysis

r: Pearson's correlation coefficient

RMSEA: root-mean-square error of approximation

RO: Research Objective

RQ: Research Question

SA: South Africa

SAT: South African Tourism

SEM: structural equation model

SPSS: Statistical Package for Social Sciences

SQSC: Service Quality Scorecard

TBCSA: Tourism Business Council of South Africa

TRO: Theoretical Research Objective

UK: United Kingdom

UNISA: University of South Africa

UNWTO: United Nations World Tourism Organisation

USA: United States of America

VFR: Visiting Friends and Relatives

WTTC: World Travel and Tourism Council

X^2: chi-square

α: Cronbach alpha coefficient

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CHAPTER 1

BACKGROUND, PROBLEM STATEMENT, AND RESEARCH OBJECTIVES

1.1. INTRODUCTION

A number of studies over the past two decades (Amir, Osman, Bachok, & Ibrahim, 2015; Davidson, 2003; Lee, Kim, Kim & Lee, 2010; Luo &Lu, 2011; Shin, 2009; Smith & Garnham, 2005; Yankholmes & McKercher, 2015; Yeh, Leong, Blecher & Hu, 2005) have shed light on the relationship between business tourists and tourist attractions. Chiang, King, and Nguyen (2012) and Frías-Jamilena, Barrio-García and López-Moreno (2012) illustrate the influence of tourist attraction information on business tourists' interest in visiting tourist attractions. Because business tourists stay in hotels when visiting destinations for business purposes, business tourists expect hotel staff to assist with enquiries and requests pertaining to tourist attractions (Nair, 2010; Yang, Jou & Cheng, 2011).

Research has confirmed the relationship between business travellers and tourist attractions (Yeh, Leong, Blecher & Hu, 2005), between hotel guests staying at a business hotel and tourist attractions (Akbaba, 2006), as well as between tourist attractions and hotel guests who are visiting for meetings, incentives, conventions, and exhibitions (MICE events) (Chiang *et al.*, 2012). However, these studies have not considered the relationships between hotel front office staff, interest in tourist attractions, and the visiting intentions of business tourists. Amongst others, the present study will explore the relationship between interest in tourist attractions and tourists who visit Pretoria for the purpose of attending a MICE/business event or as an incentive. Thus, the present study will seek to develop a holistic causal model that explains the mediating role of interest in tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions.

Definitions from the literature of hotel front office staff (and the related dimensions), tourist attractions (and the related dimensions), and business tourists' visiting intentions will be provided later in this chapter. However, hereafter, hotel guest staying at a hotel for business purposes (Akbaba, 2006; Yang *et al.*, 2011), business travellers (Yeh *et al.*, 2005) and travellers attending a MICE/business event (Chiang *et al.*, 2012) will be referred to as *business tourists*.

This chapter presents the present study's background in terms of the research problem in the context of domestic business tourism industry, tourist attractions, hotel front office staff, and business tourists' visiting intentions and business tourists' demographic details. This will be followed by the problem statement, research questions, and research objectives. This chapter will then provide a discussion of the proposed study's motivation and contribution, and conclude with an outline of the remaining chapters of the dissertation.

1.2. BACKGROUND TO THE PROBLEM

The importance of quality hotel services to the success of hotels has attracted significant research attention (Akbaba, 2006; Emir & Kozak, 2011; Law & Yip, 2010; Su & Sun, 2007; Tanford, Raab & Kim, 2012; Tracey & Hinkin, 2008; Yilmaz, 2009). The interest of business tourists in tourist attractions (Shin, 2009; Yeh *et al.*, 2005) means that business tourists are likely to arrange visits to tourist attractions via the hotel (Nair, 2010). Thus, business tourists expect hotels to be able to arrange visits to tourist attractions (Yang *et al.*, 2011) and to provide detailed directions to tourist attractions (Akbaba, 2006), as well as detailed tourist attraction information (Akbaba, 2006; Yang *et al.*, 2011). It is the duty of the hotel front office staff to perform services pertaining to tourist attractions (Kasavana & Brooks, 2009). However, the research appears to be silent on the relationships between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in business tourism and other tourism contexts. The present study will conceptualise hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in to the form of constructs, and will explore the relationships between these constructs. The study will be executed in a domestic

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business tourism context, due to a need identified in the Domestic Tourism Growth Strategy published by the National Department of Tourism (NDT) of South Africa (SA) to assess these relationships (NDT, 2012). Furthermore, the study will determine the dominating age group amongst domestic business tourists who stay at a selected 3-star hotel in Pretoria. According to SAT (2016), domestic business tourists between the ages of 25 years and 45 years dominate the domestic business tourists' segment.

Domestic business tourism industry, hotel front office staff, interest in tourist attractions, domestic business tourists' visiting intentions (to visit tourist attractions), and business tourists' demographic details will be discussed, to provide the background to the research problem.

1.2.1. Domestic business tourism industry

The domestic business tourism industry consists of domestic tourists who undertake trips within the country for the purpose of attending MICE events (NDT, 2012). According to South African National Standards (2012: 6), a domestic tourist is "a resident visitor who visits within the economic territory of the country of reference". Thus, for the purpose of the present study, domestic tourism is a trip undertaken by a resident who visits within the economic territory of the country of reference, with the purpose of attending a conference, meeting, exhibition, or event, or as part of an incentive. The significance of domestic business tourism in the tourism economy is evident from domestic business tourists' spending on accommodation, transportation, and leisure activities (Amir *et al.*, 2015).

Domestic tourism, in general, is regarded an integral part of growing SA's tourism economy (NDT, 2012). According to Government Communication and Information System (GCIS) (2015), the South African Tourism Annual Report for 2014 – 2015 indicated that domestic business tourists account for an estimated 8% of the overall SA's tourism market. The International Congress and Convention Association (ICCA) ranks SA as the leading business tourism destination on the African continent and the Middle East since the birth of SA's democracy in 1994 (GCIS, 2015).

The Domestic Tourism Growth Strategy for 2012 – 2020 aims to increase SA's domestic business tourism's contribution to 17% of the total tourism revenue by 2020 (NDT, 2012). In support of the NDT's aim, South African Tourism (SAT), in 2015, spent over R38 million on increasing domestic tourism (including domestic business tourism) and over R66 million on increasing business events (GCIS, 2015). Despite SA's aggressive efforts to increase domestic business tourism, the following challenges are deemed to have a negative impact on these efforts:

i. Travel for the purpose of visiting friends and relatives (VFR), religious travel, and holiday travel dominate the domestic business travel market (Gauteng Provincial Government, 2012).

ii. The increasing unemployment rate in SA indicates continuing job losses (Statistics South Africa, 2014). Based on the definition of domestic business tourism provided earlier in this chapter, continuing job losses are likely to slow down the growth of domestic business tourism.

iii. According to the Tourism Business Council of South Africa (TBCSA) (2015), the capped government spending, due to the current state of the economy, is likely to result in reduced domestic business tourism.

iv. There is a lack of research investigating important attributes of business tourism events for the purpose of identifying which attributes influence the attendance thereof (Whitfield & Webber, 2011).

v. As far as could be determined, there is a lack of research investigating the ability of event venues to meet the needs of domestic business tourists, specifically regarding transport facilities, leisure activities, and safety. Such studies have only been conducted in Asia (McCartney, 2008; Shin, 2009; Wan, 2011), the United Kingdom (UK) (Mair, 2010; Robinson & Callan, 2005; Weber & Ladkin, 2003; Whitfield, 2005) and the United States of America (USA) (Nelson & Rys, 2000; Pearlman & Mollere, 2009).

vi. There is a need for research investigating the possibility of increasing the number of educational programmes for business tourism events in SA to ensure a competitive business tourism economy (Fenich, Hermann & Hashimoto, 2012).

The present study will contribute towards addressing the aforementioned challenges by providing hotel managers and tourist attraction managers with the foundation to develop strategies to increase domestic business tourism (see Section 1.5.3). Furthermore, this study will address the lack of research investigating the relationship between business tourists and interest in tourist attractions through the development of a causal model exploring the mediating role of tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions (see Section 1.5.1).

1.2.2. Interest in tourist attractions

The debate around what constitutes a tourist attraction has resulted in tourist attractions being regarded as any aspects of a destination that are considered attractive by tourists (Lawton, 2005; Rosendahl, 2009; Swarbrooke, 2002). The definition of *interest in tourist attractions* in the context of the present study is provided in Section 2.6. Tourist attractions and leisure activities are the second-largest component of SA's tourism products (Gauteng Provincial Government, 2012). According to the Human Sciences Research Council (HSRC) and Department of Environmental Affairs and Tourism (DEAT) (2001), the significant spending of domestic leisure tourists on visiting tourist attractions, as well as the insignificant spending of domestic business tourists on visiting tourist attractions, was acknowledged in the early 2000s. In agreement, Amir, *et al.* (2015) identified domestic business- and leisure tourists' spending on tourist attractions as a component of their tourism expenditure. Domestic business- and leisure tourists' spending on tourist attractions constitutes the fourth-highest fraction of domestic tourists' expenditure (Amir *et al.*, 2015; HSRC& DEAT, 2001).

SA aims to increase domestic tourism expenditure by, amongst others, (i) increasing domestic business tourism and (ii) increasing the usage of tourism products, i.e. tourist attractions (NDT, 2012). The HSRC and the DEAT (2001) highlighted the need for

tourism authorities to develop marketing strategies targeting domestic business tourists when marketing destinations' tourism products. Durban, Cape Town, and Johannesburg are three major destinations that contribute significantly to SA's total tourism revenue (Rogerson, 2012). The extension of stays by domestic business tourists to visit tourist attractions contributes towards the tourism revenue for Durban (eThekwini Municipality, 2014) and Johannesburg (Gauteng Provincial Government, 2010). Cape Town, however, focuses on attracting international business tourists, due to its (i) limited business tourism events space and (ii) its reputation as the most famous destination in SA for international business tourism (City of Cape Town, 2013). Based on the aforementioned, Cape Town is less likely to capitalise on the spending of domestic business tourists visiting tourist attractions.

The following challenges impact business tourists' visits to tourist attractions in SA:

i. There is a lack of a wide range of tourist attraction types within a destination to cater for different business tourists (City of Cape Town, 2013). A number of studies (Elston & Draper, 2012; Terzi, Sakas & Seimenis, 2013; Whitfield, 2009) confirmed that business tourists are likely to be attracted by different types of tourist attractions when visiting a destination.

ii. Tourist attractions situated outside the proximity of a hotel at which business tourists stay are not likely to be visited by business tourists (Visser, 2007).

iii. Business tourists have a low opinion of the level of security at destinations (eThekwini Municipality, 2014; Gauteng Provincial Government, 2001). George (2003) highlighted the likelihood of business tourists (i) remaining at the hotel and (ii) feeling unsafe when using public transport facilities if they perceive a destination as unsafe.

iv. There is a need to develop tourist attractions such as heritage sites into attractive, world-class tourist attractions (City of Cape Town, 2013).

A number of studies confirmed that a wide range of tourist attractions (Elston & Draper, 2012; Shin, 2009; Wan, 2011; Whitfield & Webber, 2011), security at tourist attractions

(George, 2003; Rittichainuwat & Chakraborty, 2012), authenticity (Davidson, 2003; Fawzy, 2010; Shin, 2009; Yankholmes & McKercher, 2015) and a hotel's location (Fawzy, 2010; Visser, 2007; Zhou, Ye, Pearce & Wu, 2014) are dimensions of interest in tourist attractions that are likely to impact business tourists' interest in visiting tourist attractions. These studies explored these four dimensions in the context of business tourists. The present study will adapt the *Interest in tourist attractions* construct in the context of these four dimensions, in order to identify tourist attractions of interest to business tourists visiting Pretoria. In addition, this study will investigate business tourists' perceptions of the level of security in Pretoria.

1.2.3. Hotel front office staff

The hotel front office staff is hired by a hotel to work in the front office departments (Tews, Stafford & Tracey (2011). A detailed definition of hotel front office staff is provided in Section 2.5. Hotel staff, i.e. hotel front office staff, play a vital role in the success of a hotel (Dhar, 2015; Garg & Dhar, 2014; Johanson & Woods, 2008) and the destination's image (Kandampully, Juwaheer & Hu, 2011). Emir and Kozak (2011) postulate that hotel front office staff is amongst the critical components that influence the willingness of business tourists to become loyal guests at a hotel. Hotel front office staff is expected to perform front office services ranging from check-in and check-out (Kasavana & Brooks, 2009; Wilkins, Merrilees & Herington, 2007) to handling business tourists' requests (Jones & Li, 2015; Luo & Lu, 2011; Whitfield, 2009). Thus, the failure of hotel front office staff to deliver high-quality service will result in business tourists being dissatisfied with the hotel's service (Emir & Kozak, 2011). Furthermore, the ability of hotel staff, including hotel front office staff, to perform services is a factor that impacts business tourists' choice when selecting a hotel (Fawzy, 2010).

The interest of SA's domestic business tourists in visiting tourist attractions has been acknowledged over the past decade (HSRC & DEAT, 2001). The Gauteng Provincial Government (2010) and the eThekwini Municipality (2014) agree that domestic business tourists are likely to visit tourist attractions when visiting a destination for business

purposes. Thus, the likelihood of domestic business tourists expecting hotel front office staff to handle requests pertaining to tourist attractions cannot be ignored.

The following challenges confronting SA limit hotel front office staff's' contribution towards improving domestic tourism in the context of domestic business tourists:

i. There is a limited focus on other travel intermediaries, besides tour operators, for independent travel arrangements (NDT, 2012). A number of studies (Chiang, *et al.*, 2012; Smith & Garnham, 2006; Yang, *et al.*, 2011) have highlighted hotels as possible travel intermediaries, due to the likelihood of business tourists arranging visits to tourist attractions through hotels. Furthermore, hotels could create a personalised tour programme, which can be arranged prior to the arrival date (Travel Courier, 2014).

ii. There is a lack of research investigating hotels' front office services pertaining to tourist attractions. Kleynhans and Zhou (2012) investigated the service quality of a number of hotels in Pretoria, but did not include services pertaining to tourist attractions. Du Plessis and Saayman (2011) explored the importance of a hotel's grading as an indicator of quality, competitiveness, and value for money in SA. Rogerson and Kotze (2011) explored market segmentation in SA's hotel industry. Fawzy (2010) suggests that studies be conducted to provide hotel managers with insight into the needs of business tourists.

iii. Shaw, Saayman and Saayman (2012) identify staff turnover, the need for qualified staff, and a lack of training as challenges faced by SA's hotel industry. The front office is amongst the hotel departments that experience a high staff turnover, and this has a negative impact on the hotel's service quality (Hinkin & Tracey, 2000). According to Tracey and Hinkin (2008), staff turnover is likely to have a negative impact on a hotel's service, due to the departure of an experienced staff member and the arrival of a new staff member who still needs to be trained to perform to a high standard. Studies need to be conducted to identify strategies that will enable hotels to address these challenges (Shaw *et al.*, 2012).

Arranging visits to tourist attractions (Akbaba, 2006; Nair, 2010; Travel Courier, 2014; Yang *et al.*, 2011), providing detailed directions to tourist attractions (Kasavana & Brooks, 2009; Maneval, 2015), and providing detailed tourist attraction information (Akbaba, 2006; Lin, Ryan, Qu & Martin, 2010; Maneval, 2015; Ortega & Rodriquez, 2007; Yang *et al.*, 2011) have been identified as front office services required by tourists. The present study will therefore investigate the *Hotel front office staff* construct in the context of these services, in order to contribute towards addressing the lack of research investigating front office services pertaining to tourist attractions.

Business tourists' visiting intentions is discussed next.

1.2.4. Business tourists' visiting intentions

Interest in a tourist attraction is the catalyst for a tourist's intention to visit a tourist attraction. A definition of business tourists' visiting intentions is provided in Section 2.7. Amir *et al.* (2015) confirm that a fraction of business tourists' expenditure is attributed to money spent on visiting tourist attractions. The Gauteng Provincial Government (2010) acknowledges international business tourists' spending on tourist attractions. Similar to international business tourists, domestic business tourists are also likely to spend money on visiting tourist attractions (HSRC & DEAT, 2001).

Davidson (2003) highlights the likelihood of business tourists becoming leisure tourists after having attended to business activities. This pattern is also evident in SA, where domestic business tourists extend hotel stays to visit tourist attractions in Durban (eThekwini Municipality, 2014) and Johannesburg (Gauteng Provincial Government, 2010). Furthermore, business tourists are likely to approach hotel staff to enquire about tourist attractions (Akbaba, 2006) and to arrange a visit to tourist attractions (Yang *et al.*, 2011) during a hotel stay. Visser (2007) notes that, due to time constraints, (i) business tourists are likely to visit tourist attractions located near hotels and (ii) tourist attractions that are accessible in the afternoon, after the conclusion of their business activities.

The following challenges have a negative impact on domestic business tourists' intentions to visit tourist attractions in SA:

i. Time constraints have an impact in the business tourist's ability to visit attractions (Visser, 2007). Only tourist attractions that can be accessed easily are likely to be visited (Shoval, McKercher, Ng, & Birenboim, 2011).

ii. When companies aim to cut costs, business travel is one of the first areas where budgets are cut (Mair, 2010). Measures taken by the SA government to reduce costs include, amongst others, capped business travel expenditure, which decreased the number of domestic business tourists from the public sector (TBCSA, 2015).

iii. There is a lack of integrated public transport facilities to provide easy access to numerous tourist attractions within a destination (City of Cape Town, 2013; eThekwini Municipality, 2014). Business tourists are likely to use public transport facilities when visiting tourist attractions (Lew & McKercher, 2006). The availability of public transport facilities within the hotel's proximity has an influence on a business tourist's decision to book a hotel (Xue & Cox, 2008). McCartney (2008) and Wan (2011) conclude that a lack of public transport facilities is an inconvenience to business tourists.

iv. There are inadequate marketing activities to spread awareness of available tourist attractions within a destination (City of Cape Town, 2013; eThekwini Municipality, 2014). Mckellar (2006) suggests that strong relationships be formed between the destination's stakeholders, such as business event venues, the media, and tourist attractions, to showcase the destination's heritage to business tourists.

v. There is a lack of a wide range of tourist attractions within a destination (Gauteng Provincial Government, 2008). As highlighted in Section 1.2.2, any aspect of a destination that is attractive can be regarded as a tourist attraction. Whitfield (2009) found that the availability of adequate tourist attractions is important to business tourists.

The present study will contribute towards addressing the aforementioned challenges by investigating the impact of range of tourist attractions and hotels' locations on business

tourists' interest in visiting tourist attractions in Pretoria (see Section 1.2.2). The NDT (2012) highlighted the need to improve the quality of tourism research in SA. In response to this, it is deemed necessary to employ a causal model to investigate the relationships between hotel front office staff, tourist attractions, and business tourists' visiting intentions (see Section 2.12). It is further deemed necessary to explore the mediating role of interest in tourist attractions in the relationship between hotel front office staff and visiting intentions (see Section 2.11). The *Business tourists' visiting intentions* construct will be investigated in the context of willingness of business tourists to spend resources such as time and money on visiting tourist attractions (Song, You, Reisinger, Lee & Lee., 2014). Therefore, the construct does not have dimensions.

1.2.5. Demographic details

Demographic details are elements of the respondents that are used to characterise a study's sample (McMillan & Schumacher, 2010). Age and gender are common demographic details used in tourism research (Lam & So, 2013; Rittichainuwat & Mair, 2012). However, Lo and Qu (2014) suggest that place of origin be included as a characteristic of the sample profile. In addition, George (2003) and Amir *et al.* (2015) support the inclusion place of origin as a characteristic of a sample profile. The present study will therefore characterise the sample in the context of age, gender, and province of residence.

A number of studies (Lam & So, 2013; Rittichainuwat & Mair, 2012; Tanford, Montgomery & Nelson, 2012) show that age and gender influence tourists' interest in exploring tourist attractions. According to Chiang, *et al.* (2012), business tourists from different places of residence are likely to differ in terms of interest in visiting tourist attractions. In summary, differences in tourists' characteristics should be taken into account when investigating their participation in tourism activities (Lam & So, 2013). The following challenges concerning demographic details are evident in tourism research:

i. There is a need for tourism research to adopt a demographic profile comprising generational cohorts, rather than clustering the tourism markets on the basis of age (Chhabra, 2010). Crampton and Hodge (2009) highlight the need for demographic details to adopt generation cohorts for the purpose of understanding the needs of each generation.

ii. There is a need for more research exploring the needs and wants of business tourists (Mair, 2010). In the context of SA, the Sho't Left Campaign focuses on a single market segment — the youth (NDT, 2012). It is evident that age and gender (Akbaba, 2006; Fawzy, 2010; Rittichainuwat & Mair, 2012; Tanford *et al.*, 2012), as well as place of origin (Chiang *et al.*, 2012), influence the interest of business tourists in visiting tourist attractions. Based on the aforementioned, the needs of domestic business tourists according to demographic details should be investigated, in order to develop marketing campaigns focusing on a particular segment.

For the purpose of the present study, business tourists' ages will be categorised according to generation (Baby Boomers, Generation X, and Generation Y). Baby Boomers are individuals born between 1946 and 1964 (Rahulan, Troynikov, Watson, Janta & Senner, 2013), Generation X consists of individuals born between 1965 and 1979 (Carrier, Cheever, Rosen, Benitez & Chang, 2009), and Generation Y consists of individuals born between 1980 and 1999 (Crampton & Hodge, 2009). Similar to a number of recent studies (Amir *et al.*, 2015; Garg & Dhar, 2014), the present study will categorise business tourists' gender as either male or female. Lastly, the present study will categorise respondents according residence in one of SA's nine provinces: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, Northern Cape, North West, and Western Cape.

1.3. PROBLEM STATEMENT AND RESEARCH DESIGN

Against the background of the problem discussed in Section 1.2, the present study will use domestic business tourists to investigate the identified constructs, namely (i) *Hotel front office staff*, (ii) *Interest in tourist attractions*, and (iii) *Business tourists' visiting intentions*. The following Figure 1.1 illustrates the implied relationships between the constructs.
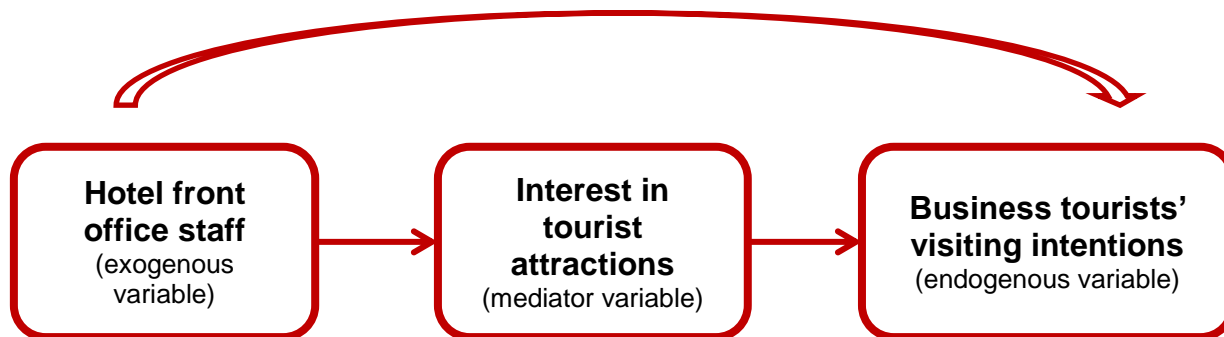
Figure 1.1. Theoretical Model of Business Tourists' Intentions of Visiting Tourist Attractions.

(Adapted from Akbaba, 2006; Frazier, Tix & Barron, 2004; Kasavana & Brooks, 2009; Ro, 2012; Yang *et al.*, 2011).

The theoretical Model of Business Tourists' Intentions of Visiting a Tourist Attraction depicted in Figure 1.1 was adapted from the mediation model by Frazier *et al.* (2004) and Ro (2012), with a mediator variable (i.e. *Interest in tourist attractions*) influencing the relationship between the exogenous variable (i.e. *Hotel front office staff*) and the endogenous variable (i.e. *Business tourists' visiting intentions*). SEM will be employed to determine whether *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a parsimonious causal Model of Business Tourists' Intentions of Visiting Tourist Attractions, before exploring mediation. It is anticipated that domestic business tourists will provide insights into how interest in tourist attractions mediate the relationship between hotel front office staff and visiting intentions.

Against the background of a number of studies (Dhar, 2015; Frazier *et al.*, 2004; Ro, 2012), the following main research question is proposed for the present study:

Is the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* mediated by *Interest in tourist attractions* in a Model of Business Tourists' Intentions of Visiting Tourist Attractions?

The main research objective of the present study is:

To determine if the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions* in a Model of Business Tourists' Intentions of Visiting Tourist Attractions.

1.4.   RESEARCH QUESTIONS AND OBJECTIVES

1.4.1. Research questions

The following research questions (RQs) are based on the abovementioned main RQ.

RQ1: Can the *Hotel front office staff* construct be reliably and validly measured?

RQ2: Can the *Interest in tourist attractions* construct be reliably and validly measured?

RQ3: Can the *Business tourists' visiting intentions* construct be reliably and validly measured?

RQ4: How are the scores on *Hotel front office staff* related to the scores on *Interest in tourist attractions*?

RQ5: How are the scores on *Interest in tourist attractions* related to the scores on *Business tourists' visiting intentions*?

RQ6: How are the scores on *Hotel front office staff* related to the scores on *Business tourists' visiting intentions*?

RQ7: Can the scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* serve in a parsimonious causal Model of Business Tourists' Intentions of Visiting Tourist Attractions?

RQ8: Is the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* mediated by *Interest in tourist attractions*?

Figure 1.2, on the next page, illustrates the formulated RQ1 – RQ8.
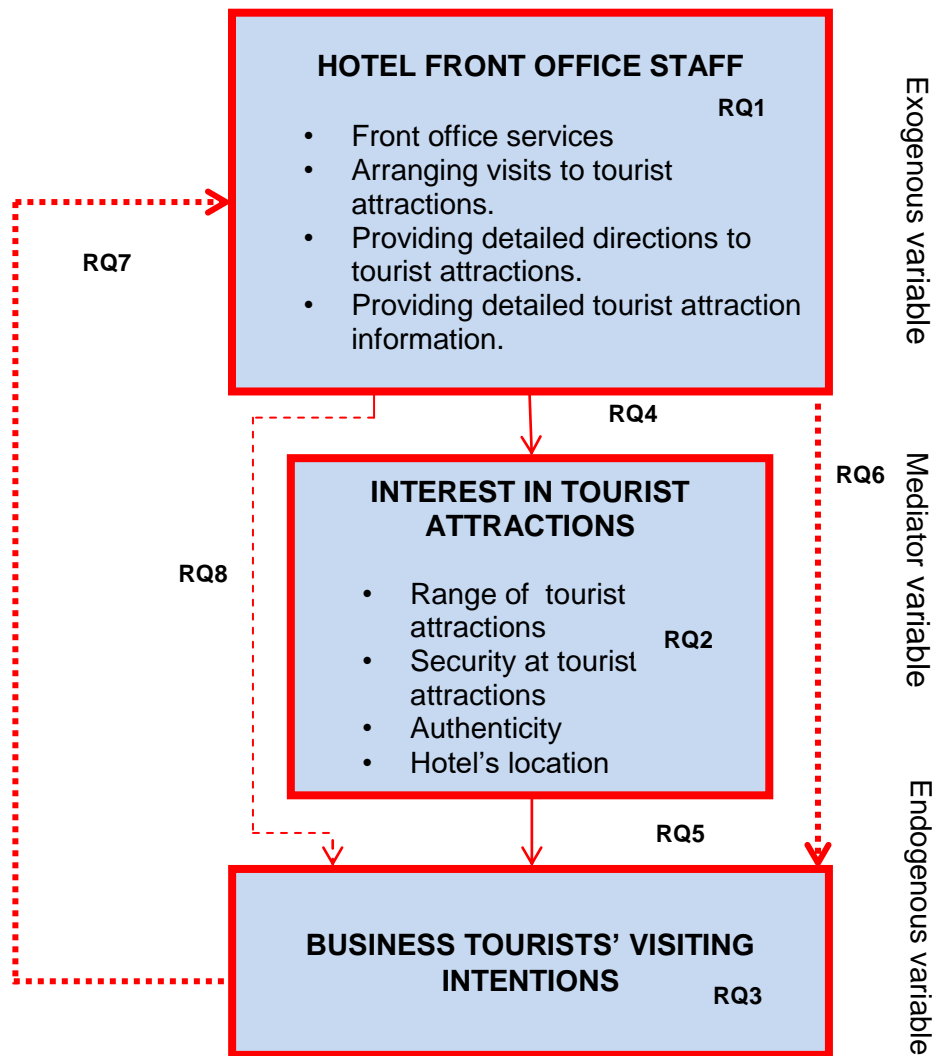
Figure 1.2. A proposed framework of business tourists' intentions of visiting tourist attractions

(Adopted from Akbaba, 2006; Amir, *et al*., 2015; Frazier *et al*., 2004; Kasavana & Brooks, 2009; Rittichainuwat & Chakraborty, 2012; Shin, 2009; Travel Courier, 2014; Xue & Cox, 2008; Yang *et al*., 2011; Yankholmes & McKercher, 2015).

The following research objectives were formulated based on the research questions.

1.4.2. Research objectives

The research objectives (ROs) of this study will be to:

RO1: Determine whether the *Hotel front office staff* construct can be reliably and validly measured.

RO2: Determine whether the *Interest in tourist attractions* construct can be reliably and validly measured.

RO3: Determine whether the *Business tourists' visiting intentions* construct can be reliably and validly measured.

RO4: Determine whether scores on *Hotel front office staff* are related to scores on *Interest in tourist attractions*.

RO5: Determine whether scores on *Interest in tourist attractions* are related to scores on *Business tourists' visiting intentions*.

RO6: Determine whether scores on *Hotel front office staff* are related to scores on *Business tourists' visiting intentions*.

RO7: Determine whether scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a parsimonious Model of Business Tourists' Intentions of Visiting Tourist Attractions.

RO8: Determine whether the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions*.

Next, the motivation for the present research is discussed. The motivation for the research will include a literature review pertaining to the formulated research objectives.

1.5.   MOTIVATION FOR THE RESEARCH

The core purpose of hotels is to provide business tourists with accommodation when they are visiting a destination (Brunner-Sperdin & Peters, 2009; Emir & Kozak, 2011; Zhou *et al*., 2014). Ernst and Young (2013) and the Industrial Development Corporation

(IDC) (2012) argue that growth in a destination's tourism leads to growth in the destination's hotel industry. The relationship between business tourists and hotels has attracted research attention with reference to how business tourists select hotels (Cobanonglu, Corbaci, Moreo & Ekinci, 2003; Fawzy, 2010; Sohrabi, Vanani, Tahmasebipur & Fazli, 2012; Xue & Cox, 2008) and business tourists' perceptions of the hotel's service (Akbaba, 2006; Kleynhans & Zhou, 2012; Wilkins *et al.*, 2007). Studies (Akbaba, 2006; Yang *et al.*, 2011) have revealed that business tourists' service expectations have extended from check-in to expecting hotels to respond to enquiries pertaining to tourist attractions. Furthermore, business tourists are likely to select hotels that are situated within close proximity to tourist attractions (Lee *et al.*, 2010; Xue & Cox, 2008). Business tourists are therefore likely to visit tourist attractions when visiting a destination (as highlighted in Section 1.2.4).

Although the need for research to investigate the nexus between business tourists and interest in tourist attractions has been highlighted over the past two decades (Davidson, 2003), there is still a dearth of research investigating this nexus in the context of SA. As highlighted in Section 1.2.2, the NDT (2012) identified the underuse of tourist attractions as a challenge confronting destinations in SA. As noted in Section 1.2.2, a range of tourist attractions, security at tourist attractions, authenticity, and hotels' locations are factors that influence the interest of business tourists in visiting tourist attractions. Thus, the present study will aim to investigate the interest of domestic business tourists in visiting tourist attractions in Pretoria. Johannesburg, Durban, and Cape Town are widely acknowledged as significant contributors to SA's tourism industry (Rogerson, 2012). However, the potential of Pretoria to become another prominent contributor should not be overlooked (Ivanovic, 2011).

Cobanonglu *et al.* (2003) suggest that hotels that aim to attract business tourists should enhance the quality of their service. According to Tews, Stafford and Tracey (2011), the quality of a hotel's service is determined by the quality of the hotel's staff. A number of scholars (Chen, Yen & Tsai, 2014; Dhar, 2015) confirm that hotel staff should have the ability to deliver satisfactory services. Furthermore, hotel staff should promptly respond

to business tourists' requests (Wilkins *et al.*, 2007), including those pertaining to tourist attractions (Akbaba, 2006). Chiang *et al.* (2012) confirm that business tourists are likely to enquire about tourist attractions at hotels. Thus, the present study will investigate hotel front office staff in the context of front office services with reference to (i) arranging visits to tourist attractions (Akbaba, 2006; Nair, 2010; Yang *et al.*, 2011), (ii) providing detailed directions to tourist attractions (Kasavana & Brooks, 2009; Maneval, 2015), and (iii) providing detailed tourist attraction information (Akbaba, 2006; Ortega & Rodriquez, 2007; Yang *et al.*, 2011) to business tourists. As far as could be determined, studies investigating hotel front office staff in the context front office services have not been conducted in SA.

As highlighted in Sections 1.2.2, 1.2.3, and 1.2.4, there is a need for research to investigate the influence of hotel front office staff and interest in tourist attractions on business tourists' intentions of visiting tourist attractions. Baron and Kenny (1986), Frazier *et al.* (2004), as well as Ro (2012), postulate employing a mediator variable (in the present study, the construct *Interest in tourist attractions*) when exploring the relationship between constructs (in the present study, the constructs *Hotel front office staff* and *Business tourists' visiting intentions*). The present study will aim to address this gap in the knowledge discussed above by proposing a Model of Business Tourist Attraction Visiting Intentions, where *Interest in tourist attractions* is a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. As far as could be determined, a study exploring the mediating role of interest in tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions has not been conducted in the context of SA.

Next, the proposed contribution of this study is discussed.

1.6. PROPOSED CONTRIBUTION OF THE STUDY

This study's proposed contribution is discussed in terms of its theoretical contribution, its methodological contribution, and its practical contribution.

1.6.1. Theoretical contribution

This study will make a theoretical contribution by providing a business tourism literature review of the domestic business tourism industry, hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. The theoretical contribution will provide a review of literature on attributes of business tourism that proposes that interest in tourist attractions is a mediator in the relationship between hotel front office staff and business tourists' visiting intentions, used in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

According to Robinson and Callan (2005), business tourists are likely to be dissatisfied with an absence of tourist attractions. Amir *et al.* (2015) confirm that money spent on tourist attractions is a component of business tourists' expenditure. The willingness of business tourists to spend money on visiting tourist attractions reflects in the behaviour of business tourists when visiting a destination. Amir *et al.* (2015) highlight the importance of hotel services pertaining to tourist attractions to business tourists.

The development of a theoretical model linking business tourists to hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions was therefore deemed valuable by the present researcher, as there is a dearth of literature in this field. As far as could be determined, no previous study has explored the mediation of the relationships between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in the context of leisure tourists and business tourists with consideration given to demographic details. The present study will aim to make a theoretical contribution by establishing whether *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a parsimonious Model of Business Tourists' Intentions of Visiting Tourist Attractions.

This study will first conceptualise hotel front office staff (see Section 1.2.3), interest in tourist attractions (see Section 1.2.2), and business tourists' visiting intentions (see Section 1.2.4), and then explore the mediating role of interest in tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions. A

number of studies (Garg & Dhar, 2014; Karatepe & Douri, 2012; Song & Chathoth, 2013) have developed causal models comprising hotel staff in the context of hospitality research. Ro (2012) acknowledges the continuing use of a causal model to explore mediating relationships in response to theoretical enquiries in hospitality research. The causal model exploring the mediating relationships can be refined to include other constructs to investigate changes in behaviour (Baron & Kenny, 1986). No previous studies exploring the relationships between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in a causal model could be found. Thus, the present study will make a contribution by refining the proposed model to investigate the role of hotel front office staff in the context of tourism research.

1.6.2. Methodological contribution

A new questionnaire will be developed to investigate hotel front office staff, interest in tourist attractions, and business tourists' intentions of visiting tourist attractions. The *Hotel front office staff* construct will be investigated in the context of front office services dimensions (see Section 1.2.3) and *Interest in tourist attractions* will be investigated in the context of the dimensions highlighted in Section 1.2.2. *Business tourists' visiting intentions* will not have dimensions, but aspects highlighted in Section 1.2.4 will be used to investigate this construct.

A number of studies (Akbaba, 2006; Lin *et al*., 2010; Ortega & Rodriquez, 2007; Yang *et al*., 2011) highlight the ability of hotel staff to perform services pertaining to tourist attractions as part of a desirable hotel's services. The present study will make a methodological contribution by developing a questionnaire that comprehensively investigates *Hotel front office staff* based on the identified services (see Section 1.2.3) as dimensions of the construct. Furthermore, the questionnaire will investigate *Interest in tourist attractions* in the context of the dimensions highlighted in Section 1.2.2. The questionnaire will conclude by investigating *Business tourists' visiting intentions* using the items highlighted in Section 1.2.4.

SEM will be used to establish the causal Model of Business Tourists' Intentions of Visiting Tourist Attractions and to explore the mediating role of *Interest in tourist attractions*. This study will make another methodological contribution by exploring the relationship between *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, using SEM.

As the research design will be based on a positivist epistemology, using a quantitative approach in a domestic business tourist environment at a three-star hotel, another methodological contribution will be made by the present study.

1.6.3. Practical contribution

As highlighted in Section 1.5, studies on (i) how business tourists select hotels and (ii) business tourists' perceptions of the hotel's service are common in tourism research. Studies need to be conducted to understand the relationship between business tourists and tourist attractions (see Section 1.5). The impact of tourist attractions (see Section 1.2.2) and hotel front office staff (see Section 1.2.3) on business tourists' visiting intentions (see Section 1.2.4) needs to be explored when exploring the nexus between business tourists and interest in tourist attractions.

As highlighted in Section 1.2.3, the importance of a quality service in the success of a hotel cannot be overemphasised. It has become vital for hotel managers to understand business tourists' service expectations (Fawzy, 2010). Furthermore, tourist attraction managers need to understand the influence of tourist attractions on business tourists' behaviour (Nelson & Rys, 2000; Whitfield & Webber, 2011). Because business tourists visit a destination's tourist attractions (Shin, 2009), the hotel staff is expected to assist business tourists with enquiries pertaining to tourist attractions (Akbaba, 2006; Yang *et al.*, 2011). Mair (2010) concludes that the success of marketing a product or service depends on an in-depth understanding of customers' needs and wants. As a result, both tourist attraction managers and hotel managers need to understand the needs and wants of business tourists. The present study's findings will provide (i) hotel managers with an in-depth understanding of business tourists' service needs (see Section 1.2.3)

and (ii) provide tourist attraction managers with insight into the impact of the availability of a range of tourist attractions, security at tourist attractions, authenticity (see Section 1.2.2) and a hotel's location on business tourists' intentions of visit tourist attractions (see Section 1.2.4).

The present study will provide an in-depth understanding of domestic business tourists' hotel service expectations (see Section 1.2.3) and aspects of tourist attractions that impact the interest of business tourists in visiting tourist attractions (Section 1.2.4). Destination management companies and local municipalities could use the findings of this study as a guideline to facilitate the relationship between hotels and tourist attractions' stakeholders in developing a symbiotic relationship that will enhance business tourists' experience at such destinations and increase the retention of visitors.

1.7.   OUTLINE OF REMAINING CHAPTERS

The current chapter provided the formulated research questions and research objectives. Chapter 2 provides the literature review on the proposed causal Model of Business Tourists' Intentions of Visiting Tourist Attractions, where the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions*. The relationships between constructs will be highlighted and discussed. The RQs and ROs will be used to formulate research hypotheses, which will be provided in Chapter 2. Chapter 3 will provide a discussion on this study's research design and methodology, and Chapter 4 will provide the results and analysis thereof. Chapter 5 will discuss the results presented in Chapter 4. Chapter 6 will conclude the dissertation by providing a discussion of the implications of this study's findings and limitations, as well as recommendations for future research and this study's contributions.

1.8.   SYNTHESIS

The background to the research problem, provided above, highlighted existing gaps in the knowledge on interest in tourist attractions, hotel front office staff, and business tourists' visiting intentions. A discussion on interest in tourist attractions shed light to the relationship between tourist attractions and business tourists (see Section 1.2.2), while a discussion on hotel front office staff shed light on the relationship between hotel front office staff, business tourists, and interest in tourist attractions.   A discussion on business tourists' intentions of visiting tourist attractions highlighted the likelihood of business tourists spending time and money on visiting tourist attractions (see Section 1.2.4). Discussions on hotel front office staff, interest in tourist attractions, and business tourists' intentions of visiting tourist attractions justified the proposed role of tourist attractions as a mediator in the proposed causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

Against the background of the work of a number of scholars in this regard (Dhar, 2015; Frazier *et al.*, 2004; Ro, 2012), the following main research question is proposed for the present study:

Is the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* mediated by *Interest in tourist attractions* in the Model of Business Tourists' Intentions of Visiting Tourist Attractions?

Figure 1.2 illustrated the proposed model from which the present study's RQs and ROs were formulated. The motivation for this study led to the development of the proposed theoretical causal model to explore the mediating role of interest in tourist attractions in the relationship between hotel front office staff and business tourists' intentions of visiting tourist attractions. This study's proposed contributions were discussed in the context of theoretical contributions, methodological contributions, and practical contributions. An outline of the remaining chapters concluded this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1. INTRODUCTION

A number of scholars (Kasavana & Brooks, 2009; Nair, 2010) postulate a hotel's front office services as a link between hotel front office staff, business tourists, and tourist attractions. Davidson (2003), however, suggests that studies be conducted to investigate the intentions of business tourists to visit tourist attractions. The present study therefore investigated the influence of hotel front office staff, through interest in tourist attractions, on business tourists' visiting intentions.

Chapter 1 introduced this study's research problem and ROs. This chapter, Chapter 2, will provide in-depth discussions on the constructs investigated, namely *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, and the relationships between these constructs. The ROs stated in Chapter 1 will guide the presentation of the literature review in this chapter. Figure 1.2 depicts the theoretical model with an overview of constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) investigated in this study. The theoretical model illustrates the relationship between the constructs and how *Interest in tourist attractions* influences the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

After presenting the theoretical research objectives (TROs), the *Hotel front office staff* construct will be discussed, followed by a discussion of the *Interest in tourist attractions* construct. The latter will be followed by a discussion of the *Business tourists' visiting intensions* construct. Thereafter, the relationships between this study's constructs (*Hotel front office staff* and *Interest in tourist attractions*; *Interest in tourist attractions* and *Business tourists' visiting intentions*; and *Hotel front office staff* and *Business tourists' visiting intentions*) will be discussed. The mediating role of *Interest in tourist attractions*

in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* will then be discussed, followed by a discussion of the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. A discussion of the proposed Model of Business Tourists' Intentions of Visiting Tourist Attractions, comprising the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, will conclude this chapter. However, these discussions will first be contextualised through a discussion of the hotel industry, followed by a discussion of the relationship between business tourists and hotels.

2.2. THEORETICAL RESEARCH OBJECTIVES

The following TROs were formulated on the basis of the theoretical model depicted by Figure 1.2. These TROs will be statistically explored to develop the proposed constructs in this study's context.

TRO1: Describe the *Hotel front office staff* construct and its theoretical dimensions.

TRO2: Describe the *Interest in tourist attractions* construct and its theoretical dimensions.

TRO3: Describe the *Business tourists' visiting intentions* construct and its related aspects.

TRO4: Discuss the nature of the relationship between *Hotel front office staff* and *Interest in tourist attractions*.

TRO5: Discuss the nature of the relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

TRO6: Discuss the nature of the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

TRO7: Investigate if the scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

TRO8: Explore the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

2.3.   THE HOTEL INDUSTRY IN CONTEXT

The significance of the hotel industry in the tourism sector cannot be overemphasised (Nair, 2010). Hotels accommodate individuals travelling for both leisure and business purposes (Emir & Kozak, 2011; Kasavana & Brooks, 2009; Wilkins *et al.*, 2007). Globally, the growth of the hotel industry is closely associated with a growth in tourism (Ernst & Young, 2013). According to Kasavana and Brooks (2009: 5), a hotel is "an organisation whose major source of financial gain is the provision of accommodation facilities, which may be complemented by the provision of meals, beverages, housekeeping services and the utilization of property's furnishings". Nair (2010: 88) refers to a hotel as "an organisation which trades lodging facilities for a limited duration". The South African National Standard (2012: 7) defines a hotel as "an establishment which offers accommodation facilities complimented by the front office area as well as food and beverage facilities". For the purpose of the present study, a hotel is defined as an establishment that trades accommodation facilities, complemented by food and beverage facilities and housekeeping services, to domestic business tourists for financial gain.

Hotels differ in star ratings, with concomitant service expectations (Yilmaz, 2009). The present study was conducted at a three-star hotel in Pretoria. The IDC (2012) acknowledges the likelihood of an increase in the number of tourist arrivals triggering increased investment in the destination's hotel industry.

Asia, Europe, and the USA depict the relationship between the number of tourist arrivals and the number of hotel rooms. Europe continues to be the dominant region, with 581 million international tourist arrivals (UNWTO, 2015), and was estimated to have over 3.9 million hotel rooms in 2011 (WTTC, 2011). Asia is second, with 376 million international tourist arrivals (UNWTO, 2015), and continue to witness increased investment in hotels (Ernst & Young, 2015). The USA holds third position, with 270 million international tourist arrivals (UNWTO, 2015), and was estimated to have over 4.9 million hotel rooms in 2011 (WTTC, 2011). According to Ernst and Young (2015), the addition of 400 hotels, amounting to 65 479 rooms, to the USA's hotel industry is currently underway.

The UK, USA, and China are the most significant hotel industry markets in the world (Deloitte, 2015). The InterContinental Hotels Group (IHG), which is the leading hotel group in the world with over 710 000 rooms over 100 countries is based in the UK (Hotels 325, 2015). The IHG boasts 11 globally recognised hotel brands, including Holiday Inn, Holiday Inn Express, Hotel Indigo, Candlewood, Crowne Plaza, and Intercontinental Hotels and Resorts, with over 4 600 hotels worldwide (IHG, 2016). The USA is home to Hilton Hotels and Marriot International (MKG, 2013). Hilton Hotels boasts over 4 300 hotels with more than 715 000 rooms, and Marriot International has over 4 100 hotels with more than 614 000 rooms worldwide (Hotels 325, 2015). China prides itself on the rapid growth of Home Inns as a leading emerging hotel group (MKG, 2013). Home Inns grew from 2 241 hotels in 2013 to 2 609 hotels in 2014, and currently boasts over 296 000 rooms worldwide (Hotels 325, 2015).

Although international hotel brands such as Hilton, Intercontinental and Holiday Inn Express are represented in African countries such as Nigeria and Zimbabwe, there is still a lack of quality hotels on the continent (IDC, 2012). SA, however, prides itself on Tsogo Sun Holdings, City Lodge Hotels, and Sun International, which are globally recognised (Hotels 325, 2014). The significance and growth of the SA hotel industry has stimulated scholarly attention in the context of hotel locations (Rogerson, 2012), market segmentation (Rogerson & Kotze, 2011), service quality (Kleynhans & Zhou, 2012), and the grading and pricing of SA's hotel accommodation (du Plessis & Saayman, 2010). However, a detailed, accurate overview on the growth of SA's hotel industry is made impossible by a lack of recordkeeping regarding the number of hotels (Rogerson & Kotze, 2011).

The growth of a destination's hotel industry, including that of SA, (Rogerson, 2013), is stimulated by an escalating number of business tourists visiting a destination (IDC, 2012; Wan, 2011). The following section will discuss the relationship between business tourists and hotels.

2.4. THE RELATIONSHIP BETWEEN BUSINESS TOURISTS AND HOTELS

Hotels provide accommodation facilities to business travellers (Cobanoglu, Corbaci, Moreo & Ekinci, 2003; Fawzy, 2010; Yang *et al.*, 2011; Yeh *et al.*, 2005) and convention delegates (Boo & Kim, 2010; Weber & Ladkin, 2003) for the duration of their visit to a destination. For the purpose of the present study, business travellers, convention-, business events- and MICE delegates will be referred to as *business tourists* (see Section 1.1).

Shaw *et al.* (2012) highlight the lack of sufficient hotel accommodation as a hindrance to business tourists visiting a destination. Wan (2011) affirms the availability of sufficient hotels to accommodate business tourists as an advantage to a destination. Therefore, the availability of hotels is an attribute that impacts the suitability of a destination to business tourists (Shin, 2009).

Elston and Draper (2012) state that business tourism event organisers in the USA regard the convenience of the venue's location in relation to the hotel as a crucial element to consider when selecting a suitable event venue. According to Crouch and Louviere (2004), the proximity of a hotel's location to a business tourism event venue is considered an important element by business tourism event planners in the UK. Business tourists prefer to stay at hotels that are either hosting the business tourism event or are located within close proximity to the event (Crouch & Louviere, 2004). Thus, business tourism events have an influence on nearby hotels' occupancy rates (McCartney, 2008). Boo and Kim (2010) confirm that an increase in business tourism event venues results in an increase in nearby hotels' occupancy rates.

A number of scholars (Fenich & Hashimoto, 2004; McCartney, 2008; Wan, 2011) assert that business tourist destinations should maintain the balance between the escalation of investment in business tourism event venues and hotels in order to satisfy the need for accommodation of business tourists visiting a destination. An increase of business tourist arrivals in the USA stimulated the need for additional business tourism event capacity, which consequently triggered greater investment in hotels (Fenich &

Hashimoto, 2004). A number of scholars (McCartney, 2008; Wan, 2011) note that the continued annual growth in business tourist arrivals in China has stimulated investment in both business tourism events and hotels.

The IDC (2012) suggests that African countries such as Nigeria, Rwanda, and Uganda should consider a simultaneous establishment of hotels and business tourism event venues, to ensure an adequate supply of both hotels and business tourism event venues. SA is amongst the African countries witnessing a significant growth in business tourism (Fenich, Hermann & Hashimoto, 2012). SA's Gauteng province has the greatest capacity in terms of business tourism event venues, and hosts prominent business tourism events (Rogerson, 2005). The continued growth in domestic business tourism has contributed to an increase in Gauteng's hotel capacity (Rogerson, 2013). Elston and Draper (2012) acknowledge the interest of business tourists in visiting available tourist attractions at a destination, and business tourists expect staff to be able to assist with inquiries pertaining to tourist attractions (Akbaba, 2006). Kasavana and Brooks (2009) note that it is the duty of hotel front office staff to assist with inquiries pertaining to tourist attractions.

The following section provides a discussion of the *Hotel front office staff* construct. The section will start with a discussion of the construct through the formulation of a definition, where after findings from previous studies, identified gaps in the knowledge in this field, the research needed, and the hypotheses formulated for the present study will be addressed.

2.5. HOTEL FRONT OFFICE STAFF

As highlighted in Section 1.2.3, hotel front office staff, for purposes of the present study, is defined as individuals hired by the hotel to work in the hotel's front office. Hotel staff should be equipped with the necessary service skills to deliver an excellent service (Chen *et al.*, 2014; Dhar, 2015; Karatepe & Douri, 2012). A number of scholars (Garg & Dhar, 2014; Ma, Qu, Wilson & Eastman, 2013) agree that the ability of hotel staff to deliver the required level of service has a positive impact on the hotel's profitability.

Clark, Hartline and Jones (2009: 218) assert that "the success of each hotel unit depends on offering high levels of customer service".

The importance of hotel staff has continued to attract significant scholarly attention in the context of hotel management (Hinkin & Tracey, 2000; Johanson & Woods, 2008; Ma *et al.*, 2013; Song & Chathoth, 2013; Zhou *et al.*, 2014). The level of service quality of hotel staff is associated with the perception of the entire hotel's level of service (Clark *et al.*, 2009). Business tourists expect hotel staff to be capable of assisting them with requests pertaining to tourist attractions (Akbaba, 2006; Lin, Ryan, Qu & Martin, 2010; Yang *et al.*, 2011). In this regard, Fawzy (2010) calls for more research on the needs of business tourists.

Therefore, the present study investigated the importance of front office services pertaining to tourist attractions to domestic business tourists staying at a three-star hotel in Pretoria, in an attempt to address a gap in the body of knowledge in this field. Kleynhans and Zhou (2012) did not investigate services pertaining to tourists when investigating the overall service quality of selected hotels in Pretoria. Du Plessis and Saayman (2011) mainly investigated the significance of hotel grading as a symbol of value for money in SA.

Four dimensions were identified from the literature on the measurement of *Hotel front office staff*, namely *Front office services* (see Section 2.5.1), *Arranging visits to tourist attractions* (see Section 2.5.2), *Providing detailed directions to tourist attractions* (see Section 2.5.3), and *Providing detailed tourist attraction information* (see Section 2.5.4). *Front office services* is discussed first.

2.5.1. Front office services

As far as could be determined, no generally accepted definition of front office services has been formulated in either tourism- or hospitality literature. Thus, the definition of service provided by authors (Hoffman & Bateson, 2006) and scholars (Kandampully *et al.*, 2011; Law & Yip, 2010; Yilmaz, 2009) were consulted for the purpose of the present

study. "It [service] is a performance, deeds or efforts" (Hoffman & Bateson, 2006: 5). Kandampully *et al.* (2011: 25) define service as "… actual performance …". Some scholars (Law & Yip, 2010: 100; Yilmaz, 2009: 377) define service as a "… performance …". According to Hoffman and Bateson (2006: 5), "service is occasionally accompanied by actual goods elements such as brochures".

Kasavana and Brooks (2009: 52) refer to a front office as "… the most visible department in a hotel which is identified by a front desk that is located in the hotel lobby". The front office is entrusted with services such as checking-in and checking-out hotel guests (Emir & Kozak, 2011; Tanford *et al.*, 2012), which services are significant contributors towards the overall quality of the service delivery of the hotel (Clark *et al.*, 2009; Hinkin & Tracey, 2000; Johanson & Woods, 2008; Kasavana & Brooks, 2009). A number of scholars (Su & Sun, 2007; Tracey & Hinkin, 2008; Walsh, 2000) note that it is important that the quality of the front office services meets the expectations of hotel guests. For the purpose of the present study, front office services are the routine performance of physical tasks by front office staff at the hotel towards the satisfaction of the needs of business tourists.

Front office services have received research attention in the context of overall hotel service quality (Akbaba, 2006; Yang *et al.*, 2011). Although the importance of each service is acknowledged, hotel service dimensions such as the ability of hotel staff to respond quickly to requests require further investigation (Wilkins *et al.*, 2007). Thus, the present study investigated *Front office services* as a dimension of the *Hotel front office staff* construct. A number of scholars (Clark *et al.*, 2009; Law & Yip, 2010; Tracey & Hinkin, 2008; Yilmaz, 2009) agree that the hotel staff are performers of hotel services. The present study therefore investigated the importance of the three front office services to domestic business tourists, pertaining to tourist attractions, motivated by the following exemplary items:

i. deliver services that meet expectations (see Walsh, 2000; Wilkins *et al*., 2007; Yang *et al*., 2011);

ii. provide prompt service (see Akbaba, 2006; Wilkins *et al*., 2007); and

iii. respond to requests (see Akbaba, 2006; Lin *et al*., 2010; Ortega & Rodriquez, 2007; Yang *et al*., 2011).

The next section provides a discussion of the three front office services with reference to tourist attractions. *Arranging visits to tourist attractions* will be discussed first, then *Providing detailed directions to tourist attractions*, followed by *Providing detailed tourist attraction information*. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{1a}: *Front office services* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

2.5.2. Arranging visits to tourist attractions

The ability of hotel staff to arrange visits for hotel guests to tourist attractions contributes to the quality of a hotel's service (Akbaba, 2006; Travel Courier, 2014; Yang *et al*., 2011). Akbaba (2006) adds that hotel services should be delivered according to the demands of business tourists. Hotel staff should therefore be able to arrange visits to tourist attractions for both leisure- and business tourists (Kasavana & Brooks, 2009; Nair, 2010). Kasavana and Brooks (2009: 68) define arranging visits to tourist attractions as "… making restaurant reservations, purchasing tickets for events and organising transport". According to Nair (2010: 285), arranging visits to tourist attractions refers to the "… procurement of tickets to special events and organising transportation to places of interest." Yang *et al*. (2011: 358) refer to arranging visits to tourist attractions as "… organising a city tour". For the purpose of the present study, arranging visits to tourist attractions refers to hotel front office staff making reservations at tourist attractions and organising transportation for domestic business tourists.

Wong and McKercher (2011) highlight the importance of tourist information centres' staff being well-informed about tourist attractions and being able to recommend tourist attractions. The present study investigated the importance of hotel front office staff being well-informed about tourist attractions and being able to recommend tourist attractions.

The location of hotels in relation to tourist attractions has resulted in leisure tourists depending on transport being organised by hotel staff (Lew & McKercher, 2006). Similar to leisure tourists, business tourists are likely to request that hotel staff arrange transportation to tourist attractions (Yang *et al.*, 2011). As far as could be determined, similar studies have not been conducted in the context of business tourists in SA; thus, this study aimed to address the gap in literature by including *Arranging visits to tourist attractions* as a dimension of *Hotel front office staff*. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{1b}: *Arranging visits to tourist attractions* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

The following part of this section provides a discussion on the importance of a hotel front office staff being able to provide tourists with detailed directions to tourist attractions.

2.5.3. Providing detailed directions to tourist attractions

Services performed by a hotel's front office include, inter alia, the provision of information regarding tourist attractions to hotel guests (Kasavana & Brooks, 2009). As far as could be determined, a definition of *providing directions* has not been formulated in literature. Scholars (Lew & McKercher, 2006), however, provide definitions of *directions*. Lew and McKercher (2006: 408) refer to *directions* as information related to the "… distribution of tourist attractions and how the available public transport facilities and routes connect the hotel to tourist attractions". Bancroft (2010: 13) defines *directions* as information related to the "… precise location …". For the purpose of the

present study, *Providing detailed directions to tourist attractions* is defined as hotel front office staff providing domestic business tourists with travel information and guidance from the hotel's location to a tourist attraction's location.

A number of studies (Jones, Mak & Sim, 2007; Wilkins *et al.*, 2007; Yilmaz, 2009) acknowledge the ability of hotel staff to respond to enquiries as a significant element of the overall hotel service. Tsai (2009) asserts that it is the duty of hotel staff to respond to enquiries.   Hotel front office staff should therefore possess sufficient knowledge regarding the hotel's surroundings, including tourist attractions, in order to sustain the hotel's level of service (Kasavana & Brooks, 2009; Maneval, 2015; Nair, 2010).

Lin *et al.* (2010) identify the provision of directions that are easy to understand and follow to areas of interest and the availability of a city map as important information services expected of a hotel by business travellers.   In agreement, Akbaba (2006) identifies that ability of hotel staff to provide directions to tourist attractions as a service that contributes towards the overall level of service of a hotel. Bancroft (2010) highlights the estimation of travel duration as an important element of accurate directions. Wong and Mckercher (2011) postulate that detailed directions influence tourists' interest in visiting tourist attractions. Studies investigating the provision of directions, by hotel staff, to tourist attractions were conducted internationally (Akbaba, 2006; Lin *et al.*, 2010). As far as could be determined, similar studies have not been conducted in the context of domestic business tourists; thus, the present study aimed to address this gap in the literature. The present study investigated the importance of detailed directions to tourist attractions as a service offered by hotel front office staff.   The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{1c}: *Providing detailed directions to tourist attractions* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

The next part of this section provides a discussion of the importance of providing detailed tourist attraction information.

2.5.4. Providing detailed tourist attraction information

Ramkissoon and Uysal (2011: 541) refer to tourist attraction information as "…information utilised by tourists to facilitate trip planning". Ortega and Rodríguez (2007: 146) provide a comprehensive definition by referring to tourist attraction information as "… communication at a destination attempting to expand the knowledge and experiences of tourists about tourist attractions". For the purpose of the present study, *Providing detailed tourist attraction information* refers to a thorough knowledge conveyed by hotel front office staff to business tourists regarding tourist attractions. A number of scholars (Brunner-Sperdin & Peters, 2009; Kleynhans & Zhou, 2012; Wilkins *et al.*, 2007; Yilmaz, 2009) reiterate the importance of hotel staff's ability respond to enquiries. Consequently, the provision of tourist attraction information is a service expected of hotels by business travellers (Lin *et al.*, 2010; Yang *et al.*, 2011).

Akbaba (2006) states that business tourists expect hotel staff to be able to provide information on tourist attractions. Nair (2010) asserts that hotel front office staff should be able to assist with tourist attraction information. The ability of hotel front office staff to provide information on tourist attractions contributes to the level of a hotel's service (Maneval, 2015). Travel magazines, guidebooks, and brochures are common sources of tourist attraction information (Chiang *et al.*, 2012; Choi, Lehto, Morrison & Jang, 2012; Laesser & Dolnicar, 2012). Other sources include the Internet (Cox, Burgess, Sellitto & Buultjens, 2009; Ramkissoon & Uysal, 2011; Pearce & Schott, 2005) and newspapers (Gursoy & Umbreit, 2004). The present study investigated the likelihood of domestic business tourists using travel magazines, guidebooks, brochures, newspapers, and the Internet as sources of tourist attraction information.

Tourist attraction information influences the interest of business tourists in visiting tourist attractions (Chiang *et al.*, 2012; Frías-Jamilena, Barrio-García & López-Moreno, 2012), and hotels should maintain the availability of sources of tourist attraction information

(Kasavana & Brooks, 2009; Lin *et al.*, 2010). Therefore, the present study further investigated whether tourist attraction information influences the interest of domestic business tourists to visit tourist attractions, coupled with whether such information should be available at the hotel's front office. Studies investigating the importance of the availability of sources of information on tourist attractions at the hotel's front office to business tourists, were conducted internationally (Akbaba, 2006; Lin *et al.*, 2010). As far as could be determined, studies investigating the importance of the availability of sources of information on tourist attractions at the hotel's front office to business tourists have not been conducted in SA. Therefore, the present study aimed to fill this gap in the literature. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{1d}: *Providing detailed tourist attraction information* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

The literature review conducted for the present study on identified front office services motivated the formulation of the following hypothesis:

H_1: *Front office services*, *Arranging visits to tourist attractions*, *Providing detailed directions to tourist attractions*, and *Providing detailed tourist attraction information* are dimensions of *Hotel front office staff*, and can be reliably and validly measured.

Figure 2.1 depicts the proposed dimensions for the *Hotel front office staff* construct and exemplary items (Refer to Appendix 3 for details of items used to measure the dimensions of a construct).

Construct	Dimensions	Exemplary items

Figure 2.1. Proposed dimensions of the *Hotel front office staff* construct, dimensions and exemplary items

(Adapted from Akbaba, 2006; Kasavana & Brooks, 2009; Lin *et al.*, 2010; Nair, 2010; Travel Courier, 2014; Yang *et al.*, 2011).

Based on the above discussions (see Sections 2.5.1, 2.5.2, 2.5.3, and 2.5.4) on hotel front office staff, it can be concluded that TRO1 was achieved.

The following section will provide a discussion of the *Interest in tourist attractions* construct in a business tourism context.

2.6. INTEREST IN TOURIST ATTRACTIONS

The definition of a tourist attraction has received attention from scholars (see Lawton, 2005; Rosendahl, 2009; Weidenfeld, Butler, & Williams, 2010). A tourist attraction is "… a sole component, geographical area or independent locality which, based on a single primary element, is considered an attraction by tourists or visitors" (Weidenfeld *et al.*, 2010: 2). Lawton (2005) notes that tourist attractions are natural or man-made elements of a destination that attract tourists. Middleton and Clarke (2002: 349) regard tourist attractions as "… features of a destination which influence a tourist's tourism activities at the destination and the motivation of potential tourists." Swarbrooke (2002: 4), however, states that, "… due to the complexity and diversity of the attractions sector, there is no accepted definition which embraces all attractions."

The following persons are motivated by the availability of tourist attractions at a destination when visiting for business purposes: convention delegates (Shin, 2009; Tanford *et al.*, 2012), conference delegates (Robinson & Callan, 2005), and incentive travellers (Witt, Gammon, & White, 1992). Scholars (McCartney, 2008; Wan, 2011) assert that the availability of sufficient tourist attractions is an advantage to destinations' MICE industry. As highlighted in Sections 1.1 and 2.4, business travellers and MICE delegates will be referred to as *business tourists*.

As far as it could be determined, the definition of interest in tourist has not been formulated. As a result, definitions of interest provided by scholars (Chen *et al.*, 2014; Lee *et al.*, 2014; Song *et al.*, 2014), see Appendix 1, and above definitions of tourist attractions were used to inform the formulation of a definition of interest in tourist attractions. Thus in the context of the present study, interest in tourist attractions is regarded the business tourists' degree of fascination over institutions or localities which, based on key attributes such as the display of a destination's culture, are deemed attractions.

Business tourists are selective in their participation in a destinations' tourist activities, as their available time is generally limited (Lew & McKercher, 2006). The following part of the section discusses (i) *Range of tourist attractions*, (ii) *Security at tourist attractions*, (iii) *Authenticity*, and (iv) *Hotel's location* as dimensions that influence domestic business tourist's interest in visiting tourist attractions.

2.6.1. Range of tourist attractions

Weidenfeld *et al.* (2010: 4) refer to a range of tourist attractions as "… multiple but different types of tourist attractions". Kušen (2010: 413) defines a range of tourist attractions as "… a tourist attraction base". Middleton and Clarke (2001: 10) refer to a range of tourist attractions as "… a mixture of tourist attractions". For the purpose of the present study, *Range of tourist attractions* refers to a collection of different types of tourist attractions available to business tourists. People travelling for business tourism purposes (MICE) are likely to visit tourist attractions when visiting a destination (Jones & Li, 2015).

The likelihood of visiting tourist attractions is triggered by business tourists' constant search for different experiences when visiting a destination for business purposes (Shin, 2009). Therefore, destinations that aim to attract and retain business tourists should have access to a range of tourist attractions (Crompton & McKay, 1997; Crouch & Louviere, 2004; Elston & Draper, 2012). Jones and Li (2015) acknowledge the willingness of business tourists to spend money on visiting tourist attractions when visiting a destination for business purposes. The lack of a range of tourist attractions poses a disadvantage, and destinations should increase investment in tourist attractions for the purpose of attracting business tourists (Wan, 2011).

Table 2.1 provides the different types of tourist attractions of interest to business tourists. Kušen (2010) notes that more tourist attraction types may be found at a destination. However, for the purpose of the present study, only tourist attraction types that are available in Pretoria were included. Examples of these tourist attractions are

provided in the second column of Table 2.1. The third column lists studies from which the various tourist attraction types were identified.

Table 2.1: Tourist attraction types of interest to business tourists

Tourist attraction types	Varieties	Sources
Museum	Historical (i.e. Freedom Park Museum)	Chiang *et al.*, 2012; Davidson, 2003; Fawzy, 2010; Shin, 2009; Ramkissoon, Uysal & Brown, 2011; Nelson & Rys, 2000; Whitfield, 2009
Sports	Golf courses (i.e. Pretoria Country Club)	Elston & Draper, 2012; Nelson & Rys, 2000; Whitfield, 2009
Natural	Wild life (i.e. Wonderboom Nature Reserve)	Elston & Draper, 2012; Terzi *et al.*, 2013
Entertainment	Nightlife (i.e. Hatfield Square) Events (i.e. Jazz Indaba Festival) Sports events (i.e. rugby matches)	Nelson & Rys, 2000 Lin *et al.* 2010 Donaldson & Ferreira, 2009
Shopping	Shopping malls (i.e. Menlyn Park)	Davidson, 2003; Luo & Lu, 2011; Xue & Cox, 2008
Famous restaurants	Franchises (i.e. Ocean Basket)	Visser, 2007

Robinson and Callan (2002; 2005) suggest that studies be conducted to determine the tourist attractions of significant interest to business tourists. Wan (2011) asserts that tourist attractions add value to business tourists' visit to a destination. Tanford *et al.* (2013) highlight the influence of tourist attractions on the interest of business tourists in visiting a destination. The types of tourist attractions identified in the above table were used as the basis for the formulation of questions for the research questionnaire (see Section 3.3.2.2 and Appendix 4).

The inclusion of different types of tourist attractions in the research questionnaire enabled the present researcher to identify the types of tourist attractions of interest to domestic business tourists visiting Pretoria. Casinos are another tourist attraction of interest to business tourists (McCartney, 2008; Nelson & Rys, 2000), but Pretoria does not have a casino yet; therefore the likelihood of business tourists visiting casinos could not be investigated. There appears to be a dearth of literature on the likelihood of business tourists visiting tourist attractions during a hotel stay in SA, and the present study aimed to fill this gap. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{2a}: *Range of tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

The following part of the section provides a discussion on the influence of security on the intention of tourists to visit a tourist attraction.

2.6.2. Security at tourist attractions

According to Wilks (2006: 4), security is "… freedom from danger, risk, or doubt". Rittichainuwat and Chakraborty (2012: 43) refer to security as "… a feeling of safety". George (2010: 808) defines security as "… feeling safe". In the context of the present study, security is defined as the absence of the business tourist being exposed to crime or any harm to his or her health and personal belongings, which fosters a feeling of

safety. As highlighted in Sections 2.6 and 2.6.1, business tourists wish to visit tourist attractions when visiting a destination for business purposes. George (2003), however, warns that business tourists will not visit tourist attractions, either by day or at night, when they perceive the destination to have a low level of security. This is supported by Boakye (2012), who emphasises the importance of a high level of security at tourist attractions.

Rittichainuwat and Chakraborty (2012) acknowledge the presence of security personnel at tourist attractions as a security measure that is important to business tourists. According to Boakye (2012), crowding has a negative influence on the level security at tourist attractions. Tourist attractions that attract large crowds are likely to expose tourists to petty crime such as phone theft and verbal assault (Boakye, 2010). In this regard, Jin and Pearce (2011) suggest that tourist attractions employ staff to control crowding.

Although the importance of security in tourism has attracted scholarly attention (see Boakye, 2012; Donaldson & Ferreira, 2009; Lai, Li & Harrill, 2013; Quintal, Lee & Soutar, 2010), there is still a dearth of empirical studies on the impact of security on tourists' scope of activities at a destination (Tasci & Boylu, 2010). In SA, eThekwini Municipality (2014) highlights the importance of addressing security concerns at tourist attractions in Durban. George (2003) identifies security as a concern for both leisure- and business tourists visiting Cape Town. City of Cape Town (2013), however, notes that measures have been taken to address security concerns in Cape Town. Shaw *et al.* (2012) highlight crime as a security risk confronting SA's tourism industry. As far as could be determined, no study investigating the importance of security at tourist attractions has been conducted in SA; thus, the present study aimed to address this gap in the literature. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{2b}: *Security at tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

The following part of this section discusses the influence of authenticity on business tourists' intention of visiting tourist attractions.

2.6.3. Authenticity

Cohen and Cohen (2012: 1296) refer to authenticity as "… a true resemblance of origins established by the demonstration of genuine features". Steiner and Reisinger (2006: 301) define authenticity as "… a genuine performance demonstrating one's true culture". According to Taylor (2001: 9), authenticity is "… the reproduction of genuine history that is not polluted by modern features". For the purpose of the present study, *authenticity* refers to the genuine display of a destination's heritage to business tourists. Historical and cultural tourist attractions attract business tourists seeking to experience the host destination's heritage (Davidson, 2003; Fawzy, 2010; Shin, 2009; Yankholmes & McKercher, 2015). Meskell and Scheermeyer (2008) assert that a destination's heritage is constituted by history and culture. According to Chhabra (2012), heritage tourist attractions should display the original culture and history of a destination. A number of scholars (Cohen & Cohen, 2012; Lacher, Oh, Jodice, & Norman, 2013; Meskell & Scheermeyer 2008) acknowledge museums as the key exhibitors of a destination's history. Scholars also acknowledge the community as an exhibitor of a destination's culture (Ashworth & Page, 2011; Brown, 2013; Rogerson, 2012).

The exhibition of a destination's real history enhances museums' authenticity (Cohen, 1988; Cohen & Cohen, 2012). Steiner and Reisinger (2006: 299) acknowledge the degree of "… realness of objects and events as well as the genuineness of the performer in resembling one's true nature" as the key constituents of authenticity. Although authenticity has attracted debates in tourism literature (Steiner & Reisinger, 2006), a number of scholars (Bryce, Curran, O'Gorman & Taheri, 2015; Chhabra, 2010; Cohen, 1988; Cohen & Cohen, 2012; Meskell & Scheermeyer, 2008; Steiner & Reisinger, 2006; Taylor, 2001) agree on the representation of a genuine heritage as a vital element of authenticity. The degree of originality and genuineness of an exhibition is an aspect of authenticity that can only be investigated at a museum or heritage site

(Bjerregaard, 2015; Chhabra, 2010; Lacher *et al.*, 2013; Zhu, 2012). Therefore, the present study only investigated the interest of domestic business tourists in experiencing the history of Pretoria, and not the authenticity of its museums.

A community's unique lifestyle as an exhibition of a destination's culture (Rogerson, 2012) enables business tourists to enjoy a destination's culture in its original setting (Shin, 2009). For example, a tour of a township could be used as a mechanism to connect the visitors with the destination's culture (Rogerson, 2012). Brown (2013) asserts that such a community is likely to display the authentic culture of a destination. The present study only investigated the interest of domestic business tourists in experiencing the culture of Pretoria through a township tour. The degree of authenticity of the community's display of culture was not investigated.

A number of studies (Davidson, 2003; Fawzy, 2010; Nelson & Rys, 2000; Shin, 2009; Yankholmes & McKercher, 2015) investigated the interest of business tourists in visiting heritage tourist attractions. As far as could be determined, no such studies have not been conducted in SA; thus, the present study aimed to fill this gap in the literature by investigating the interest of domestic business tourists in experiencing Pretoria's heritage. The literature review conducted for the present study motivated the formulation of the following hypothesis in this regard:

H_{2c}: *Authenticity* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

The following part of the section discusses the influence of a hotel's location on the intention of a business tourist to visit a tourist attraction.

2.6.4. Hotel's location

According to Rogerson (2012: 76), a hotel's location is "… the spatial … distribution… of a hotel". Medlik and Ingrim (2000: 3) define a hotel's location as the "… actual position of a hotel". Yang, Luo, and Law (2014: 213) refer to a hotel's location as "… hotel

distribution …". A hotel's location in the present study refers to the hotel's geographical position within a destination, i.e. Pretoria.

Lew and McKercher (2006) acknowledge the influence of a hotel's location on business tourists' decision to participate in tourist activities within a destination. In accord, Yang, Tang, Luo and Law (2015) identify the availability of tourist attractions within the hotel's vicinity as a significant element of the desirability of a hotel's location. A number of studies (Fawzy, 2010; Xue & Cox, 2008; Zhou *et al*., 2014) revealed that business tourists regard the availability of tourist attractions within the proximity of the hotel's location as a consideration when selecting a hotel.

Shoval *et al.* (2011) note that leisure tourists are more likely to visit tourist attractions located within the proximity of a hotel's location. Tourist attractions located outside the proximity of a hotel's location are not likely to attract visits by leisure tourists staying at the hotel (Visser 2007), unless these are 'must-see' attractions (Shoval *et al*., 2011: 1608). Similar to leisure tourists, "business tourists visit tourist attractions which are located within the area of the hotel's location" (Lew & McKercher, 2006: 416). The present study investigated the importance of tourist attractions' proximity to the hotel, as well as the likelihood of business tourists visiting tourist attractions situated within close proximity to the hotel and farther afield.

It is apparent from the literature that business tourists visit accessible tourist attractions. Witt *et al.* (1992: 280), as well as Lockwood and Medlik (2001), argue that accessibility includes the destination's public transport facilities. Xue and Cox (2008), Issahaku and Amuquandoh (2013), and Yang *et al.* (2015) note that business tourists favour hotels located near public transport facilities. Business tourists are likely to utilise public transport facilities to visit tourist attractions (George, 2003; Lew & McKercher, 2006), and a lack of sufficient public transport facilities is considered a disadvantage by business tourists (McCartney, 2008; Wan, 2011). As far as could be determined, studies investigating the importance of the availability of public transport facilities within close proximity of a hotel's location have not been conducted in SA. The present study aimed

to fill this gap, and, further, to investigate the likelihood of domestic business tourists using public transport facilities when visiting tourist attractions. The literature review conducted for the present study motivated the formulation of the following sub-hypothesis in this regard:

H_{2d}: *Hotel's location* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

The literature review conducted on a range of attractions, security, authenticity, and a hotel's location, as discussed in Sections 2.6.1 – 2.6.4 motivated formulation of the following hypothesis:

H_2: *Range of tourist attractions*, *Security*, *Authenticity*, and *Hotel's location* are dimensions of *Interest in tourist attractions*, and can be reliably and validly measured.

Figure 2.2 depicts the proposed dimensions of the *Interest in tourist attractions* construct and exemplary items (Refer to Appendix 4 for a detailed depiction of items used to measure the dimensions of a construct).
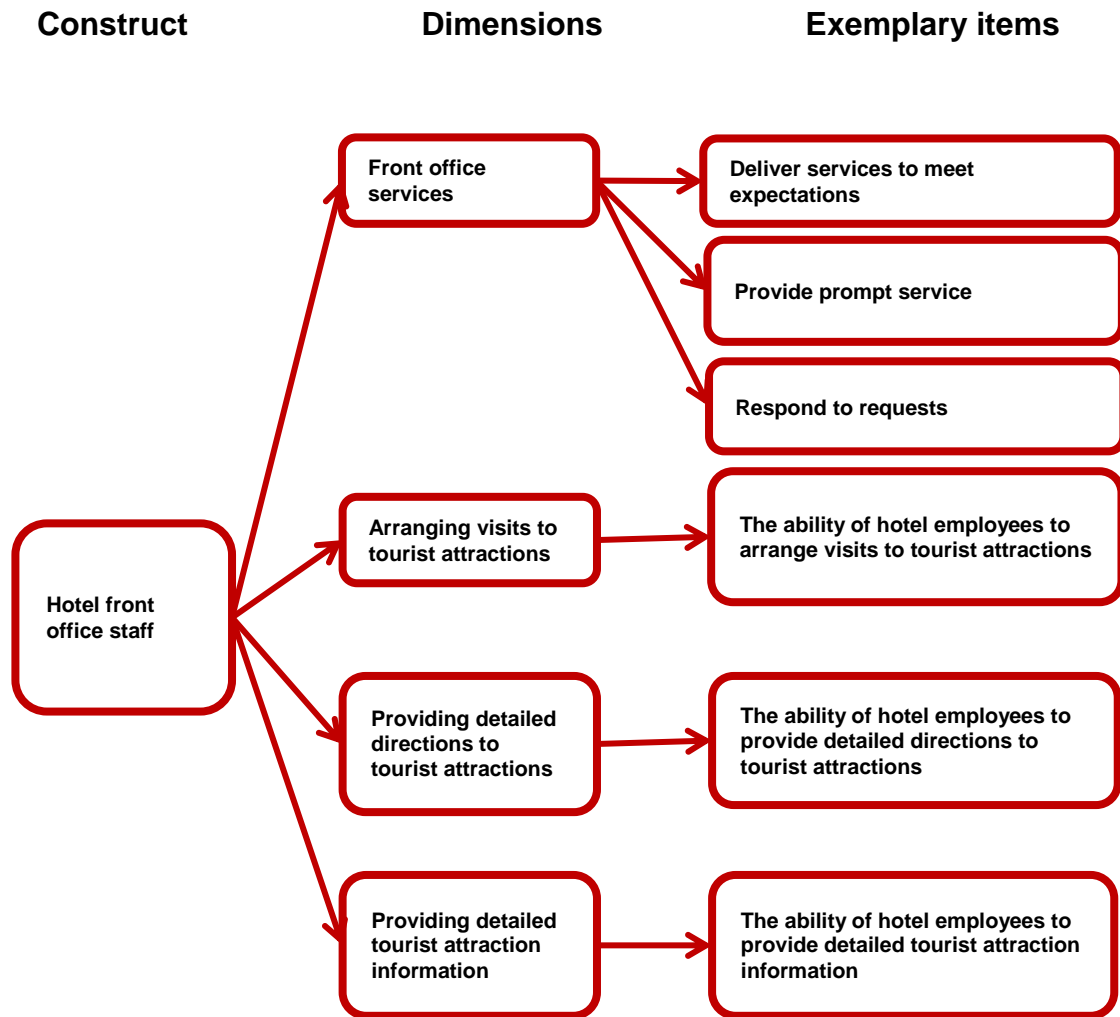
Construct	Dimensions	Exemplary items

```
                    ┌──────────────────┐      ┌────────────────────────┐
                    │ Range of tourist │ ───► │ The availability of     │
                    │ attractions      │      │ various types of tourist│
                    │                  │      │ attractions of interest │
                    └──────────────────┘      └────────────────────────┘

                    ┌──────────────────┐      ┌────────────────────────┐
                    │ Security at      │ ───► │ A tourist attraction's  │
                    │ tourist          │      │ restraint of the        │
                    │ attractions      │      │ individual's exposure to│
                    └──────────────────┘      │ crime or harm to health │
  ┌────────────┐                              └────────────────────────┘
  │ Interest in│
  │ tourist    │                             ┌────────────────────────┐
  │ attractions│ ──►┌──────────────────┐     │ The display of a        │
  └────────────┘    │ Authenticity     │───► │ destination's genuine   │
                    └──────────────────┘     │ history and culture     │
                                             └────────────────────────┘

                    ┌──────────────────┐     ┌────────────────────────┐
                    │ Hotel's location │───► │ The importance of a     │
                    └──────────────────┘     │ hotel's actual position │
                                             │ in relation to the      │
                                             │ tourist attractions'    │
                                             │ actual positions        │
                                             └────────────────────────┘
```

Figure 2.2. Proposed dimensions for the *Interest in tourist attractions* construct and exemplary items

(Adapted from Elston & Draper, 2012; Fawzy, 2010; Rittichainuwat & Chakraborty, 2012; Shin, 2009; Yankholmes & McKercher, 2015).

Based on the above discussions (see Sections 2.6, 2.6.1, 2.6.2, 2.6.3, and 2.6.4) on tourist attractions, it can be concluded that TRO2 was achieved.

The following section discusses business tourists' visiting intentions.

2.7.   BUSINESS TOURISTS' VISITING INTENTIONS

Lo and Qu (2014: 2) refer to visiting intention as a "… behavioural intention of visiting". According to Song *et al.* (2014: 105), visiting intention is "… a behavioural intention for a festival [tourist attraction] visit". Visiting intention may also be regarded as "… the

intention to perform an action (e.g. to participate in an expedition)" (Tangeland, Vennesland & Neybakk, 2012: 366). Scholars (Lo & Qu, 2014; Song *et al.*, 2014) highlight behavioural intention when defining visiting intention. Behavioural intention refers to whether a person has made plans to perform a specified behaviour in the future (Liu & Jang, 2009). For the purpose of the present study, *Business tourists' visiting intentions* is defined as the degree to which a domestic business tourist intends to visit tourist attractions in Pretoria. The continuing interest of business tourists in visiting tourist attractions (Amir *et al.*, 2015; Chiang *et al.*, 2012; Elston & Draper, 2012; Nelson & Rys, 2000; Witt *et al.*, 1992; Xue & Cox, 2008) has resulted in the need for destinations to invest in tourist attractions (Wan, 2011). Increased investment in tourist attractions will not only stimulate business tourists' spending on tourism activities (McCartney, 2008; Wan, 2011), but will also motivate the destination's hotel industry to offer discounted accommodation rates to business tourists who want to extend their stay for the purpose of visiting tourist attractions (Davidson, 2003).

Scholars (Jalivand, Samiei, Dini & Manzari, 2012; Lo & Qu, 2014; Song *et al.*, 2014) postulate that the availability of tourist attractions, of interest, is the key predictor of tourists' intention to visit tourist attractions. The present study investigated the intention of domestic business tourists to visit tourist attractions available in Pretoria. Ivanovic and Saayman (2011) acknowledge the competitiveness of tourist attractions in Pretoria. Pretoria boasts renowned tourist attractions such as the Kruger House Museum, the Voortrekker Monument, and Freedom Park (GCIS, 2014).

Lee, Mjelde, Kim, and Lee (2014) warn that the intention to visit a tourist attraction does not guarantee an actual visit in the future. Song *et al.* (2014) identify the lack of resources, such as time and money, as contributing factors towards the inability of a tourist to visit a tourist attraction. The willingness to spend time and money on visiting tourist attractions is a reflection of visiting intentions (Lee *et al.*, 2014; Song *et al.*, 2014). The present study investigated the willingness of domestic business tourists to spend time and money on visiting tourist attractions in Pretoria. Swart and Roodt (2015) investigated the influence of variables such as gender and age as predictors of retention

of business tourists in the context of SA. As far as could be determined, studies investigating the intentions of domestic business tourists to visit tourist attractions in Pretoria have not been conducted in SA. Thus, the present study aimed to fill this gap. The literature review conducted for the present study motivated the formation of the following hypothesis:

H_3: *Business tourists' visiting intentions* is a construct that can be reliably and validly measured.

Based on the above discussion of visiting intentions, it can be concluded that TRO3 was achieved.

The following section discusses the relationship between *Hotel front office staff* and *Tourist attractions.*

2.8. THE RELATIONSHIP BETWEEN *HOTEL FRONT OFFICE STAFF* AND *INTEREST IN TOURIST ATTRACTIONS*

The expectations that hotel guests, e.g. business tourists, have of hotels' services, such as, inter alia, arranging visits to tourist attractions have made it necessary for hotel front office staff to become knowledgeable about tourist attractions (Kasavana & Brooks, 2009). Business tourists are likely to visit tourist attractions available within the destination (Davidson, 2003; Nelson & Rys, 2000; Visser, 2007). Hotel staff should therefore be able to assist business tourists with enquiries related to tourist attractions (Nair, 2010; Yang *et al.*, 2011). The nature of the hotel product has shifted from simply providing accommodation facilities to also enabling business tourists to avail themselves of tourist attractions within a destination (Lee *et al.*, 2010).

The relationship between hotel staff and tourist attractions has previously been investigated in the context of the quality of a hotel's service (Yang *et al.*, 2011). According to Akbaba (2006) and Yang *et al*. (2011), business tourists that stay at hotels expect hotel staff to be capable of assisting with enquiries pertaining to tourist

attractions. Table 2.2 provides an overview of findings from a number of previous studies, depicting the relationship between hotel staff and interest in tourist attractions.

Table 2.2. Studies depicting the relationship between hotel staff and interest in tourist attractions

Researcher	Segment	Findings	Mean/Chi-square
Chiang *et al.* (2012)	MICE delegates.	Business tourists from different cultural groups are likely to seek tourist attraction information from the hotel.	$N = 211$; $df = 2$; $X^2 = 9.156$; $p \leq 0.01$
Yang *et al.* (2011: 358)	Hotel guests at a business hotel.	It is important "… to provide city tour service" as a service quality attribute.	$N = 400$; $M = 3$.
Yeh *et al.* (2005: 68)	Business travellers	"Hotels should provide in-room concierge services, such as dining, concert, local tour, and other information for customer convenience".	$N = 234$; $M = 4.27$

Only studies where the articles had complete and relevant data were included in Table 2.2.

According to Chiang *et al.* (2012), MICE travellers from different cultural groups are likely to seek tourist attraction information directly from the hotel. On the backdrop, Yang *et al.* (2011) revealed that hotel guests staying at a hotel expect hotel staff to provide a city tour service. Akbaba (2006) identifies the hotel staff's ability to provide tourist attraction information as a significant element of a hotel's service. It is the duty of hotel front office staff to perform services pertaining to tourist attractions (Section 2.4). As highlighted in Section 1.1, hotel guests staying at a business hotel and MICE travellers will be referred to as *business tourists*. Yeh *et al.* (2005) suggest that hotels make services pertaining

to tourist attractions available for the convenience of business tourists. Based on the results from studies (Akbaba, 2006; Yang *et al*., 2011; Yeh *et al.* 2005), it is apparent that the business tourists' service expectations give birth to the relationship between hotel front office staff and interest in tourist attractions. As far as could be determined, similar studies have not been conducted in the context of business tourism in SA; thus, the present study aimed to address this gap in the literature. The literature review conducted for the present study motivated the formulation of the following hypothesis:

H_4: There is a relationship between *Hotel front office staff* and *Interest in tourist attractions*.

Based on the above discussion, it can be concluded that TRO4 was achieved.

The following section discusses the relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

2.9. RELATIONSHIP BETWEEN INTEREST IN TOURIST ATTRACTIONS AND BUSINESS TOURISTS' VISITING INTENTIONS

The availability of tourist attractions is a critical element of a desirable destination (Elston & Draper, 2012; Wan, 2011), because business tourists are motivated by the availability of tourist attractions to visit a destination (Shin, 2009). Destinations should therefore consider investing more in tourist attractions (Wan, 2011) for the purpose of guaranteeing the success of a destination's tourist industry (Chen & Tsai, 2007). Tourists who are satisfied with the tourism experience at a destination are likely to revisit the destination (Chen & Tsai, 2007). Scholars (Mckercher, Wong, & Lau, 2006; Wan, 2011) have highlighted the necessity to further investigate the nexus between visiting intentions and interest in tourist attractions. The present study therefore investigated this nexus, exploring the relationship between *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*.

According to Baker and Crompton (2000), tourists spend money on tourist attractions. Studies (Chang *et al.*, 2010; Song *et al.*, 2014) have ascertained that tourists are likely to revisit the tourist attractions that provide the expected level of service. Thus, tourist attractions should aim to provide a high level of service in order to increase the number of visits (Hutchinson *et al.*, 2009).

The present study aimed to investigate the relationship between the visiting intentions of domestic business tourists and interest in tourist attractions. A number of studies (Lee *et al.*, 2010; Luo & Lu, 2011; Shin, 2009; Smith & Garnham, 2006; Yeh, Leong, Blecher & Hu, 2005) revealed the relationship between the business tourists' visiting intentions and interest in tourist attractions. Table 2.3 provides an overview of findings from a number of previous studies indicating this relationship.

Table 2.3. Studies indicating the relationship between interest in tourist attractions and business tourists' visiting intentions

Researcher	Segment	Findings	Mean/Sample
Amir *et al.* (2015)	Domestic and international business tourists	Business tourists are likely to spend 29% – 34% of tourism expenditure on tourist attractions.	$N = 1000$; (detailed results were not provided in the article)
Lee *et al.* (2010)	Business owners, business executives, and other professionals	Tourist attractions are a significant element of the desirability of a hotel's location.	$N = 326$; $M = 3.33$
Luo & Lu (2011)	Business tourists	The destination's transport facilities, language barriers, and the location of shopping malls	$N = 402$ (detailed results were not provided in the article)

Researcher	Segment	Findings	Mean/Sample
		influence business tourists' visiting intentions.	
Shin (2009)	Convention delegates	Convention delegates seek to explore tourist attractions when visiting a destination.	$N = 258$; $M = 3.29$
Smith & Garnham (2006)	Convention delegates	A total of 60.4% of convention delegates booked tours.	$N = 127$ (detailed results were not provided in the article)
Yankholmes & McKercher (2015)	Visitors on a business trip	A business tourist's visit to a tourist attraction is likely to complement a business trip.	$N = 550$ (detailed results were not provided in the article)
Yeh *et al.* (2005:68)	Business travellers	"Hotels should provide in-room e-commerce and IT applications regarding tourist attraction information for the convenience of business tourists".	$N = 102$; $M = 4.27$

Studies where the articles had incomplete, but relevant data were also included in Table 2.3.

Lee *et al.* (2010) revealed that tourist attractions are a significant attribute of the desirability of a hotel's location for business owners, business executives, and

professionals.   Luo and Lu (2011) identified the destination's transport facilities, language barriers, and the proximity of shopping malls as major influencers of business tourists' intentions to visit shopping malls. Shin (2009) notes the desire to explore tourist attractions as a significant motivation for convention delegates to visit a destination. Smith and Garnham (2006) agree that convention delegates are likely to participate in organised pre- and post-convention tours. Amir *et al.* (2015) confirm the likelihood of business tourists to spend money on visiting tourist attractions.   According to Yankholmes and McKercher (2015), a business tourist's visit to a tourist attraction is likely to complement a business trip. Yeh *et al.* (2005: 68) highlight the "… provision of in-room e-commerce and information technology (IT) applications regarding tourist attraction information …" by the hotel as a significant suggestion by business travellers. As highlighted in Sections 1.1 and 2.4, business travellers, hotel guests staying at a business hotel, and MICE delegates are referred to as *business tourists* in the present study.

As far as could be determined, there is lack of research investigating the relationship between interest in tourist attractions and business tourists' visiting intentions in the context of domestic business tourists in SA. The present study aimed to fill this gap. The literature review conducted for the present study motivated the formation of the following hypothesis in this regard:

H_5: There is a relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

Based on the above discussion, it can be concluded that TRO5 was achieved.

The following section discusses the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

2.10. THE RELATIONSHIP BETWEEN HOTEL FRONT OFFICE STAFF AND BUSINESS TOURISTS' VISITING INTENTIONS

The possibility of hotel staff being approached by business tourists for the purpose of enquiring about tourist attractions (Yang *et al.*, 2011) reflects the existence of a relationship between hotel staff and business tourists' (Terzi *et al.*, 2013) visiting intentions (Stone, 2012). Nair (2010) asserts that the hotel staff is expected to assist business tourists with requests related to tourist attractions. According to Davidson (2003), business tourists' visiting intentions are triggered by the availability of tourist attractions of interest to them. Tourist attractions, therefore, form a critical link (Stone, 2012) between hotel staff and business tourists (Akbaba, 2006; Terzi *et al.*, 2013) and their visiting intentions (Chew & Jahari, 2014).

A number of scholars (Fawzy, 2010; Jin, Weber, & Bauer, 2012; Shin, 2009; Whitfield & Webber, 2011) highlight the relationship between business tourists and tourist attractions, while a number of studies (Chiang *et al.*, 2012; Smith & Garnham, 2006; Yang *et al.*, 2011) reflect the existence of a relationship between hotel staff and business tourists' intention of visiting tourist attractions. Table 2.4 provides an overview of findings from a number of previous studies indicating the relationship between hotel staff and business tourists' visiting intentions.

Table 2.4. Studies indicating the relationship between hotel staff and business tourists' visiting intentions.

Researcher	Segment	Findings	Mean/Chi-square
Akbaba (2006: 180)	Hotel guests staying at a business hotel	"Employees have knowledge to provide information and assistance to guests in areas they would require (shopping, museums, places of interest, etc)".	$N = 234$; $M = 4.11$
Chiang *et al.*	MICE delegates	MICE delegates from	$N = 211$; $df = 4$; $X^2 =$

Researcher	Segment	Findings	Mean/Chi-square
(2012)		different cultural groups are likely to arrange visits to tourist attractions through the hotel.	16.550; $p \leq 0.02$
Smith & Garnham (2006)	Convention delegates	Business tourists are likely to arrange visits to tourist attractions directly through the hotel.	$N = 127$ (detailed results were not provided in the article)
Yang *et al.* (2011)	Hotel guests staying at a business hotel	Business tourists expect both business hotel and resort hotels "… to provide a city tour service" as part of the hotel's service.	$N = 400$; $M = 3.62$

Studies where the articles had incomplete, but relevant data were also included in Table 2.4.

Akbaba (2006) emphasises the importance of hotel staff having the knowledge to assist hotel guests staying at a business hotel with requests pertaining to tourist attractions. Chiang *et al.* (2012) highlight a significant possibility of MICE delegates arranging visits to tourist attractions through the hotel. Smith and Garnham (2006) agree that most convention delegates are likely to arrange visits to tourist attractions through the hotel. Yang *et al.* (2011) did not support the provision of a city tour as an important hotel service to hotel guests staying at a business hotel. As highlighted in Sections 2.4 and 2.8, it is the duty of hotel front office staff to perform services pertaining to tourist attractions. For the purpose of the present study, hotel guests staying at a business hotel, MICE delegates, and convention delegates will be referred to as *business tourists* (see Sections 1.1, 2.4, and 2.9). As far as could be determined, the relationship

between hotel front office staff and business tourists' visiting intentions has not been explored in the context of domestic business tourists in SA. The literature review conducted for the present study motivated the formation of the following hypothesis in this regard:

H_6: There is a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

Based on the above discussion, it can be concluded that TRO6 was achieved.

2.11. A CAUSAL MODEL OF BUSINESS TOURISTS' INTENTIONS OF VISITING TOURIST ATTRACTIONS

The interest of researchers in discovering the interactive effects of variables attracted research attention in the 1970s (Aguinis, 1995). Amongst others, mediation is a statistical technique used to explore the interactive active effects of variables, i.e. independent variable (hereafter referred to as the exogenous variable), mediator variable, and dependant variable (hereafter referred to as the endogenous variable), in a causal model (Baron & Kenny, 1986). The term *causal model* originated from the invention of path analysis for the purpose of detecting the interactive effects of variables (Kline, 2011). Thus, in the present study, path analysis was utilised to detect the interactive effects of *Hotel front office staff* (exogenous variable), *Interest in tourist attractions* (mediator variable), and *Business tourists' visiting intentions* (endogenous variable) to develop a Model of Business Tourists' Intentions of Visiting Tourist Attractions (see Figure 1.2).

Karatepe and Douri (2012) tested a causal model for tourism comprising hotel staff (mediator variable), job resourcefulness (independent variable), and customer service (dependent variable). Dhar (2015) tested a causal model comprising training of hotel staff (independent variable), commitment (mediator variable), and service quality (dependent variable). The literature is silent on studies exploring a causal model of

business tourists' visiting intentions comprising hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. According to Kline (2011), a proposed causal model and the data used therefore need to be in harmony with reality. The theoretical model (depicted in Figure 1.2) will be tested to explain the interactive effect of the mediator variable, i.e. *Interest in tourist attractions*, in the relationship between the exogenous variable, i.e. *Hotel front office staff*, and the endogenous variable, i.e. *Business tourists' visiting intentions,* (Dhar, 2015; Karatepe & Douri, 2012). The inclusion of the construct *Business tourists' visiting intentions* resulted from the fact that business tourists' visiting intentions are dependent on the availability of tourist attractions (see Section 2.7). The inclusion of the construct *Hotel front office staff* resulted from the fact that business tourists are likely to enquire about tourist attractions (as highlighted in Section 2.5), and the construct *Interest in tourist attractions* was included because tourist attractions as a feature of a destination are considered desirable by business tourists (see Section 2.6).

The literature affirms the interest of business tourists in visiting tourist attractions during a hotel stay when visiting a destination for business purposes (Davidson, 2003). Furthermore, business tourists expect hotel staff to assist with enquiries related to tourist attractions (Akbaba, 2006; Ortega & Rodriquez, 2007; Yang *et al.*, 2011). It is therefore arguable that the strength of the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (Section 2.10) is influenced by *Interest in tourist attractions* (Crompton & McKay, 1997; Elston & Draper, 2012; Robinson & Callan, 2005; Terzi *et al.*, 2013; Visser, 2007; Wan, 2011). Therefore, the present study aimed to test theproposed causal Model of Business Tourists' Intentions of Visiting Tourist Attractions, comprising *Hotel front office staff* as an exogenous variable, *Interest in tourist attractions* as a mediator variable, and *Business tourists' visiting intentions* as an endogenousvariable. Based on the literature review conducted for the present study, the following hypothesis was formulated in this regard:

H_7: The scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

Based on the above discussion, it can be concluded that TRO7 was achieved.

The following section discusses *Interest in tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

2.12. INTEREST IN TOURIST ATTRACTIONS AS A MEDIATOR IN THE RELATIONSHIP BETWEEN HOTEL FRONT OFFICE STAFF AND BUSINESS TOURISTS' VISITING INTENTIONS

The mediating effect of tourist attractions on the behavioural intention of tourists has attracted research attention in the context of a destination's image (Chew & Jahari, 2014). A number of scholars (Chew & Jahari, 2014; Veasna, Wu & Huang, 2013) agree that tourist attractions are an antecedent of a destination's image, with a significant influence on the behavioural intentions of tourists. Thus, interest in tourist attractions influence and maintain the relationship between tourists and their intention to visit a tourist attraction (Stone, 2012).

Similarly, a number of studies (Chang & Polonsky, 2012; Garg & Dhar, 2014; Madera, Dawson, & Neal, 2013) investigated the mediating of the abovementioned relationship with the inclusion of different variables. Chang and Polonsky (2012) investigated the mediating effect of service convenience on the relationship between consumer satisfaction and consumers' behavioural intentions. Garg and Dhar (2014) explored the mediating effect of organisational commitment on the relationship between leader–member exchange and perceived organisational support, and hotel service quality. Madera *et al.* (2013) investigated the mediating effect of hotel managers' role ambiguity and role conflict on the relationship between diversity climate and job satisfaction.

Veasna *et al.* (2013) highlight the mediating effect of tourist attractions on intention to visit a destination. Although business tourists visit a destination for the core purpose of attending a business event (Rogerson, 2005; Whitfield & Webber, 2011), business tourists prefer destinations with a range of tourist attractions (Shin, 2009; Terzi *et al.*, 2013; Whitfield, 2009). Business tourists are likely to arrange visits to tourist attractions through the hotel (Chiang *et al.*, 2012). Thus, the hotel staff is expected to respond to enquiries related to tourist attractions (Akbaba, 2006; Kasavana & Brooks, 2009; Lew & McKercher, 2006).

Swart and Roodt (2014) investigated the mediating effect of business tourist satisfaction on the relationship between a score on the Service Quality Scorecard (SQSC) and retention in the context of business tourists in SA. As far as could be determined, a study exploring the mediating role of tourist attractions in the relationship between hotel front office staff and interest in tourist attractions has not been conducted, and the present study aimed to fill the gap. The literature review conducted for the present study motivated the formulation of the following hypothesis in this regard:

H_8: *Interest in tourist attractions* has a mediating effect on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

Based on the above discussion, it can be concluded that TRO8 was achieved.

The demographic details of business tourists will be discussed next.

2.13. BUSINESS TOURISTS' DEMOGRAPHIC DETAILS

"Destinations serve different roles for tourists and, consequently, tourists consume destinations differently" (McKercher *et al.*, 2006: 647). In the present study, demographic details were used to characterise the domestic business tourists who stayed at the selected three-star hotel in Pretoria. A number of studies (Amir *et al.*, 2015; Dhar, 2015; Lam & So, 2013; Luo & Lu, 2011; Mair, 2010; Rittichainuwat & Mair, 2012; Tanford *et al.*, 2012) used age and gender as variables. Other demographic

details, such as a place of residence (Lin *et al.*, 2010) and country of origin (Chiang *et al.*, 2012) may also be used to characterise respondents and serve as variables. For the purpose of the present study, the demographic details of age, gender, and province of residence were used as variables characterising domestic business tourists who stayed at the selected three-star hotel in Pretoria.

Each respective variable is discussed. First, age is discussed.

2.13.1.   Age

Nakamura and Tanaka (1988:90) define age as "… a normal person's biological status". Adams, Blieszner, and De Vries (2000: 119) refer to age as a "… level of development …". Swart and Roodt (2015: 496) define age as "… a generational market segment that represents a group of business tourists of a similar age who were born during the same time in history". According to Togonu-Bickersteth (1987: 117), age is the individual's "… chronological life stage". For the purpose of the present study, age is defined as the domestic business tourist's level of physical development in terms of number of consecutive calendar years. Age is a significant demographic variable in tourism studies investigating tourists' behaviour (Shoval *et al.*, 2011). Amongst other demographic attributes, age impacts business tourists' degree of participation in tourism activities (Ryan & Trauer, 2005).

The needs and wants of business tourists differ according to age (Fawzy, 2010; Rittichainuwat & Mair, 2012). Chhabra (2010) postulates that tourism studies have focused mainly on clustering the market on the basis of age, and have not embraced the demographic detail approach. Demographic variables should be based on generations for the purpose of understanding generational differences (Crampton & Hodge, 2009; Deloitte, 2005). The present study investigated three generations, namely Baby Boomers, Generation X, and Generation Y (Deloitte, 2005). Baby Boomers were born between 1946 and 1964 (Hugo, Taylor, & Grande, 2008; Rahulan, Troynikov, Watson, Jantab & Senner, 2013; Young, Hernon & Powell, 2006), Generation X was born from 1965 to 1979 (Carrier, Cheever, Rosen, Benitez & Chang, 2009; Young *et al.*, 2006),

and Generation Y was born from 1980 to 1999 (Crampton & Hodge, 2009; Deloitte, 2005).

Individuals from the same generation display common behaviours (Carrier *et al.*, 2009). Baby Boomers are more likely to be educated (Young *et al.*, 2006), to occupy leadership positions (Carrier *et al.*, 2009), and to have more time and money to spend, as this generation is approaching retirement (Hugo *et al.*, 2008). According to Crampton and Hodge (2009), Baby Boomers enjoy a reputation of being committed to work. Members of Generation X are more likely to occupy managerial positions at work or be in professional occupations (Young *et al.*, 2006), and they consider family a top priority in life (Crampton & Hodge, 2009). Members of Generation Y are inquisitive and display a willingness to spend money (Rahulana *et al.*, 2013), but they are not likely to have extra time and money, as they are just beginning to venture into the corporate world (Deloitte, 2005).

As highlighted in Section 1.2.5, age was used in the present study to characterise the domestic business tourists. Chhabra (2010) supports the inclusion of generational cohorts in tourism studies' demographic variables.

2.13.2. Gender

Muehlenhard and Peterson (2011: 794) refer to gender as "a social meaning of the biological distinction". According to Oosterveld (2005: 79) gender is "… a sexual orientation". Gender is "… a euphemist expression for sex" (Carlson, 2010: 64). Although biological sexual orientation, which is either male or female, forms the foundation of a definition of gender (Carlson, 2010), a number of scholars (Muehlenhard & Peterson, 2011; Swart & Roodt, 2015) note that gender may also refer to the psychological aspects and behaviour of the individual, not mainly the biological sexual orientation. For the purpose of the present study, gender is defined as the biological sex category — male or female. The impact of gender on consumers', i.e. business tourists', decisions to consume products or services has become a subject of interest (Aguinis, Boik & Pierce, 2001). Aguinis *et al.* (2001) further note that an understanding of the

impact of gender on a consumer's decision will enable organisations, such as hotels and tourist attractions, to satisfy the needs and wants of different consumers. Mair (2010) asserts that understanding the needs of business tourists based on gender differences is crucial to the success of tourist attractions.

Similar to a number of recent studies (Lee et al., 2014; Mair, 2010; Rittichainuwat & Mair, 2012; Song *et al.*, 2014) in the tourism industry, the present study views gender on the basis of biological sex category. Gender has a significant impact on the interest of business tourists in visiting tourist attractions (Boakye, 2012; George, 2003; Luo and Lu, 2010). Boakye (2012) revealed that female educational and business tourists are more concerned about security than what male tourists are. In addition, George (2003) found that female business and leisure tourists are less likely to explore a destination that they perceive as unsafe. Luo and Lu (2010) found that female business tourists, other than males, are less likely to visit shopping malls that require long commuting times.

The present study did not investigate the impact of gender on domestic business tourists' intentions to visit tourist attractions in Pretoria, but gender was considered an additional demographic variable with which to characterise the domestic business tourists staying at the selected three-star hotel in Pretoria.

2.13.3. Province

A place of residence, for the purpose of the present study, refers to a South African province. A province is a "… spatial distribution of … region…" (Rogerson, 2013: 7). Swart and Roodt (2015: 497) define province as "… a government's geographical area…". George (2003: 575) refers to province as "… the region…". Given the context of the present study, province refers to a domestic business tourist's region of residence within the geographical area of SA. A place of residence is amongst the key contributors to different destination consumption patterns amongst MICE travellers (Chiang *et al.*, 2012). Destinations are visited by business tourists from different places of residence (George, 2003; Lin *et al.*, 2010). Thus, an in-depth understanding on the

impact of place of residence on the behaviour of business tourists is important for destinations seeking to attract and retain business tourists (Chiang *et al.*, 2012).

Lin *et al.* (2010) found that business tourists from places of residence other than the hotel's location perceive information services offered by the hotel as important. George (2003) found that business- and leisure tourists from different nationalities do not behave in a similar fashion when visiting a destination. Some may perceive the use of public transport facilities as unsafe, while others do not (George, 2003). Boakye (2012) found that business- and educational tourists from different places of origin are likely to have different perceptions of vulnerability to crime. Amir *et al.* (2015) confirm that both domestic and international business- and leisure tourists are likely to spend money on visiting tourist attractions.

The present study did not investigate the impact of place of residence on business tourists' intentions of visiting tourist attractions in Pretoria. Instead, province of residence was used as a demographic variable to characterise domestic business tourists staying at the selected three-star hotel in Pretoria. The nine provinces of SA, namely Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, Northern Cape, North West, and Western Cape (Rogerson, 2013) were used classify domestic business tourists' province of residence.

2.14. SYNTHESIS

The chapter began with a discussion on the relationship between business tourists and hotels. This was followed by three pivotal sections providing in-depth discussions on this study's research constructs, namely *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*.

The first section discussed *Hotel front office staff* as a research construct with the dimensions *Front-office services*, *Arranging visits to tourist attractions*, *Providing detailed directions to tourist attractions*, and *Providing detailed tourist attraction information*. This

was followed by a formulated sub-hypothesis. This section was then concluded with a formulated hypothesis (H_1) and a theoretical research objective (TRO1) for the construct.

Secondly, *Interest in tourist attractions* as a research construct was discussed. The influence of each dimension of *Tourist attractions* (*Range of tourist attractions*, *Security at tourist attractions*, *Authenticity*, and *Hotel's location*) on business tourists' interest in visiting tourist attractions was discussed, followed by a formulated sub-hypothesis. This section concluded with the formulated hypothesis (H_2) and a theoretical research objective (TRO2) for the construct.

The third section provided a discussion on *Business tourists' visiting intentions* as a construct, and concluded with a formulated hypothesis (H_3) and a theoretical research objective (TRO3) for the construct.

The relationships between *Hotel front office staff* and *Interest in tourist attractions* (H_4 and TRO4), between *Business tourists' visiting intentions* and *Tourist attractions* (H_5 and TRO5), and between *Hotel front office staff* and *Business tourists' visiting intentions* (H_6 and TRO6) were discussed separately, and each concluded with a formulated hypothesis and TRO. The literature confirms that the likelihood of business tourists visiting tourist attractions indicate the abovementioned relationships.

The discussions of the relationships were followed by a discussion of the proposed Causal Model of Business Tourists' Intentions of Visiting Tourist Attractions, which comprises three constructs, namely *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. This discussion concluded with a formulated H_7 and a TRO7. The discussion of the causal model was followed by a discussion on the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, which was concluded with a formulated H_8 and a TRO8.

The discussion of the business tourists' demographic details was divided into three sub-sections (variables), namely gender, age, and province, which were used to explore the characteristics of the domestic business tourists staying at the selected three-star hotel in Pretoria.

Chapter 3 provides a discussion of the present study's research design.

CHAPTER 3

RESEARCH DESIGN

3.1. INTRODUCTION

As highlighted in Section 1.2.2, the need to increase (i) domestic business tourism and (ii) the usage of tourist attractions is a challenge facing SA. The theoretical discussion in Chapter 2 confirmed the need to investigate the interest of business tourists in visiting tourist attractions. Chapter 2 further highlighted the need to conduct studies investigating the relationships between business tourists, hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions, to develop a model of business tourists' intentions of visiting tourist attractions.

The current chapter provides a discussion of the present study's research design in terms of the research approach and research method. A research design is a detailed roadmap leading towards answering the formulated research questions and research hypotheses for a study (McMillan & Schumacher, 2010). The present study's research design will be used in answering the formulated research hypothesis provided in Chapter 2. Figure 3.1 illustrates the elements of the present study's research approach and research method.

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┌─────────────────────────┐          ┌─────────────────────────────┐
│     RESEARCH DESIGN     │  ←─────→  │    RESEARCH METHODOLOGY     │
└─────────────────────────┘          └─────────────────────────────┘

┌─────────────────────────┐          ┌─────────────────────────────┐
│   Communication-based   │          │     Sampling procedure      │
└─────────────────────────┘          └─────────────────────────────┘

┌─────────────────────────┐          ┌─────────────────────────────┐
│    Casual-explanatory   │          │    Measuring instrument     │
└─────────────────────────┘          └─────────────────────────────┘

┌─────────────────────────┐          ┌─────────────────────────────┐
│  Cross-sectional survey │          │     Research procedure      │
└─────────────────────────┘          └─────────────────────────────┘

┌─────────────────────────┐          ┌─────────────────────────────┐
│     Statistical study   │          │     Statistical analysis    │
└─────────────────────────┘          └─────────────────────────────┘

┌─────────────────────────┐
│       Field setting     │
└─────────────────────────┘

┌─────────────────────────┐
│       Ex post facto     │
└─────────────────────────┘

┌─────────────────────────┐
│      Normal routine     │
└─────────────────────────┘
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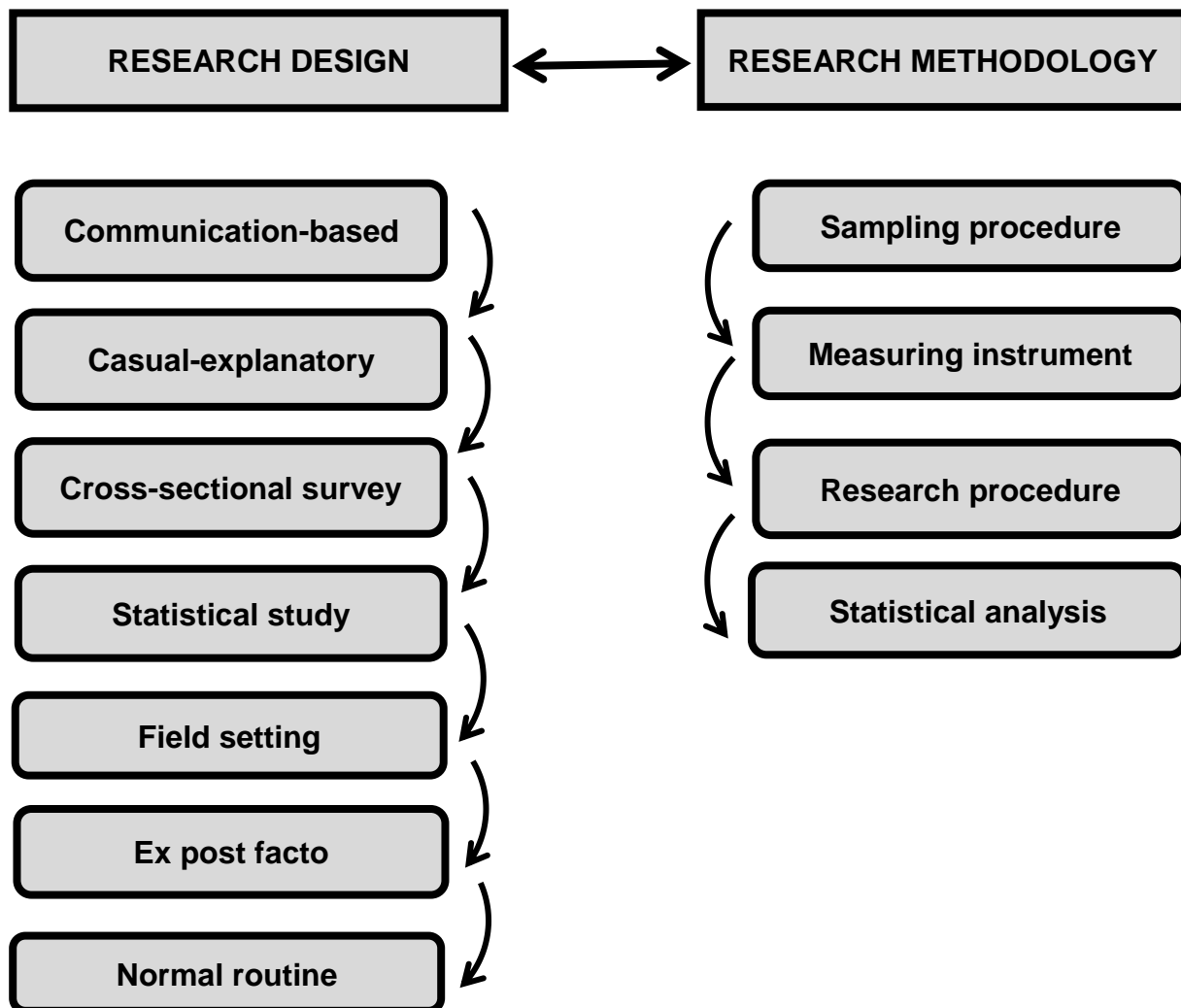
Figure 3.1. Elements of the present study's research design and research methodology

3.2. RESEARCH DESIGN

A research design is a strategy for conducting research (Mouton, 2001; Van Pool & Leonard, 2011). For the purpose of the present study, the strategy entailed the research set-up and data collection techniques through which empirical evidence was collected to successfully answer the research question (McMillan & Schumacher, 2010). The selection of the research approach will be discussed first, followed by a discussion of the research method.

The employment of self-administered questionnaires classified the present study as a communication-based study, which was conducted in a field setting (see McMillan & Schumacher, 2010). Self-administered questionnaires were issued by the fieldworkers to present to business tourists upon their check-in at the hotel (see Kleynhans & Zhou, 2012). Business tourists were required to complete the questionnaires during a hotel stay and return the questionnaires to the hotel's reception upon check-out (Amir *et al.*, 2015). Therefore, a cross-sectional survey was conducted for the purpose of generating primary data (Mouton, 2001). The business tourists' routines were not modified to complement this study; the business tourists followed their normal routine when participating in this study.

The present study investigated the changing of the relationship between two constructs, i.e. *Hotel front office staff* and *Business tourists' visiting intentions*, resulting from the effect of a mediator construct, i.e. *Interest in tourist attractions* (see Section 2.12), and was therefore causal-explanatory in nature (see Guan, Guo, Bond, Cai, Zhou, Xu, Zhu, Wang, Fu, Liu, Wang, Hu & Ye, 2014; Roxas & Chadee, 2013). Wang (2014) supports the adoption of a casual-explanatory study design when validating assumptions using SEM. In the present study, IBM SPSS software Version 22.0 was used.

This study further adopted a statistical study design for the purpose validating the formulated SEM. A number of scholars (Field, 2013; Freedman, 2009; Jose, 2013; Schumacker & Lomax, 2010) agree that SEM can only be validated statistically, because human behaviours (Aguinis, Boik & Charles, 2001; Chen *et al.*, 2014; Dhar, 2015; Hosany & Gilbert, 2010; Karatepe & Douri, 2012) and organisational performance (Kang & Lee, 2014; Kim, Cho & Brymer, 2013) have to be evaluated numerically. Both bivariate and multivariate analyses were employed in the present study for the purpose of testing the relationships between the constructs (see Pallant, 2011). The bivariate and multivariate statistics employed in this study are discussed in Sections 3.3.4.2.2 and 3.3.4.3. This study explored the mediating effect of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. Similar to a number of other studies, SEM was employed to test the mediating relationship (see Chang & Polonsky, 2012; Garg & Dhar, 2014; Madera *et al.*, 2013).

SEM can only be validated quantitatively (Ro, 2012; Schumacker & Lomax, 2010), and, as a result, this study was quantitative in nature.

The present study was *ex post facto* (see McMillan & Schumacher, 2010; Mouton, 2001). A descriptive design was incorporated in the present study to characterise the sample (Chatfield & Collins, 1980; Chen *et al.*, 2014; Song *et al.*, 2014) and report on the items' mean scores, standard deviations, factor loadings, and reliability scores (see Mauri & Minazzi, 2013; Yankholmes & McKercher, 2015). The following section discusses the limitations of the chosen research design.

3.2.1. Limitations of chosen research design

As highlighted in Section 3.2, this study was of exploratory nature and favoured a quantitative research approach over qualitative research approach and mixed method research approach. The questionnaire restricted the respondents to answering questions by means of response scales and in turn denied respondents the opportunity to expressing their views. In meeting the outcome of this study, CFA was conducted through SEM. SEM is of quantitative nature and does not favour qualitative research approach and mixed method research approach (as discussed in Section 3.2). Thus, no measures were taken to address this limitation.

The study was conducted in a field setting as questionnaires were issued, by the fieldworkers, to business tourists upon check-in (Section 3.2). This implied that the fieldworkers had a single opportunity, in each business tourist's hotel stay, to issue a questionnaire. Fieldworkers were not allowed to invite business tourists to participate in the study during the course of hotel stay and upon check-out (see Section 3.3.3.4). It was anticipated that the issuing of questionnaires upon check-in would be challenge in days when the hotel's front office had to check-in a lot of guests. The fieldwork was suspended in days when the hotel's front office had to perform a lot of check-ins. In addressing this limitation, fieldworkers would invite business tourists to participate in the study upon check-in and only issue questionnaires at a later stage when the front desk is less busy. The following section discusses the research methodology.

3.3. RESEARCH METHODOLOGY

As depicted by Figure 3.1, the proposed research methodology for this study is discussed in terms of sampling procedure, measuring instrument, research procedure, and statistical analysis.

3.3.1. Sampling procedure

Ritchie and Goeldner (1987:102) refer to sampling as "… a process of deriving a representative group from the target population". The population's representative group is referred to as the *research sample*, and enables generalisations to be made regarding the target population (Ryan, 1995). The sampling method adopted in the present study is discussed first, followed by a discussion of the sample. A discussion of target population, namely domestic business tourists, concludes the discussion of the sampling procedure.

3.3.1.1. Sampling method

A non-probability sampling methods were adopted in the present study (i) to select a hotel a hotel in Pretoria and (ii) to draw the present study's sample from the target population. The difficulty in getting hotels in Pretoria to participate in studies involving hotel guests resulted in the present study getting a single three-star hotel to participate. Kleynhans and Zhou (2012) emphasised the likelihood of three-star hotels, other than four- and five-star hotels, in Pretoria to be willing to participate in studies involving hotel guests. Because the present study aims to determine the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, a hotel that is located in a destination that has a variety of tourist attractions and that is used by domestic business tourists was deemed ideal. The selected three-star hotel in Pretoria met the present study's criterion. Domestic business tourists account for the majority of tourists that stay at hotels in Pretoria (see Kleynhans & Zhou, 2012) as a result of a large number of government departments being situated in Pretoria (see City of Tshwane, 2013). Furthermore, Pretoria boasts with a variety of tourist attractions (see GCIS, 2014).

A convenience sampling procedure was used to draw the present study's sample from a target population of domestic business tourists who stayed at the selected three-star hotel in Pretoria between 15 July 2014 and 15 April 2015. A number of tourism studies (Akbaba, 2006; Fawzy, 2010; Kleynhans & Zhou, 2012; Lee *et al.*, 2010; Yilmaz, 2009) support the use of convenience sampling if a study's target population is tourists lodging at a hotel. Although probability sampling methods allow subjects of the target population an even opportunity of becoming part of the research sample (Ritchie & Goeldner, 1987), Altinay and Paraskevas (2008) highlight the difficulty of employing probability sampling in tourism studies. This difficulty is attributed to the inability to estimate the target population size (Cobanoglu *et al.*, 2003; Cochran, 1977; Ryan, 1995). The prevalence of booking cancellations and last-minute bookings in the hotel industry (Kasavana & Brooks, 2009) inhibit the use of probability sampling methods in the present study, as those methods dependent on the accuracy of the list of members of the target population (Altinay & Paraskevas, 2008; Cochran, 1977; McMillan & Schumacher, 2010; Ritchie & Goeldner, 1987).

A total of 733 self-administered questionnaires were issued to domestic business tourists who stayed at the selected three-star hotel in Pretoria from 15 July 2014 to 15 April 2015. The questionnaires were issued to domestic business tourists upon check-in, and were returned to the hotel's reception during the course of their stay or upon check out. A total of 304 questionnaires were received from the respondents. Of these, 282 were usable; 22 questionnaires were not fully completed, and could therefore not be used for data analysis.

3.3.1.2. Sample size

A number of studies (Fawzy, 2010; George, 2010; Kandampully *et al.*, 2011; Law & Yip, 2010; Lo & Qu, 2014; Yousefi & Marzuki, 2012) note the difficulty of determining the population size in tourism research. Ryan (1995) highlights the possibility of estimating a sample size, even when the population size is unknown. In this regard, Mouton (2001)

reiterates the importance of employing a statistical approach to determine the possible sample size.

The required sample size for the present study was a minimum of 270 respondents. The statistical rule-of-thumb approach recommended by Ramkissoon and Uysal (2011) and Hair, Black, Babin and Anderson (2010) was used to determine the required sample size for this study. The rule-of-thumb approach requires that a ratio of at least five responses per questionnaire item be achieved. The questionnaire employed in the present study comprised 56 items. Thus, 56 items multiplied by five responses equals 280 respondents.

A sample size of at least 140 respondents is sufficient for conducting FA and to explore mediating relationships (Karatepe & Douri, 2012; Madera *et al.*, 2014). Hinkin (1998) further notes that a sample of more than 200 respondents is sufficient for conducting FA. A sample of at least 280 respondents was considered sufficient for the statistical data analysis techniques employed in the present study.

3.3.1.3. Target population

A target population is a collection of individuals from which a portion is selected according to specified criteria, which persons are then referred to as the *sample*. Data collected from the research sample are then utilised to make generalisations about the research population (McMillan & Schumacher, 2010; Ryan, 1995). The target population for the present study was domestic business tourists lodging at a selected three-star hotel in Pretoria between 15 July 2014 and 15 April 2015. The number of business tourists who stayed at the selected hotel during the fieldwork period will not be disclosed in this study, due to the hotel's confidentiality policy. Self-administered questionnaires were issued by the fieldworkers to business tourists upon check-in, and the completed questionnaires were returned to the hotel's reception during the course of the tourists' stay or upon check-out (Fawzy, 2010).

3.3.2. Measuring instrument

A measuring instrument is a mechanism used in research for the purpose of collecting data from respondents (McMillan & Schumacher, 2010). The present study was quantitative in nature, and therefore required a measuring instrument to collect first-hand information (see Tanford *et al.*, 2013) related to the front office services expected by business tourists during a hotel stay (see Akbaba, 2006; Cobanoglu *et al.*, 2003; Fawzy, 2010; Kandampully *et al.*, 2011; Wilkins *et al.*, 2007). A number of scholars (Jones *et al.*, 2007; Sohrabi *et al.*, 2012; Yilmaz, 2009) recommend the use of a questionnaire for a study of this nature. A new questionnaire, consisting of a unique combination of constructs and dimensions, has to be developed when no suitable questionnaire exists (Chang & Polonsky, 2012; Chiang *et al.*, 2012; Choi, Lehto, Morrison & Jang, 2012; Lepp & Gibson, 2011; McMillan & Schumacher, 2010; Navrátil *et al.*, 2012). As far as could be determined, no similar study has investigated the relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in this unique combination. A more detailed discussion follows in Section 3.3.2.2.

3.3.2.1. Justification for using a research questionnaire

A research questionnaire is a widely employed research instrument in the tourism industry (Hutchinson *et al.*, 2009; Mair, 2010; Ryan, 1995; Song *et al.*, 2014; Terzi *et al.*, 2013). Baron and Kenny (1986) and Ro (2012) note that the measurement of mediating relationships and the causal effects of constructs can only be performed quantitatively. McMillan and Schumacher (2010) highlight the dependence of quantitative research studies on the appropriateness of a research questionnaire. The appropriateness of a research questionnaire is determined by a reliability test (Aguinis, 1995; Cronbach & Meehl, 1955; Westen & Rosenthal, 2003) and a validity test (Chang & Polonsky, 2012; Ritchie & Goeldner, 1987; Ryan, 1995). The Cronbach's alpha (α) coefficient was calculated in the present study, to test the construct reliability for the purpose of confirming the reliability (see Dhar, 2015; Kleynhans & Zhou, 2012; Roxas & Chadee, 2013) and construct validity of the questionnaire (see Garg & Dhar, 2014; Wang, 2014). *Validity* refers to the questionnaire's ability to measure what has to be measured, based on research objectives, while *reliability* refers to the questionnaire's degree of freedom

from error (McMillan & Schumacher, 2010; Ritchie & Goeldner, 1987).   In the present study, the questionnaire was subjected to a pilot study using hotel front office services experts, tourism experts, and tourism research experts, for the purpose of validating the questionnaire's content (see Section 3.3.2.2).

A number of scholars (Dhar, 2015; Karatepe & Douri, 2012; Roxas & Cahdee, 2013; Song & Chathoth, 2013) emphasise the importance of reliability and validity tests when exploring mediating relationships between constructs.   A number of scholars (Chang & Polonsky, 2012; Garg & Dhar, 2014; Madera, Dawson & Neal, 2013) who have explored mediating relationships support the use of a research questionnaire.   The present study employed a validity test and construct- and content reliability tests to ensure the freedom from error of the questionnaire.   Content validity is discussed in Section 3.4.2.1, and the reliability tests (of the constructs and contents) are discussed in Section 3.6.2.2.

3.3.2.2.   Questionnaire development process

A new questionnaire for this study was developed according to the questionnaire-development process outlined by McMillan and Schumacher (2010).   The questionnaire was developed according to the literature that provided the motivation for the objectives of the present study (see McMillan & Schumacher, 2010), with the aim of answering the research question.   Figure 3.2 outlines the steps involved in the process of developing a new research questionnaire.

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│           Literature review             │
└─────────────────────────────────────────┘
┌─────────────────────────────────────────┐
│        Formulating an objective         │
└─────────────────────────────────────────┘
┌─────────────────────────────────────────┐
│    Writing of items and response scales │
└─────────────────────────────────────────┘
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│            Reviewing items              │
└─────────────────────────────────────────┘
┌─────────────────────────────────────────┐
│   Construction of the general format    │
└─────────────────────────────────────────┘
┌─────────────────────────────────────────┐
│         Conducting a pilot test         │
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│      Revision of the questionnaire      │
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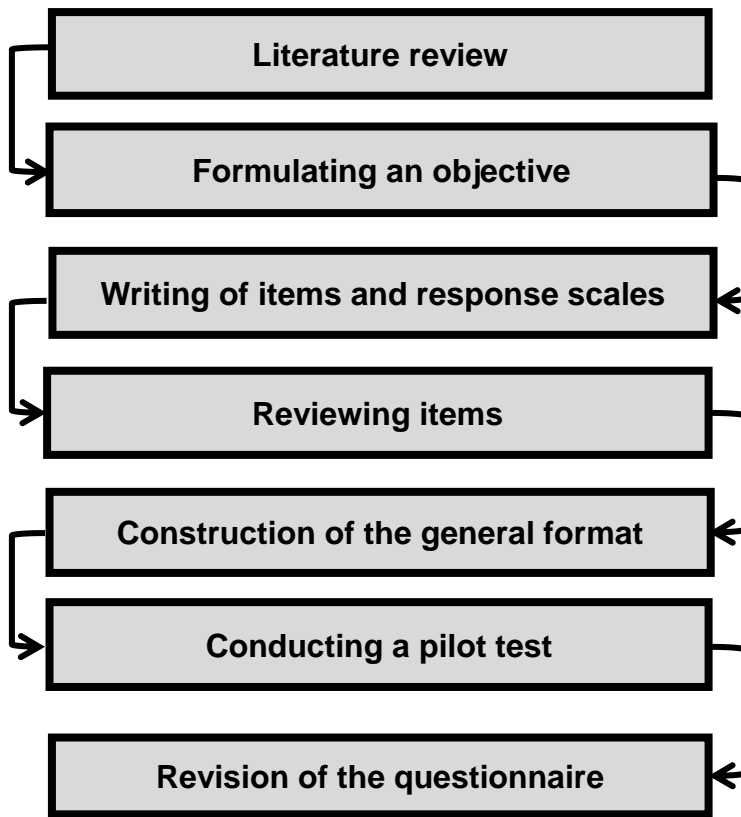
Figure 3.2. Questionnaire development process

(Adopted from McMillan & Schumacher, 2010)

The process that was followed to develop the new research questionnaire is discussed according to the steps outlined in Figure 3.2.

Step 1: Literature review

According to a number of scholars (Chang & Polonsky, 2012; Hutchinson *et al.*, 2009; Wang, 2014), a literature review strengthens the content validity of a research questionnaire. An extensive literature review was conducted on business tourists (see Davidson, 2003; Rittichainawut & Mair, 2012; Terzi *et al.*, 2013; Wan, 2011), hotel front office services (see Akbaba, 2006; Fawzy, 2010; Kasavana & Brooks, 2009; Lin *et al.*, 2010), interest in tourist attractions (see Castéran & Roederer, 2013; Kim & Brown, 2012; Lai *et al.*, 2013), visiting intentions (see Lo & Qu, 2014; Song *et al.*, 2014;

Tangeland *et al.*, 2012), and demographic details (see Aguinis *et al.*, 2001; Chhabra, 2010; Chiang *et al.*, 2012). This broad literature review helped to identify a number of possible items to successfully investigate the research constructs and dimensions for the present study (see Chen & Tsai, 2007; Liu & Jang, 2009; Ramkissoon & Uysal, 2011; Song *et al.*, 2014). The next step was to define the research objective.

Step 2: Formulating a research objective

The present study's research objective was formulated based on the literature review. The objective of this study was to determine whether the scores on *Hotel front office staff* were related to scores on *Business tourists' visiting intentions*, and whether this relationship was mediated by the scores on *Interest in tourist attractions*, according to the Model of Business Tourists' Intentions of Visiting Tourist Attractions.

To successfully accomplish the formulated research objective, the importance of the front office services pertaining to tourist attractions (see Lin *et al.*, 2010; Ortega & Rodriquez, 2007; Yang *et al.*, 2011) was investigated. The present study investigated the importance of hotel front office staff's ability to arrange visits to tourist attractions (see Section 2.5.2), to provide detailed directions to tourist attraction (see Section 2.5.3), and to provide detailed tourist attraction information (see Section 2.5.4) to business tourists. The present study further investigated the impact of security (see Section 2.6.1), the importance of a range of tourist attractions (see Section 2.6.2), the authentic display of heritage (see Section 2.6.3), and the impact of a hotel's location (see Section 2.6.4) on the interest of domestic business tourists in visiting tourist attractions in Pretoria. The aim was to investigate the business tourists' intentions of visiting tourist attractions (see Section 2.7). The next step was the formulation of items and determining response scales.

Step 3: Writing of items and determining response scales

The compilation of a primary list of items and response scales followed the broad literature review (see Song *et al.*, 2014). A primary list of items and response scales was later tabulated in a table adopted from Swart (2013). The table reflects methods

recommended by a number of scholars (Hutchinson *et al.*, 2009; Song *et al.*, 2014). Hutchinson *et al.* (2009) suggest that possible items from the literature review be summarised. Song *et al.* (2014) agree, and further suggests that possible items from the literature review be modified according to the study's needs. Table 3.1, makes provision for the summary of possible items, in the column titled *Original item*, from the literature review by construct and dimension. The table further makes provision for the inclusion of modified/rephrased items, in the column titled *New item*, based on the literature review, as well as the source, in the column titled *Source,* from which these items were adopted.

The questionnaire used in the present study was designed to investigate the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, in order to propose a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (see Aguinis, 1995; Aguinis *et al.*, 2001). According to Ro (2012), a limited number of scale points (e.g., a five-point Likert scale) in the measurement scale may lead to a loss of information that may enable the detection of mediating effects and, ultimately, affect the quality of the causal model. Scholars (Aguinis, 1995; Ro, 2012) recommend the use of a measurement scale with a greater number of scale points for the purpose of detecting the level of interaction between the research variables. Therefore, in the present study, a seven-point Likert scale was employed (see Aguinis, 1995; Chang *et al.*, 2010; Chang & Polonsky, 2012; Liu & Jang, 2009; Mauri & Minazzi, 2013) for the purpose of providing the respondents with a wider range of response options (Ro, 2012). The seven-point Likert scale ranged from, e.g., *Very unlikely* to *Very likely* (refer to Appendix 4 for a detailed overview of how the seven-point Likert scale's extreme ends were anchored for each item). Table 3.1 provides an example of how the items and response scales were tabulated in Appendix 4.

Table 3.1. Questionnaire design template

TOURIST ATTRACTIONS			
Dimension	**Original item**	**New item**	**Source**
Security	Touring city during daytime (rate 1 – 5; *Very safe – Very unsafe*)	Do you consider it safe to visit tourist attractions in Pretoria during the day? (Rate 1 – 7; *Very unsafe – Very safe*)	George, 2003

The items were grouped according to dimensions. The items and measurement scales were then summarised in the column titled *Original item.* The next step was to review the items.

Step 4: Reviewing of items

The possible items gleaned from the literature review were adopted (see Hutchinson *et al.*, 2009) and rephrased according to the needs of the present study (see Song *et al.*, 2014). The revised possible items were summarised in the column titled *New item.* The next step was to construct the format of the questionnaire.

Step 5: Construction of the format of the questionnaire

The developed questionnaire started with the presentation of a standard university information sheet and consent form for completion by the respondents (see Tanford *et al.*, 2012), as required by University of South Africa's (UNISA's) Ethical Clearance Application Form. This was followed by five sections explaining the aim of the study. Section A was designed to screen respondents according to their purpose of visiting Pretoria in order to identify domestic business tourists. Section B was designed to acquire the tourists' demographic details of age, gender, and province of residence. Section C was designed to investigate the *Hotel front office staff* construct, and Section D was designed to investigate the *Interest in tourist attractions* construct. The questionnaire concluded with Section E, which investigated *Business tourists' visiting intentions.* See Appendix 6 for the format of the questionnaire.

Sections C and D of the questionnaire comprised a minimum of five items to investigate each dimension. Section E comprised four items. The four items had yielded a satisfactory factor loading score in a recent study (Song *et al.*, 2014), and were deemed sufficient to investigate the *Business tourists' visiting intentions* construct. FA, using PCA requires a minimum of three items with acceptable factor loading scores per research dimension; therefore, five items were deemed adequate to investigate each research dimension (see Gerber, 2014). As highlighted in Section 3.3.2.1, each formulated construct, i.e. *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, was tested for reliability. A pilot study was conducted to validate each formulated construct.

Step 6: Pilot study

Scholars (Berezan, Raab, Yoo & Love, 2013; Chen & Tsai, 2007; Chiang *et al.*, 2012; Jones *et al.*, 2007; Navrátil *et al.*, 2012) recommend that a pilot study be conducted for a newly developed research questionnaire. In the present study, a pilot study was conducted to ensure that the items were easily understood, and that the response scale for each question was appropriate (McMillan & Schumacher, 2010; Ramkissoon & Uysal, 2011).

As highlighted in Section 3.1., a research questionnaire has to be tested for validity. The content validity of the questionnaire developed for the present study was verified through a pilot study (Chen & Tsai, 2007; Chiang *et al.*, 2012; McMillan & Schumacher, 2010). Furthermore, statistical tests, such as a construct reliability test, were performed during the data analysis stage (Ryan, 1995; Westen & Rosenthal, 2003).

The questionnaire was piloted from May 2014 to June 2014 using two hotel front office services experts (see Hutchinson *et al.*, 2009; Jones *et al.*, 2007), three tourism experts (see Chen & Tsai, 2007), and two tourism research experts (see Song *et al.*, 2014) from SA's NDT. To ensure that the questionnaire was free from spelling- and grammatical errors, (see McMillan & Schumacher, 2010), the questionnaire was edited by a language

editor. The questionnaire was submitted to a statistician for the purpose of verifying the adequacy of the proposed items and measurement scales for FA, the relationships between the constructs, and constructing the causal model.

The pilot study respondents were also allowed the opportunity to comment on the questionnaire's format (see Chang & Polonsky, 2012) and the content validity of items included in the questionnaire (see Chiang *et al.*, 2012; Horng *et al.*, 2012; Navrátil *et al.*, 2012; Tangeland *et al.*, 2013). Refer to Appendix 5 for details of the feedback obtained from the pilot study respondents. The next step was revision of the questionnaire.

Step 7: Revision of the questionnaire

Feedback received from the pilot study respondents was considered in the revision of the questionnaire prior to the commencement of the fieldwork (see Horng *et al.*, 2012; Lo & Qu, 2014; Roxas & Chadee, 2013; Tanford *et al.*, 2012). Refer to Appendix 6 for the final research questionnaire that was used to collect the data.

Some of the pilot study respondents warned against the inclusion of Morula Sun Hotel and Casino as a tourist attraction in Pretoria (see Appendix 5). They argued that Morula Sun Casino lies outside of Pretoria, and should be included as a tourist attraction only if the study were to investigate the intentions of domestic business tourists in visiting tourist attractions in the City of Tshwane, within which Pretoria is located. As a result, casinos, and specifically Morula Sun Casino, were removed from the list of tourist attraction types available in Pretoria (see Section D of the final questionnaire). Other pilot study respondents suggested that the study refrain from investigating the interest of domestic business tourists in visiting cultural tourist attractions, as Pretoria does not have any (see Appendix 5). This study therefore investigated the interest of domestic business tourists in experiencing the culture of Pretoria specifically by means of a township tour (see Section D of the final questionnaire).

3.3.3. Research procedure

This study's research procedure is discussed in terms of obtaining permission to conduct the research, the fieldwork process, the use of fieldworkers, and sampling bias. Obtaining permission to conduct the research is discussed first.

3.3.3.1.   Obtaining permission to conduct the research

A three-star hotel in Pretoria that met the selection criteria for this study was approached for permission to distribute questionnaires to business tourists staying at the hotel during a specified period. A letter requesting permission to distribute questionnaires was sent to the hotel's General Manager (GM). Per UNISA's ethics requirements, the letter outlined the fieldwork process and the value of the study to both the researcher and the hotel (UNISA, 2013). A number of scholars (McMillan & Schumacher, 2010; Yilmaz, 2009) support the application for permission to distribute questionnaires before commencement of the fieldwork, as this aids complying with research ethics. The hotel's GM granted permission to conduct the research in a letter declaring the hotel's intention to allow fieldworkers to distribute questionnaires to business tourists staying at the hotel during the study's fieldwork period (refer to Appendix 2 for a copy of the letter). The approval of this study's ethical clearance application by UNISA enabled the commencement of the fieldwork; refer to Appendix 3 for the Ethical Clearance Certificate (Ref# 2014_CEMS_SES_001). As required by UNISA's Ethical Clearance Policy, each respondent had to give consent to participate in this study, and no incentives were given to respondents for participating. A number of scholars (Amir *et al.*, 2015; Fawzy, 2010; Kleynhans & Zhou, 2012) recommend the appointment of the hotel's front office staff as fieldworkers in studies involving the distribution of questionnaires to tourists upon check-in. Thus, a meeting was set with the hotel's GM to request permission to appoint four of the hotel's front office staff as fieldworkers. Verbal permission was granted.

A number of three-, four-, and five-star hotels in Johannesburg that met the study's requirements were also approached for permission to distribute questionnaires to business tourists. All these hotels rejected the request. The hotels' unwillingness to

grant permission to distribute questionnaires to tourists staying at their establishments is a common challenge faced by both tourism students and the NDT (Anonymous, 2014).

3.3.3.2. Fieldwork process

The fieldwork for this study commenced on 15 July 2014 and ended 15 April 2015. Prospective respondents were invited to participate in this study by the fieldworkers upon hotel check-in at the selected three-star hotel in Pretoria. Fawzy (2010) indicates that it is ideal to utilise a hotel's front office staff as fieldworkers to conveniently invite prospective respondents to participate in a study. As stated, a total of four of the hotel's front office staff were appointed as fieldworkers for the present study. The training of fieldworkers and the role of the researcher in the fieldwork are discussed in Section 3.3.3.3.

The fieldworkers conducted the fieldwork from Sunday to Thursday, from 14:00 to 23:00. The timing of the fieldwork was justified for a number of reasons. First, the hotel's official check-in time is from 14:00, and most members of this study's target population were usually checked in by 23:00. Second, a large number of this study's target population check in from Sunday to Thursday to attend business events and work-related activities, which are generally scheduled for weekdays. The hotel is occupied mostly by leisure tourists on Fridays and Saturdays.

The appointment of the hotel's front office staff as fieldworkers offered the benefit of determining the prospective respondents' province of residence and the purpose of their visit to Pretoria upon check-in, prior to inviting them to participate in the study. Upon determining that a prospective respondent was a domestic tourist who was visiting Pretoria for business purposes or work-related activities, fieldworkers would invite the tourist to participate in the study by issuing him or her with the research questionnaire and explaining the questionnaire completion process. The fieldworkers concluded the invitation by requesting the prospective respondent to leave the questionnaire at the hotel's front office upon check-out.

3.3.3.3. The use of fieldworkers

As permitted by the selected three-star hotel's GM, four hotel front office staff conducted the fieldwork. At the time of the commencement of the fieldwork, all the fieldworkers had been employed in the hotel's front office in excess of one year. Hotel front office staff is renowned for their ability to communicate effectively with hotel guests (Emir & Kozak, 2011; Law & Yip, 2010).

Swart (2013) support the employment of selection criteria when inviting prospective respondents to participate in a study. All three fieldworkers were trained by the researcher prior to commencement of the fieldwork, and the training was focused on the following aspects of the fieldwork and the study's selection criteria:

i. Prospective respondents could only be invited to participate in the study upon check-in, and a research questionnaire could only be issued to a prospective respondent once the invitation to participate in the study had been accepted (Fawzy, 2010).

ii. The fieldworkers had to ensure that a prospective respondent was a domestic tourist who was visiting Pretoria to attend a meeting, conference, or an exhibition, or had been sent by his or her employer for work-related activities.

iii. Fieldworkers had to inform prospective respondents of the importance of answering all the questions contained in the research questionnaire. Incomplete research questionnaires lead to the manifestation of missing values (Schumacker & Lomax, 2010). Pallant (2011) notes that a research questionnaire that is missing a single value may still be included in data analyses. However, a research questionnaire that has too many missing values, more than two, should be considered incomplete and be excluded (Law & Yip, 2010; Roxas & Chadee, 2013; Wang, 2014; Yilmaz, 2009). The exclusion of research questionnaires reduces the sample size (Chen *et al.*, 2014; Dhar, 2015; Pallant, 2011; Song & Chathoth, 2013), and, therefore, prospective respondents had to be informed of the importance of answering all questions in the research questionnaire in order to minimise sample shrinkage.

The researcher oversaw the fieldwork throughout the duration thereof. The fieldwork was conducted in accord with the Fieldwork Information Sheet (see Appendix 7). Thus, the researcher was considered the fourth fieldworker. Next, sampling bias is discussed.

3.3.3.4. Sampling bias

According to McMillan and Schumacher (2010: 143), sampling bias "… occurs when the researcher consciously or unconsciously selects subjects that result in an inaccurate finding". The inaccuracy of the finding is, amongst other reasons, brought forth by the inability of the sampling procedure to allow subjects an equal opportunity to become part of the research sample (Ryan, 1995). A convenience sampling procedure, which is a non-probability sampling procedure, was adopted in the present study. A number of scholars (Ritchie & Goeldner, 1987; Ryan, 1995) warn that convenience sampling does not allow subjects an equal opportunity to become part of the research sample, and thus introduces sample bias. The bias of convenience sampling and the consequences thereof are acknowledged in this study.

The issuing of research questionnaires to prospective respondents upon check-in brought forth a number of challenges that contributed to the present study's sampling bias. First, a speedy check-in process is important to hotel guests (Emir & Kozak, 2011); therefore, the issuing of research questionnaires had to be suspended for the purpose of maintaining speedy check-ins whenever there was a queue of guests waiting to check in. As a result, domestic business tourists checking in during a busy period could not be given research questionnaires, and were therefore denied the opportunity to be part of the research sample.

Second, Brunner-Sperdin and Peters (2009) highlight the level of hotel guests' energy as a factor that influences their emotions during a service encounter. Being exhausted from either long hours of travelling or work-related activities, some prospective respondents only wanted to be issued with room keys, and would not allow the fieldworkers the opportunity to issue a research questionnaire.

Lastly, the fieldwork procedure was limited to issuing research questionnaires upon check-in, and, consequently, fieldworkers were restricted from attempting to issue research questionnaires to prospective respondents who had already checked in. Thus, these prospective respondents were also denied the opportunity to be part of the research sample.

Upon obtaining permission to employ four of the hotel's front office staff as fieldworkers, the hotel's GM warned that any effort to issue research questionnaires to prospective respondents once they had checked-in may result in prospective respondents complaining about the inconvenience of the fieldwork process. The selection of prospective respondents on the basis of accessibility is a critical aspect of convenience sampling (Altinay & Paraskevas, 2008). Thus, for the purpose of the present study, prospective respondents were only deemed accessible upon check-in (Amir *et al.*, 2015; Kleynhans & Zhou, 2012). The abovementioned challenges resulted in this study's fieldwork process taking longer than had been anticipated.

3.3.3.5. Data capturing

McMillan and Schumacher (2009) note that data capturing is an essential phase of a research process. A Microsoft Excel Version 2010 spreadsheet was used to capture the present study's data once the completed questionnaires had been received from the respondents (Chatfield & Collins, 1980; Field, 2013). As advised by Mouton (2001), this study's data-capturing process was carefully administered, to guarantee accurate research findings and conclusions. The data-capturing process outlined by Chatfield and Collins (1980) was adopted for the present study. The data-capturing process consists of three stages: coding, punching, and editing.

The coding of data is determined by the type of input medium to be employed for data capturing (Chatfield & Collins, 1980; Mouton, 2001). As highlighted in the above paragraph, a Microsoft Excel spreadsheet was used to capture the present study's data. Each question in the questionnaire was recorded in a variable format in the Microsoft Excel spreadsheet, for the purpose of allowing appropriate coding of responses for each

recorded variable (Field, 2013). For example, the *gender* variable recorded respondents as either male or female; *Male* was coded as *1* and *Female* was coded as *2* (Jose, 2013). Furthermore, the response values for the seven-point Likert scale were coded as, for example, *1* for *Strongly disagree*, *2* for *Disagree*, *3* for *Slightly disagree, 4* for *Neither agree nor disagree*, *5* for *Slightly agree*, *6* for *Agree*, and *7* for *Strongly agree* (see Field, 2013; McMillan & Schumacher, 2009).

The coding was followed by punching (see Chatfield & Collins, 1980). The punching stage entailed recording the data from completed questionnaires into the Microsoft Excel spreadsheet according to the allocated variable response codes (Field, 2013). The coded data were cautiously punched, in order to identify coding errors that could have occurred during the coding stage (Chatfield & Collins, 1980).

The editing stage concluded the data-capturing process. The data were edited for the purpose of detecting errors such as inversions, outliers, and repetitions that may have gone unnoticed during the data-coding and -punching stages (Chatfield & Collins, 1980; Field, 2013). The missing values were replaced with the variable's mean score (Pallant, 2011). As highlighted in Section 3.3.3.3, only questionnaires with two missing values were used for the data analysis. Based on the above, it can be concluded that this study's data were accurately captured.

The following section will discuss the statistical analysis employed in this study.

3.3.4. Statistical analysis

As recommended by a number of scholars (Cobanoglu *et al.*, 2003; Field, 2013; Wilkins, 2007), the IBM software program SPSS 22.00 was used for the present study's descriptive statistics and FA, and IBM SPSS AMOS 22.00 was used for the SEM. The data captured into the Microsoft Excel spreadsheet during data capturing was imported into IBM SPSS 22.00, in order to conduct this study's statistical analyses. The statistical analyses for this study were done by Mrs Dina Venter, a qualified statistician. Figure 3.3 depicts the three phases of statistical analysis that were conducted.
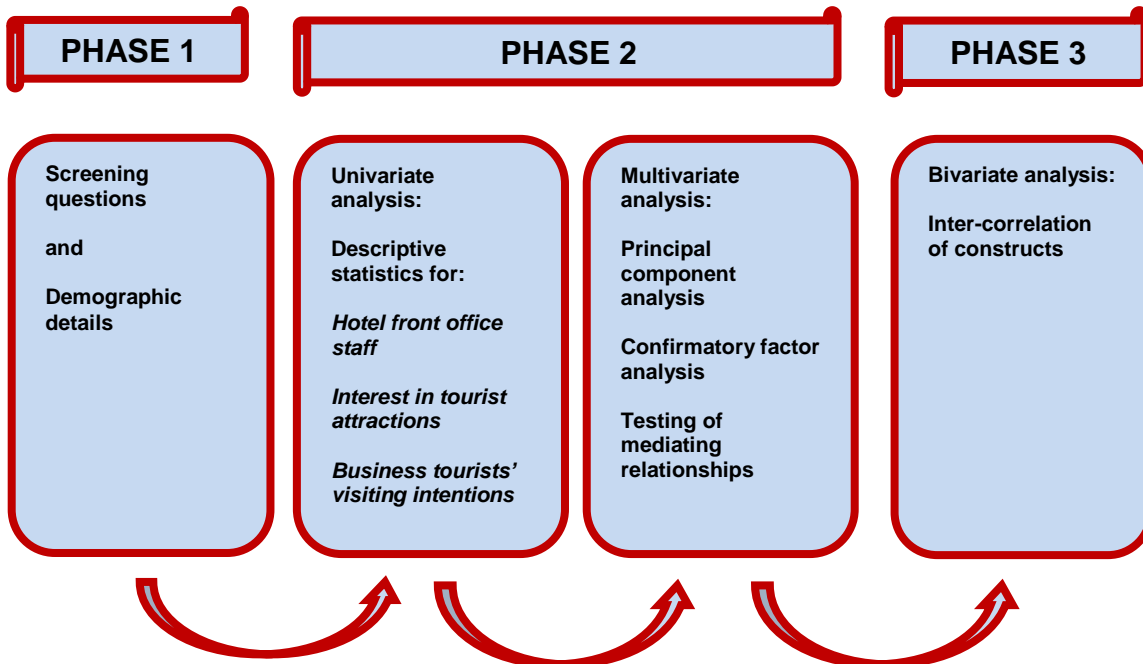
Figure 3.3. Statistical analysis phases

This study's statistical analyses are discussed according to the phases outlined in Figure 3.3.

3.3.4.1. Phase 1: Screening questions and demographic details

As highlighted in Section 1.2, the present study was limited to domestic business tourists, as the NDT had identified a need to increase domestic business tourism in SA. As highlighted in Section 3.3.2.2, Section A of the questionnaire was therefore designed to screen respondents for the purpose of ensuring that only domestic business tourists participated in this study. Section B of the questionnaire was designed to acquire respondents' demographic details in terms of gender, age, and province of residence (Section 3.3.2.2).

Section A of the questionnaire therefore included the question "What is the purpose of your visit to Pretoria?" (see George, 2003; Lin *et al.*, 2010; Tanford *et al.*, 2012) as an open-ended question (McMillan & Schumacher, 2010) that was adapted to meet the

objectives of this study. Only respondents who stated that the purpose of visiting Pretoria was to attend a meeting, conference, or exhibition, or that they had been sent by their employer for work-related activities (see Nelson & Rys, 2000; Rogerson, 2005; Wan, 2011) were included in the sample. The question "As what type of tourist would you classify yourself?" (see Pearce & Schott, 2005) was also included as a screening question (see McMillan & Schumacher, 2010). Respondents who selected *International tourist* as tourist classification were excluded from the study. Only domestic business tourists were requested to complete the remaining sections of the questionnaire. Section B of the questionnaire requested respondents to indicate their gender, age category, and province of residence. Similar to a number of studies (Lee *et al.*, 2010; Sohrabi *et al.*, 2012; Song *et al.*, 2014), frequencies from Sections A and B were used to summarise the respondents' demographic details.   The screening questions and demographic details' frequencies are discussed in Chapter 4.

3.3.4.2.   Phase 2: Univariate analysis and multivariate analysis

As depicted in Figure 3.3, Phase 2 of the statistical analysis comprised univariate analysis and multivariate analysis. Univariate analysis was used to analyse descriptive statistics for this study's constructs, i.e. *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* (see Schumacker & Lomax, 2010). Multivariate analysis was used to conduct this study's FA and CFA for each respective construct (see Kline, 2011).

3.3.4.2.1. Univariate analysis

According to McMillan and Schumacher (2010: 491), univariate analysis "… refers to a statistical analysis in which there is a single dependent variable". As discussed in Section 3.3.4.2, univariate analysis was used in the present study to produce descriptive statistics for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. Fawzy (2010) suggests that the respondents' scores on items investigating each respective construct be analysed descriptively before analysing other descriptive statistics, such as means.   Therefore, the present study's respondents'

scores were analysed descriptively per construct, before employing other descriptive statistics, such as means and modes.

Van Pool and Leonard (2011) emphasise the importance of mean scores, median scores, and modes as measurements of the data set's central tendency. Thus, the mean scores, median scores, and modes were used in the present study as indices of central tendency of the data sets for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. Furthermore, Field (2013) and Kline (2011) recommend that the data sets be descriptively inspected for skewness and kurtosis, for the purpose of inspecting the distribution of each data set. Schumacker and Lomax (2010) suggest that descriptive statistics be used to inspect data sets for missing values. Thus, descriptive statistics were used in the present study to inspect the data sets for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* for skewness, kurtosis, and missing values. The items' means, medians, modes, standard deviations, missing values, and skewness are reported descriptively for each respective construct.

Once each construct's descriptive statistics have been analysed, the multivariate analysis will be conducted through PCA and CFA. The PCA will be conducted to test H_1, H_2 and H_3 for the purpose of determining the reliability of the newly developed constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) investigated in this study. Reliable constructs will result in statistically confirmed measurement scales for each respective construct. The confirmed measurement scales will in turn be used to conduct CFA, through SEM, for the purpose of determining the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The multivariate analysis is discussed next.

3.3.4.2.2. Multivariate analysis

As illustrated in Figure 3.3, the descriptive statistics was followed by multivariate analysis. According to Hair *et al.* (2010: 5), "multivariate analysis refers to all statistical

techniques that simultaneously analyse multiple measurements on individuals or objects under investigation". Thus, multivariate analysis was used in the present study to test H_1, H_2, H_3, H_7, and H_8.

H_1 proposes that *Hotel front office staff* is a construct that can be reliably and validly measured (see Section 2.5.4). H_2 proposes that *Interest in tourist attractions* is a construct that can be reliably and validly measured (see Section 2.6.4). H_3 proposes that *Business tourists' visiting intentions* is a construct that can be reliably and validly measured (see Section 2.7). FA, using PCA, was conducted on each construct, to enable the testing of H_1, H_2, and H_3, using Cronbach's α (see Dhar, 2015; Guan *et al.*, 2014; Karatepe & Douri, 2012; Madera *et al.*, 2014). The testing of H_4, H_5, and H_6 entailed bivariate analysis, which is discussed in Section 3.3.4.3.

H_7 proposes that *Hotel front office staff*, *Tourist attractions*, *and Business tourists' visiting intentions* can serve in a causal model to be used to explore H_7. H_8 suggests that *Interest in tourist attractions* mediates the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. CFA, using SEM, was conducted prior to testing for mediation (see Ro, 2012) for the purpose of testing H_7 before exploring H_8. SEM is a popular multivariate statistical technique used to test for mediation (Baron & Kenny, 1986; Hair *et al.*, 2010; Kline, 2011; Ro, 2012). The FA process, using PCA, is discussed first.

3.3.4.2.2.1. Factor Analysis (FA)

Prior to conducting the FA, the Pearson's product-moment correlation matrix was used to measure the degree of correlation between items investigating each research variable (Jaccard & Becker, 1990; Pallant, 2011). A correlation coefficient of .30 and above is indicative of suitability for PCA (Kaiser, 1974). The PCA was deemed ideal in this study for the following reasons:

This study aimed to use the empirical summary of the data for the purpose of reducing a number of items measuring each research variable (see Blunch, 2013; Field, 2013).

PCA can be conducted even when the principal components' data sets are not normally distributed (Van Pool & Leonard, 2011).

The PCA enables the analysis of existing relationships between the research variables (Brown, Hendrix, Hedges, & Smith, 2012) by determining principal components fitting the variance matrix of research variables (Schumacker & Lomax, 2010).

Unlike the sophisticated mathematical model used in exploratory factor analysis (EFA), the simple mathematical model used in PCA helps to avoid the risk of not having variables for further analysis (Pallant, 2011).

The conceptual data structure for PCA depicting the principal components is easy to understand (Van Pool & Leonard, 2011).

The three-step process discussed below, suggested by Pallant (2011), was adhered to in conducting the PCA to test the present study's H_1, H_2, and H_3.

The first step was to determine the appropriateness of the collected data for FA by employing the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO-MSA) for FA, which is available in IBM SPSS 22.00 (Pallant, 2011). The KMO-MSA measurement score ranges from 0 to 1, and a measurement score greater than .60 was deemed suitable for FA (see Jin *et al.*, 2012; Kaiser, 1974; Lee *et al.*, 2010; Mair, 2010; Rittichainuwat & Mair, 2012). As part of the first step, Bartlett's test of sphericity was employed to further measure the factorability of the construct's data set (see Field, 2013). The result Bartlett's test of sphericity is considered significant at $p \leq .001$ (Bartlett, 1954; Jin *et al.*, 2012; Lee *et al.*, 2010). The second step of the process is the extraction of components from the set of research variables (Pallant, 2011).

The second step involves the elimination of variables that do not yield acceptable scores for further analysis, and retaining those variables that yield acceptable scores for further analysis (Pallant, 2011). The variables' communality values are presented in table format (see Tables 4.1 and 4.5). The communality values were used as an extraction

method indicating the variance of a variable that is accounted for by common factors, and only variables with a communality value of .30 and above were retained (see Field, 2013). A table titled *Total variance explained by PCA* is presented for the purpose of identifying components with eigenvalues greater than 1 and the percentage (%) of the variance that they explain (Pallant, 2011). In support of total variance explained by PCA, a scree plot was used for the purpose of inspecting the components above the elbow point of a shape depicted in the plot (Field, 2013). Figure 3.4 depicts an example of a scree plot illustrating constructs above the elbow point of a scree plot.
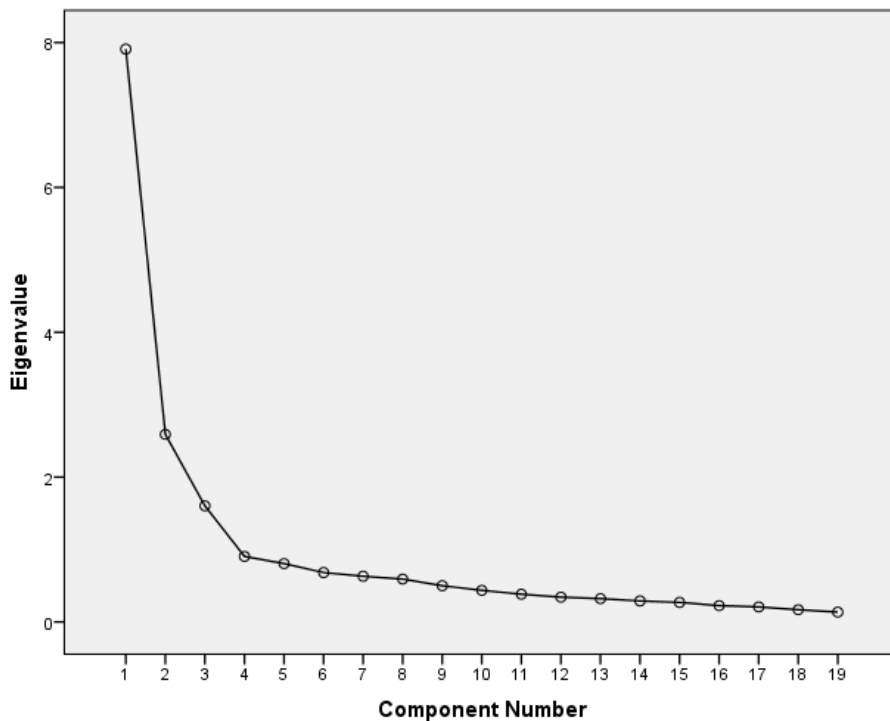
Figure 3.4. Example of a scree plot

(Borrowed from Figure 4.8, the scree plot for the three components forming *Hotel front office staff*)

Only components above the elbow point of the shape depicted in the plot were retained (see Pallant, 2011). Blunch (2013) warns that use of the matrix of total variance explained and scree plot to decide on the number components to retain for further analysis should be supported by the components' meaningfulness. The components'

meaningfulness was therefore considered when deciding on the number of components to retain for further analysis.

The third step of the PCA was factor rotation, using the orthogonal or oblique rotation approach to aid in the interpretation of components (Pallant, 2011). Unlike an orthogonal rotation approach, which assumes that retained components are not correlated, the oblique rotation approach allows the constructs to be correlated for the purpose of aiding the interpretation of the correlating variables that load on each retained component (Field, 2013). Thus, the oblique rotation approach with Promax rotation, which is a feature of IBM SPSS 22.00 (Pallant, 2011), was used to aid the interpretation of correlating variables, which formed the present study's retained components.

As highlighted in Section 3.3.4.2.2, once the retained components had been interpreted, Cronbach's α was employed to test the reliability of the retained constructs, to determine if the data supported or did not support H_1, H_2, and H_3 (see Dhar, 2015; Roxas & Chadee, 2013; Wang, 2014). In essence, the employment of a Cronbach's α establishes construct reliability (Westen & Rosenthal, 2003) by indicating the extent to which variables loading on a component measure the same construct (Adamson & Prion, 2013; Kottner & Streiner, 2009). The Cronbach α coefficient ranges from 0.0 to 1.0, and a minimum value of .70 for construct reliability is deemed sufficient to confirm the reliability of a retained construct (Pallant, 2011). A number of scholars (Dhar, 2015; Guan *et al.*, 2014; Karatepe & Douri, 2012; Madera *et al.*, 2014) support the employment of the Cronbach α to test the reliability of retained constructs. The Cronbach α was employed in the present study to test the construct reliability of the retained constructs, i.e. *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*.

The third step was analysing the relationship between the retained components. McIver and Carmines (1981) support the analysis of the relationship between retained

components. Therefore, the Pearson's product-moment correlation was used to test the degrees of correlation between the retained components (see Field, 2013).

The normality test analysis is discussed next.

3.3.4.2.2.2.   Normality test

The normality test was used to inspect the skewness of the data set (see Kline, 2011; McMillan & Schumacher, 2009). A histogram graph was used to depict the distribution after the factor analysis has been conducted (see Pallant, 2011). According to Kline (2011), a normal distribution is a symmetrical distribution of scores, resulting in a bell-shaped histogram graph, while a skewed distribution is depicted by the following:

Unsymmetrical distribution of scores resulting in a high number of scores being located at the low end of the histogram graph; this type of skewed distribution is referred to as a positively skewed distribution; or

Unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram graph; this type of skewed distribution is referred to as a negatively skewed distribution.

In addition to the histogram depicting the skewness of each construct's data distribution, the Kolmogorov-Smirnov statistic, mean, 5% trimmed mean, median, standard deviation, and kurtosis were used to test the normality of each construct's data distribution (see Swart, 2013). A nonsignificant Kolmogorov-Smirnov result of a p-value >.05 indicates normality, while a significant Kolmogorov-Smirnov result of a p-value of .00 leads to rejection of the null hypothesis (H_0) that assumes normality (Pallat, 2011). The 5% trimmed mean was compared to the mean score, to determine if the data set's extreme scores had an influence on the mean score (see Pallant, 2011).

A newly developed research questionnaire was employed for this study's data collection, and, therefore, no reference could be made to the normality of the data distribution of previous studies. The results of the normality tests are discussed in Chapter 4.

3.3.4.2.2.3.   Confirmatory factor analysis (CFA)

SEM was used to conduct the present study's CFA. According to Schumacker and Lomax (2010), FA analysis is used to create a measurement instrument, and CFA is used to test the modelling of factors derived from the FA. Therefore, CFA was used in the present study to test the modelling of factors, i.e. *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, derived from the FA. A number of scholars (Dhar, 2015; Karatepe & Douri, 2012; Roxas & Chadee, 2013; Song & Chathoth, 2013; Wang, 2014) support the use of SEM when conducting CFA. "Structural equation modelling is a term used to describe a growing and increasingly general set of statistical methods for modelling data" (Hoyle, 2011: 1), and is a reliable data analysis technique in the measurement of behaviour.

A family of related statistical techniques in SEM have a number of advantages and disadvantages. Sophisticated statistical techniques in SEM enable the examination of a complex theoretical model by statistically testing and confirming a complex theoretical model (Brown, 2015; Schumacker & Lomax, 2010). SEM is complicated, but the development of widely available user-friendly computer programs, such as IBM SPSS AMOS version 22.00, has simplified SEM (Kline, 2011). A number of scholars (Brown, 2015; Kline, 2011; Schumacker & Lomax, 2010) highlight the complex statistical techniques required for SEM as the main disadvantage. Statistical techniques such as goodness-of-fit (GFI) index, which evaluates the model fit, have led researchers to overlook the importance of paying attention to the model's parameters to interpret the regression weights (Kline, 2011).

SEM uses the data obtained by means of a reliable and valid research instrument to determine the correlation between variables (Schumacker & Lomax, 2010). The present study made use of a research questionnaire that was subjected to reliability and validity tests. SEM enables the testing of mediation models by including structural paths involving the exogenous variable (in the present study, *Hotel front office staff*), the mediator variable (in the present study, *Interest in tourist attractions*) and the endogenous variable (in the present study, *Business tourists' visiting intentions*) (Hoyle,

2011). Schumacker and Lomax (2010) describe an endogenous variable as a variable that is predicted by the exogenous variable and the mediator variable, and an exogenous variable as a variable that predicts a mediator variable.

The four-step approach recommended by Kline (2011) was followed to conduct the present study's SEM analysis. This approach consists of model specification (Step 1), model identification (Step 2), model estimation (Step 3), and model testing and modification (Step 4). These steps are discussed in detail below.

Step 1: Model specification

Model specification entails using all the available relevant theory, research, and information to develop a theoretical model, which should be confirmed using variance-covariance data (Kline, 2011). It involves determining every relationship and parameter in the model that is of interest to the researcher (Schumacker & Lomax, 2010). A model is properly specified when the true population model is deemed consistent with the implied theoretical model being tested (Kline, 2011). Against this background, it is the researcher's goal to find the model that most closely fits the implied covariance structure (Schumacker & Lomax, 2010). The present study's model was specified upon the development of a theoretical model, depicted in Figure 1.2, using the literature to justify the relationship between the constructs, i.e. *Interest in tourist attractions*, *Hotel front office staff*, and *Business tourists' visiting intentions* (see Hoyle, 2011; Schumacker & Lomax, 2010). The theoretical model specified the exogenous variable, i.e. *Hotel front office staff*, the endogenous variable, i.e. *Business tourists' visiting intentions*, and the mediator variable, i.e. *Interest in tourist attractions* (see Ro, 2012) prior to collecting the data.

A path diagram was used for the purpose of illustrating the location of each variable in the model (see Hoyle, 2011). Kline (2011) notes the importance of symbolism in SEM, and further highlights the following symbols, which were used in the present study's SEM diagram:

i. Squares were used to represent items forming the exogenous, endogenous, and mediator variables (observed variables).

ii. Circles were used to represent the exogenous, endogenous, mediator, and constrained variables (unobserved variables).

iii. A line with a single arrowhead was used to represent the hypothesised direct effects of one variable on another.

iv. A curved line with two arrowheads was used to represent covariance or correlation between the exogenous, endogenous, and mediator variables, as well as items thereof in both standardised and unstandardized solutions.

Step 2: Model identification

For the purpose of this study, each model was named, and the model's name was abbreviated to scientifically label each model. The following example illustrates how each model was labelled in this study:

The **M**odel for **I**nterest in **T**ourist **A**ttractions was labelled M_{ITA}. Superscript was used to indicate the model's number. M_{ITA}^{1} represents the **M**odel for **I**nterest in **T**ourist **A**ttractions **1**, and M_{ITA}^{2} represents the **M**odel for **I**nterest in **T**ourist **A**ttractions **2**, which resulted from modifying M_{ITA}^{1}. M_{ITA}^{3} represents the **M**odel for **I**nterest in **T**ourist **A**ttractions **3**, which resulted from modifying M_{ITA}^{2}.

Model identification entailed the designation of parameters of the present study's model as fixed, free, or constrained (see Schumacker & Lomax, 2010). Fixed parameters are those specified to the value of 1.0, and free parameters are those that are unknown when the model is specified (Step 1), and are therefore not specified to the value of 1.0 (see Hoyle, 2011). Constrained parameters are unknown parameters that are either freed or constrained to the value of 1.0 (Schumacker & Lomax, 2010). In essence, fixed parameters yield standardised regression weights not greater than 1.0, and free parameters yield unstandardized regression weights greater than 1.0 (Hoyle, 2011; Schumacker & Lomax, 2010).

Because the present study's goal was to determine if *Interest in tourist attractions* mediated the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, standardised regression weights were used to determine the mediating effect of *Interest in tourist attractions*. Unstandardized regression weights, yielded by free parameters, make it difficult to interpret the magnitude of the effect (Hoyle, 2011). Thus, similar to a number of recent studies (Dhar, 2015; Garg & Dhar, 2014; Guan *et al.*, 2014; Madera *et al.*, 2013), fixed parameters were used in the present study to yield standardised regression weights, to enable interpretation of the magnitude of the effect (see Section 3.3.4.2.2.4).

Step 3: Model estimation

Estimates from fixed parameters, free parameters, and constrained parameters produced matrices from which the chi-square (symbolised by X^2), degrees of freedom (symbolised by *df*), and the *p*-value were determined (see Schumacker & Lomax, 2010). The X^2, *df*, and *p*-value were used to estimate the present study's model (see Kline, 2011). The X^2 was used to test the complexity of the data (which were based on the theoretical model) in relation to the observed model, i.e. Model for Business Tourists' Intentions of Visiting Attractions 2(M_{BTIVTA}^2), using the same data (see Brown, 2015; Hoyle, 2011; Kline, 2011; Schumacker & Lomax, 2010; Van Pool & Leonard, 2011). The models were considered just identified when *df* = 0, underidentified when *df* was negative, and overidentified when *df* = 1 and above (see Brown, 2015). A non-significant X^2 in relation to *df* indicated a bad model fit, and that the model (i.e. M_{BTIVTA}^2) did not sufficiently fit the data, which were based on the theoretical model (see Brown, 2015; Kline, 2011). Because the chi-square test is sensitive to sample sizes greater than 200, the maximum likelihood chi-square estimation method was used to calculate X^2 and *df* (see Kline, 2011; Schumacker & Lomax, 2010). The *p*-value was used to measure the significance of the difference between the data, which was based on the theoretical model and the observed model, i.e. M_{BTIVTA}^2 (see Schumacker & Lomax, 2010). The difference between the data based on the theoretical model and the observed model, i.e. M_{BTIVTA}^2, was deemed significant at $p \leq .05$ (see Dhar, 2015; Guan *et al.*, 2014; Kline, 2011; Roxas & Chadee, 2013).

Furthermore, the observed model, i.e. $M_{BTIVTA}{}^{2}$, was converged to determine how well the model fit the data (see Brown, 2015; Hoyle, 2011; Kline, 2011). The model was converged by means of iterations (Kline, 2011). An "… iteration involves a series of attempts to obtain estimates of free parameters [e.g., unstandardized regression weights] that imply a covariance matrix like the observed one [covariance matrix]" (Hoyle, 2011: 10). The iteration process, which is an IBM SPSS AMOS 22.00 feature, was conducted to test the extent to which the observed model (i.e. $M_{BTIVTA}{}^{2}$) fit the data, which were based on the theoretical model (see Kline, 2011). The observed model (i.e. $M_{BTAVI}{}^{2}$) was only declared converged once the iterations had improved the fit of the data to the value of 1.0 (see Hoyle, 2011; Schumacker & Lomax, 2010). Only the selected model, i.e. $M_{BTIVTA}{}^{2}$, was converged (see Kline, 2011).

Maximum likelihood (ML) estimation was used to identify the regression weights, which maximised the likelihood of having similar data if data were to be collected again from a similar population (i.e. domestic business tourists staying at a three-star hotel in Pretoria, SA) (Brown, 2015; Hoyle, 2011).

Step 4: Model testing and modification
A number of scholars (Brown, 2015; Dhar, 2015; Garg & Dhar, 2014; Hoyle, 2011; Kline, 2011; Schumacker & Lomax, 2010) suggest that a model's fit be evaluated on the basis of parsimony correction indices, a comparative fit index (CFI), and a GFI. The parsimony correction determined the fit of the initial model ($M_{BTIVTA}{}^{1}$) and the fit of the modified model, i.e. $M_{BTIVTI}{}^{2}$, on the basis of how each model's solution, with a number of free parameters, fit the sample data, and the CFI evaluated the modified model's fit in relation to the initial model (Brown, 2015). The GFI evaluated the ratio of the initial model's variance and covariance to the modified model's variance and covariance (see Schumacker & Lomax, 2010).

The root-mean-square error of approximation (RMSEA) is a common parsimony correction index (Dhar, 2015; Garg & Dhar, 2014; Guan *et al.*, 2014; Karatepe & Douri,

2012), and was included in this study's model fit criteria (see Brown, 2015; Schumacker & Lomax, 2010). The RMSEA measured the degree to which the data fit the sample (see Brown, 2015). RMSEA values ranging from .00 to .05 indicate acceptable fit, .05 to .08 indicate close fit, .08 to .10 indicate marginal fit, and .10 and above indicate unacceptable fit (Hoyle, 2011). CFI measures the extent to which the data distribution had improved in the modified model in relation to the initial restricted model (Hoyle, 2011; Schumacker & Lomax, 2010). The CFI was conducted once the initial model, i.e. M_{BTIVTA}^{1}, had been modified to improve fit and the values thereof ranged from 0 to 1; values closer to 1 indicate a good model fit (see Brown, 2015). The GFI measured the extent to which the ratio of variance and covariance in the sample data matrix fit the models, i.e. M_{BTIVTA}^{1} and M_{BTIVTA}^{2} (see Kline, 2011). GFI values ranging from 0 to 1, and values closer to 0 indicate no fit, values closer to 1 indicate good fit, and a value of 1 indicates a perfect fit (Schumacker & Lomax, 2010).

Model modification entails the removal of parameters that yield no practical meaning and the addition of more restrictions, to improve the fit of the observed model (Schumacker & Lomax, 2010). An automated modification search in IBM SPSS AMOS 22.00 (Hoyle, 2011) was used in the present study to identify modifications that would improve the models' (i.e. M_{BTIVTA}^{1} and M_{BTIVTA}^{2}) fit. Hoyle (2011) and Schumacker and Lomax (2010) warn against accepting any proposed modifications by the automated modification search. Therefore, care was taken to ensure that suggested modifications by the automated modification search make theoretical sense. The modified model (i.e. M_{BTIVTA}^{2}) was evaluated for fit in accordance with the discussed model fit criterion in Step 3 (see Brown, 2015; Hoyle, 2011; Kline, 2011; Schumacker & Lomax, 2010).

The decision of which model to use (between M_{BTIVTA}^{1} and M_{BTIVTA}^{2}) for further analysis was not based only on the model fit criterion, but also included the theoretical reasoning pertaining to the significance of the regression weights (see Kline, 2011). A comparison between the original model, i.e. M_{BTIVTA}^{1}, and the modified model, i.e. M_{BTIVTA}^{2}, was made with consideration to regression weights, modifications, and model fit test results (Hoyle, 2011). Due to the regression weights' subjectivity to modification for the purpose

of improving model fit (see Hoyle, 2011), only the regression weights for the model used for further analysis, i.e. $M_{BTIVTA}{}^1$, are reported (see Kline, 2011).

In order to support H_7, the fit of the model used for further analysis ($M_{BTIVTA}{}^1$) was tested, in accordance with the aforementioned fit indices. Because the present study explored the mediating effect of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, only regression weights pertaining to (i) *Hotel front office staff* and *Interest in tourist attractions*, (ii) *Interest in tourist attractions* and *Business tourists' visiting intentions*, and (iii) *Hotel front office staff* and *Business tourists' visiting intentions* were interpreted. The SEM results are reported in accordance with the following guidelines offered by Kline (2011: Chapter 10):

The X^2, *df*, and *p* estimates are reported for each model.

To avoid model selection bias, the selection of the final model was not based solely on the model fit test results, but was also justified by the regression weights and improvements by the modifications (if the model had been modified). Theoretical justifications for modifications are discussed in Chapter 4.

Only the standardised regression weights for the final retained model are reported and interpreted for the purpose of supporting H_7. Only the regression weights pertaining to the relationships between *Interest in tourist attractions*, *Hotel front office staff*, and *Business tourists' visiting intentions* were interpreted to determine the mediating effect of *Interest in tourist attractions*.

The process followed for testing for mediation is discussed next.

3.3.4.2.2.4. Testing for mediation

The present study explored the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The mediating effect describes how physical activities influence behaviour (Baron & Kenny, 1986; Frazier *et al.*, 2004), and there should therefore be a significant

relationship between the exogenous variable (i.e. *Hotel front office staff*), the endogenous variable (i.e. *Business tourists' visiting intentions*), and the mediator variable (i.e. *Interest in tourist attractions*) (Ro, 2012). The use of bivariate analysis (see section 3.3.4.3) alone is inadequate for exploring complex relationships; therefore, the use of multivariate analysis is recommended in studies exploring complex relationships between multiple constructs (Schumacker & Lomax, 2010). McMillan and Schumacher (2009: 313) refer to multivariate analysis as "… methods that investigate patterns among variables or to studies that involve two or more related dependant variables for each subject".

As mentioned, the present study's mediation model comprised an exogenous variable (*Hotel front office staff*), a mediator (*Interest in tourist attractions*) and an endogenous variable (*Business tourists' visiting intentions*). Figure 3.5 depicts the mediation paths.
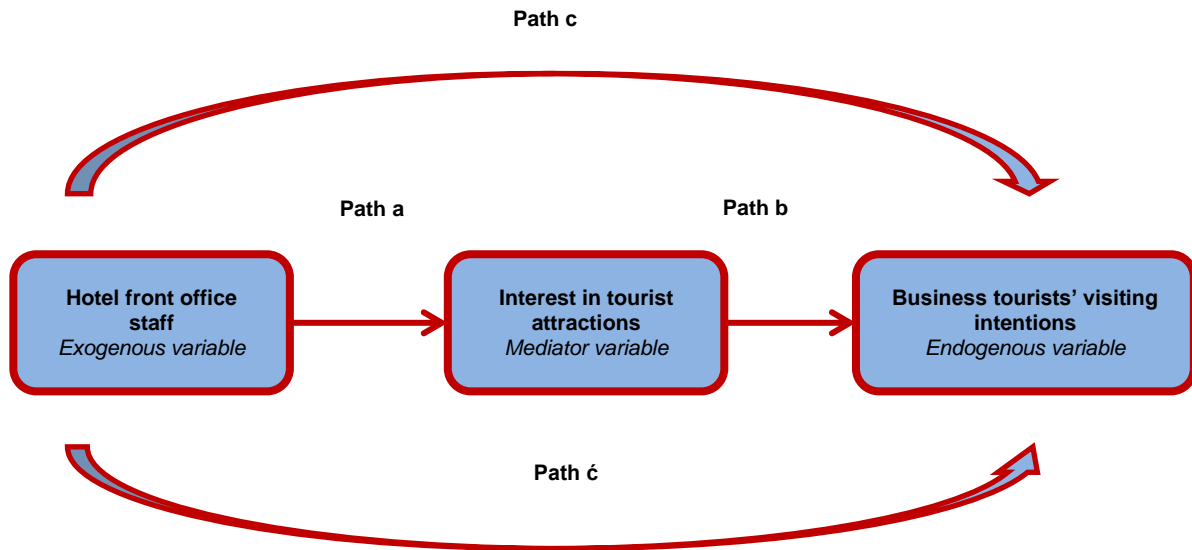
Figure 3.5. Mediation model

(Adapted from Baron & Kenny, 1986; Frazier *et al.*, 2004; Ro, 2012)

Frazier *et al.* (2004) note four conditions that must exist when conducting a mediation test. These are explained in terms of the present study. Firstly, *Hotel front office staff* must have an influence on *Interest in tourist attractions* (Path a). Secondly, *Hotel front*

office staff must have an influence on *Business tourists' visiting intentions* (Path c). Thirdly, *Interest in tourist attractions* must have an influence on *Business tourists' visiting intentions* (Path b). Lastly, *Hotel front office staff* must have an indirect influence on *Business tourists' visiting intentions* through *Interest in tourist attractions* (Path ć). Frazier *et al.* (2004) and Hair *et al.* (2010) further note that the presence of full mediation is confirmed by the absence of a relationship in Path c, and the presence of partial mediation is confirmed by a minimal relationship in Path ć, compared to Path c. Thus, the mediation test describes how the relationship between the exogenous variable (i.e. *Hotel front office staff*) and the endogenous variable (*i.e. Business tourists' visiting intentions*) is influenced by the mediator variable(*i.e. Interest in tourist attractions*) (Baron & Kenny, 1986).

A number of scholars (Chen *et al.*, 2014; Dhar, 2015; Karatepe & Douri, 2012) suggest that the standardised regression weights be used for the purpose of determining the mediating scores of the paths between variables. Thus, the regression weights were used to determine the magnitude of the effect of Path a (between *Hotel front office staff* and *Interest in tourist attractions*), of Path b (between *Interest in tourist attractions* and *Business tourists' visiting intentions*), of Path c (*Hotel front office staff* and *Business tourists' visiting intentions*), and of Path ć (between *Hotel front office staff* and *Business tourists' visiting intentions* through *Interest in tourist attractions*). The standardised regression weight for Path a was multiplied by the standard regression weight for Path b to achieve a score for Path ć, which confirmed the mediating effect of the mediator, i.e. *Interest in tourist attractions*, in order to support H_8 (see Dhar, 2015).

3.3.4.3. Phase 3: Bivariate analysis

Bivariate analysis was used to investigate the relationships between latent variables, i.e. *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* (see Schumacker & Lomax, 2010). According to McMillan and Schumacher (2009: 485), the term *bivariate* refers to "… correlation between or testing of two variables or categories for differences". The use of bivariate analysis offers the benefit of substantially determining the extent to which two variables correlate (McIver &

Carmines, 1981), in the present study: *Hotel front office staff* and *Interest in tourist attractions*. Pearson's product-moment correlation was used measure the degree of correlation between retained constructs in the context of H_4, H_5, and H_6.

H_4: There is a relationship between *Hotel front office staff* and *Interest in tourist attractions*.

H_5: There is a relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

H_6: There is a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

Pearson's product-moment correlation coefficient (symbolised by *r*) ranges from -1.00 to +1.00; -1.00 confirms the existence of a negative correlation, 0 indicates the non-existence of any correlation, and +1.00 confirms the existence of a positive correlation (Van Pool & Leonard, 2011). According to McMillan and Schumacher (2009), the correlation coefficient may either be low (from .01 - .29), moderate (from .30 - .59) or high (from .60 – 1.00). The *r* scores for hypotheses H_4, H_5, and H_6 were interpreted according to the guidelines outlined by Van Pool and Leonard (2011) and McMillan and Schumacher (2009). The results for the inter-correlation of the constructs are discussed in Chapter 4. Although the bi-variate analysis was used to test H_4, H_5, and H_6, the results related to the hypotheses are discussed in chronological order in Chapter 4.

The process that was followed to support *Interest in tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (H_7), together with the final causal model (H_8), was as outlined in the discussion of Phase 2 (see Section 3.3.4.2).

3.4. SYNTHESIS

The current chapter began with an introduction of this study's research design in terms of the research approach and research method. This study was exploratory in nature, and adopted a quantitative research approach. The introduction of this study's research

design was followed by a sub-section discussing, first, the research approach, followed by a discussion of the research method. This was followed by a section providing a detailed discussion of the process followed in developing the research questionnaire for this study. Thereafter, the fieldwork process was described, which included how the fieldwork was conducted, how permission was obtained to access the target population, and how fieldworkers were trained, and concluded with a short discussion of sampling bias. The data were collected at a three-star hotel in Pretoria, SA. The fieldworkers were front office staff of the same hotel.

A section on the statistical analyses conducted concluded the chapter, and comprised three sub-sections discussing the three phases of analysis. Phase 1 discussed the screening questions and demographic details. Phase 2 discussed the univariate statistics used to analyse this study's descriptive statistics for the purpose of inspecting the suitability of the data for further analysis. Furthermore, Phase 2 discussed the multivariate analysis conducted for the purpose of answering the formulated research question. The discussion of the multivariate analysis performed included PCA and CFA, using SEM. PCA was conducted for the purpose of creating a measurement instrument for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. CFA was conducted through SEM for the purpose of testing the modelling of this study's constructs. A four-step approach was used to conduct SEM, namely (i) model specification, (ii) model identification, (iii) model estimation, and (iv) model testing and modification. The final causal model was used to test the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The discussion of Phase 3 concluded with details of the bivariate analysis conducted for the purpose of exploring the relationship between *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* in the context of inter-correlations.

Chapter 4 contains the findings of the present study.

CHAPTER 4

RESEARCH RESULTS

4.1. INTRODUCTION

In this chapter, the research results of the present study are provided. Chapter 3 provided an in-depth discussion on this study's research design in terms of the target population, sampling procedure, research questionnaire development process, and the research procedure, and concluded with the statistical analyses performed. Figure 4.1 illustrates the three-phase process employed to present this study's research results.
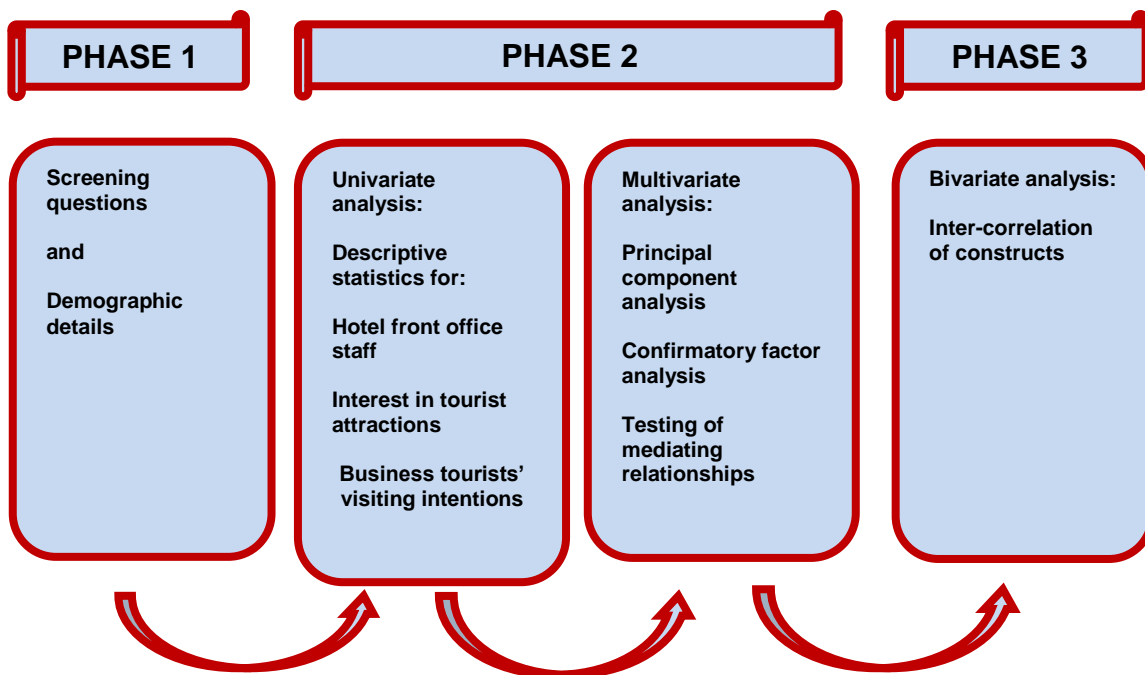
Figure 4.1. Three-phase research results reporting process

This study's research results will be presented in accord with the phases outlined in Figure 4.1. First, the empirical research objectives of this study are presented.

4.2. EMPIRICAL RESEARCH OBJECTIVES OF THIS STUDY

In Chapter 1, Figure 1.1 depicts the theoretical model illustrating the existing relationships between the constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) investigated in this study. Figure 1.1 provided the basis for the literature review and formulation of the research hypothesis presented in Chapter 2. The formulated research hypotheses, in turn, led to the formulation of the following empirical objectives (EOs):

EO1: To determine if *Hotel front office staff* can be reliably and validly measured.

EO2: To determine if *Interest in tourist attractions* can be reliably and validly measured.

EO3: To determine if *Business tourists' visiting intentions* can be reliably and validly measured.

EO4: To determine how the scores on *Hotel front office staff* are related to the scores on *Interest in tourist attractions*.

EO5: To determine how the scores on *Business tourists' visiting intentions* are related to the scores on *Interest in tourist attractions*.

EO6: To determine how the scores on *Hotel front office staff* are related to the scores on *Business tourists' visiting intentions*.

EO7: To determine if scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

EO8: To determine if the relationship between *Hotelfront office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions*.

The fit of the theoretical model (Figure 1.2) was tested empirically, and the results are presented and interpreted in Chapter 5. The next section discusses Phase 1 of the three phases of the research results reporting process depicted in Figure 4.1.

4.3. PHASE 1: SCREENING QUESTIONS AND DEMOGRAPHIC DETAILS

As illustrated in Figure 4.2, Phase 1 of the research results reporting process reports the results in terms of the screening questions and demographic details.
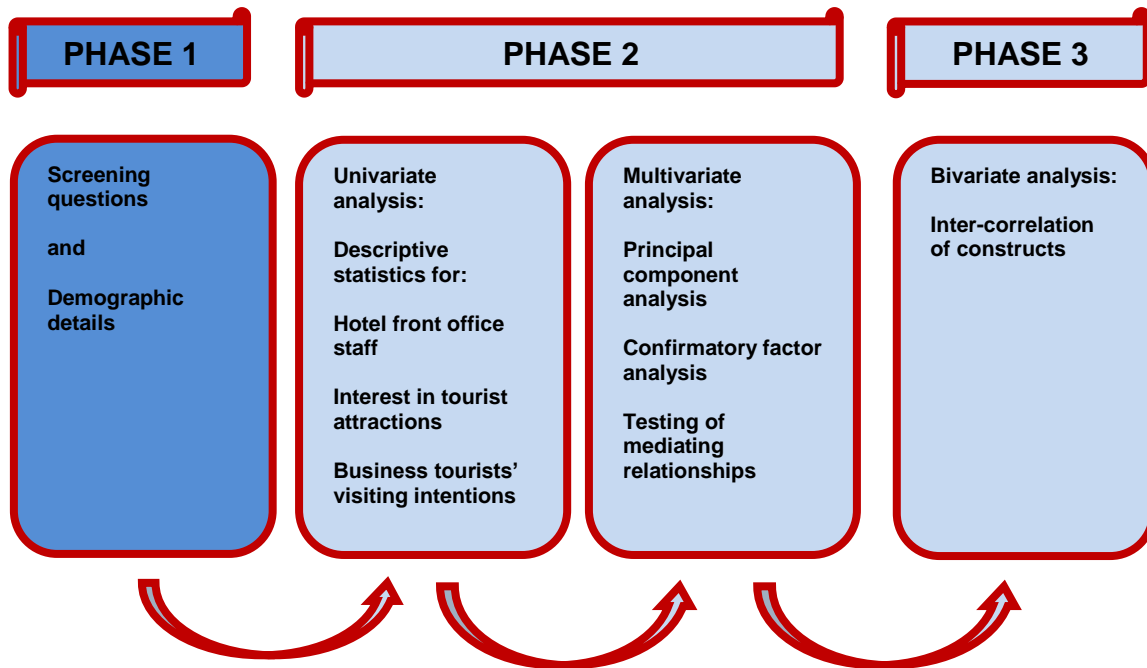
Figure 4.2. Phase 1: Screening questions and demographic details

The following sub-section reports the item descriptive statistics for the screening questions and market segmentation details.

4.3.1. Item descriptive statistics for screening questions

Section 3.4.2.5 highlighted the restriction of this study to domestic business tourists. As a result, Section A of the research questionnaire (refer to Appendix 4) requested respondents to answer screening questions, to ensure the participation of only domestic business tourists.

The results of the screening questions are reported on the next page.

4.3.1.1. Purpose of visit to Pretoria

Section A of the research questionnaire contained the question "What is the purpose of your visit to Pretoria?" as an open-ended screening question. Only respondents who stated that the purpose of their visit to Pretoria was to attend a meeting, conference, exhibition, work-related activities, or business were asked to continue to the next screening question, which investigated tourist classification. Figure 4.3 depicts the distribution of the purposes of the respondents' visit to Pretoria.

n = 282
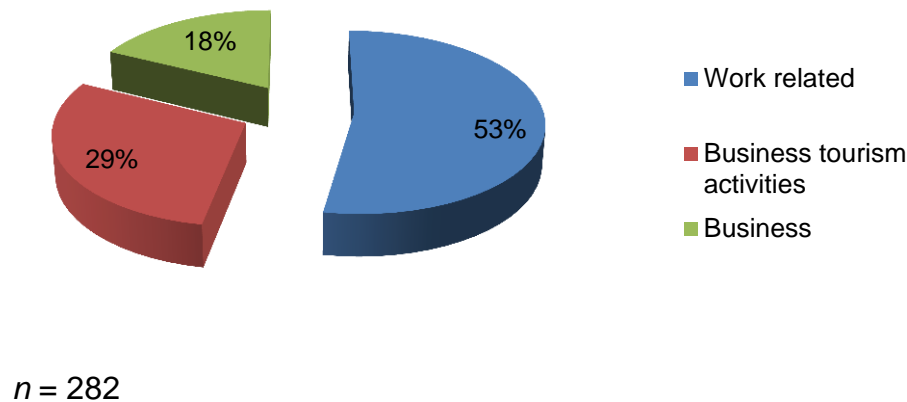
Figure 4.3. Purposes of visit to Pretoria

Of the total of 282 respondents, 149 (53%) respondents were visiting Pretoria for work-related activities, followed by 83 (29%) visiting Pretoria for business tourism activities (workshops, conferences, and meetings). The remaining 50 (18%) respondents were visiting Pretoria for business purposes. The following paragraph reports the item descriptive statistics for tourist classification.

4.3.1.2. Tourist classification

Section A of research questionnaire further included the question "As what type of tourist will you classify yourself?" as a second and final screening question. Respondents were requested to select either *Domestic tourist* or *International tourist*. Respondents who selected *International tourist* were excluded from this study. A total of 282 respondents

indicated *Domestic tourist* as their tourist classification, and were requested to complete the rest of the research questionnaire.

Only respondents who stated that they were domestic tourists and that the purpose of their visit to Pretoria was to attend a meeting, conference, exhibition, work-related activities, business, or that they were sent by their employer were included in this study. The following sub-section reports the item descriptive statistics for the demographic details.

4.3.2. Item descriptive statistics for demographic details

Section B of the research questionnaire requested respondents to indicate their demographic details in terms of gender, age, and province of residence. The item descriptive statistics for the demographic details results are provided descriptively in terms of gender, age category, and province of residence.

4.3.2.1. Gender

Gender has an influence on the interest of business tourists in visiting tourist attractions (see Section 2.13.2). Thus, all respondents were requested to indicate their gender as either male or female. Figure 4.4depicts the sample profile in terms of gender.

n = 282
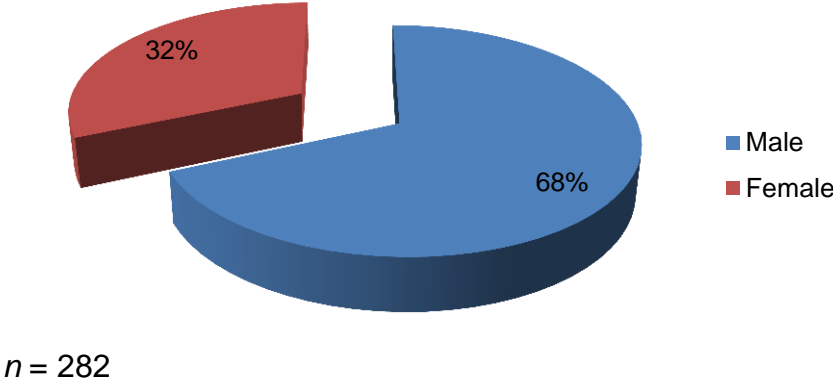
Figure 4.4. Gender categories

Of the 282 respondents, 193 (68%) were males, more than double the number of females; 89 (32%) were females.

4.3.2.2. Age category

As highlighted in Section 2.13.1, age has an influence on business tourists' degree of participation in a destination's tourism activities. In the present study, the age categories were Generation X, Generation Y, and Baby Boomers. Baby Boomers were respondents born from 1946 to 1964, therefore aged 50 to 65 years; Generation X was respondents born from 1965 to 1980, therefore aged 34 to 49 years; and Generation Y was respondents born from 1980 to 2000, therefore aged 18 to 33 years. Figure 4.5depicts the respondents' age categories.

n = 282
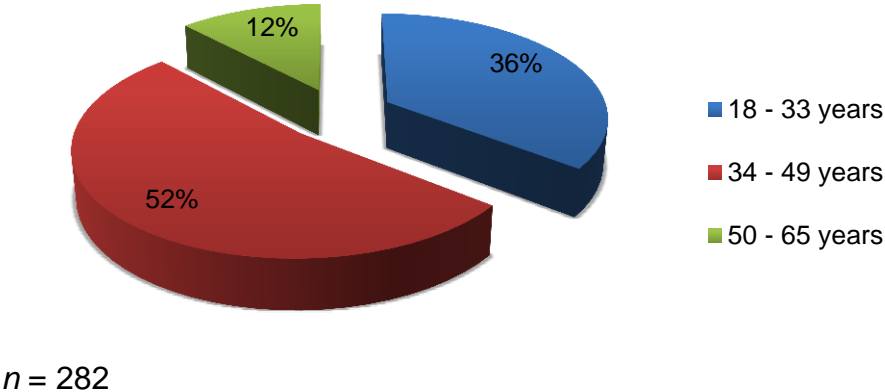
Figure 4.5. Age categories

More than half of the respondents, 148 (52%), were between the ages of 34 and 49 years, while 100 (36%) were between the ages of 18 and 33 years. The remaining 34 (12%) respondents were between the ages of 50 and 65 years.

4.3.2.3. Province of residence

Similar to age and gender, place of residence has an influence on business tourists' degree of participation in a destination's tourism activities (see Section 2.13.3). For the purpose of the present study, respondents' place of residence was investigated in terms

of province of residence (see Section 2.13.3). Figure 4.6depicts the respondents profile in terms of province of residence. All nine South African provinces were represented in the sample.

n = 282
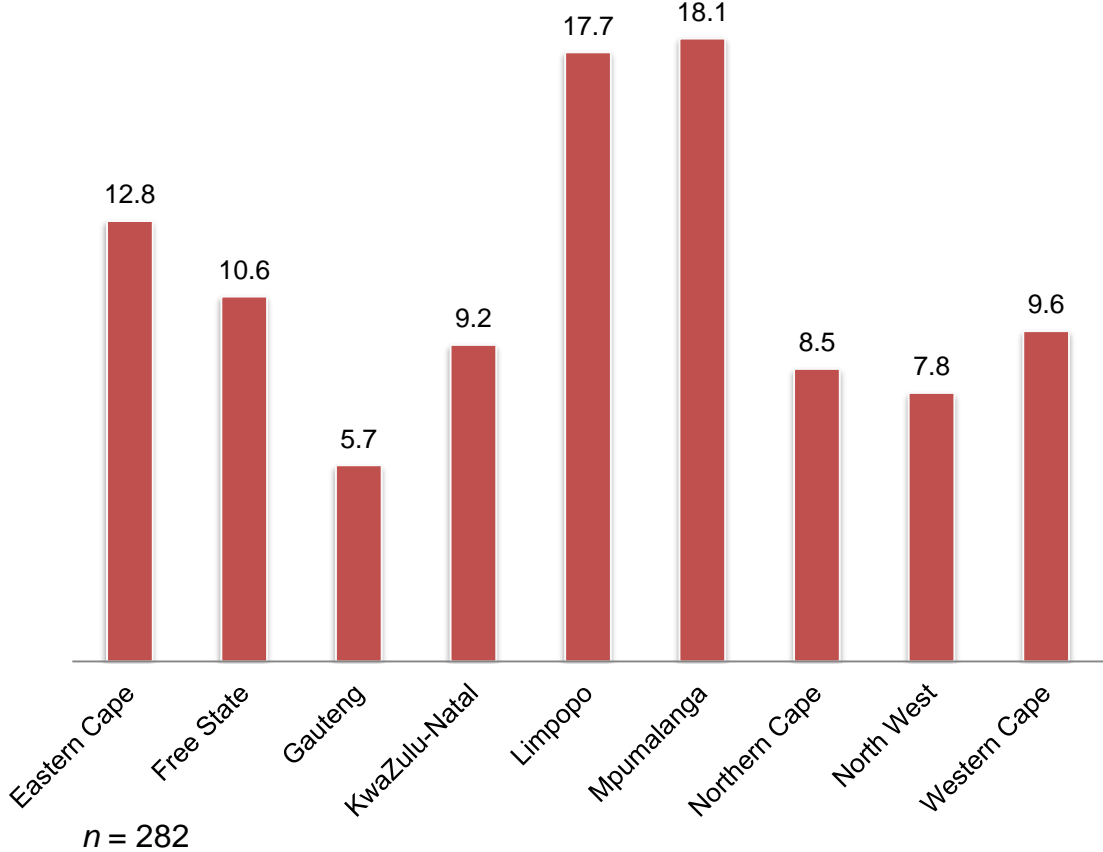
Figure 4.6. Respondents' province of residence

The majority of the respondents, 51 (18.1%), were from Mpumalanga, while 50 (17.7%) were from Limpopo, 36 (12.8%) were from the Eastern Cape, 30 (10.6%) were from the Free State, 27 (9.6%) were from the Western Cape, 26 (9.2%), were from KwaZulu-Natal, 24 (8.5%) were from the Northern Cape, 22 (7.8%) were from North West, and remaining minority of 16 (5.7%) were from Gauteng.

The following section reports this study's results according to Phase 2 of the research results reporting process.

4.4.   PHASE 2: UNIVARIATE ANALYSIS AND MULTIVARIATE ANALYSIS

Figure 4.7 illustrates Phase 2 of the research results reporting process. As highlighted in Section 3.3.4.2, Phase 2 comprises reporting of the results of the univariate analysis and multivariate analysis.
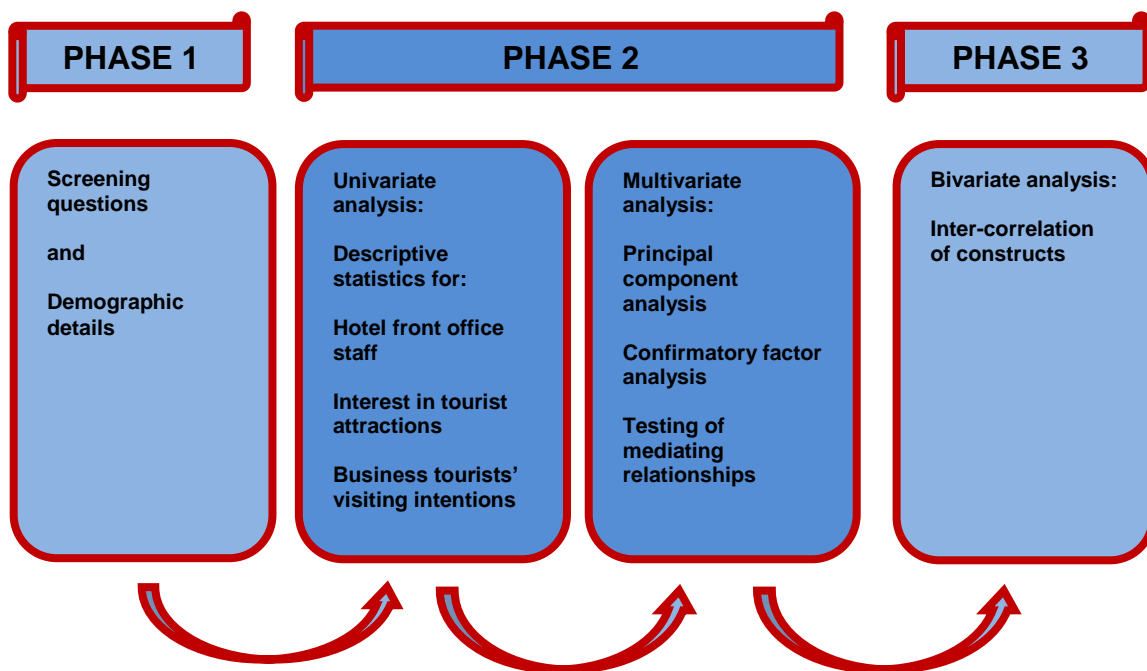
Figure 4.7. Phase 2 of the research results reporting process

The first sub-phase is the reporting of univariate analysis results in terms of item descriptive statistics results for this study's three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*). The second sub-phase is the reporting of the results of the multivariate analysis in terms of PCA, CFA and mediating relationship.

Based on the ROs provided in Section 1.4.2, statistical hypotheses were formulated to answer the RQs listed in Section 1.4.1 and illustrated in Figure 1.2. The use of the data

in Phase 2 and Phase 3 of Figure 4.7 was guided by the formulated statistical hypotheses. As seen in Figure 1.2, there were relationships between the constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*), which led to the development of theproposed causal Model of Business Tourists' Intentions of Visiting Tourist Attractions. The theoretical model (see Figure 1.2) proposes *Interest in tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. Based on the formulated RQs and ROs provided in Chapter 1 and the literature review provided in Chapter 2, the following research hypotheses, with supporting sub-hypotheses, were formulated:

H_1: *Hotel front office staff* and its dimensions can be reliably and validly measured.

H_{1a}: *Front office services* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1b}: *Arranging visits to tourist attractions* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1c}: *Providing detailed directions to tourist attractions*, is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1d}: *Providing tourist attraction information* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_2: *Interest in tourist attractions* and its dimensions can be reliably and validly measured.

H_{2a}: *A range of tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2b}: *Security at tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2c}: *Authenticity* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2d}: *Hotel's location* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_3: *Business tourists' visiting intentions* is a construct that can be reliably and validly measured.

H_4: There is a relationship between *Hotel front office staff* and *Interest in tourist attractions*.

H_5: There is a relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

H_6: There is a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

H_7: The scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions.

H_8: *Interest in tourist attractions* has a mediating effect on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

The abovementioned statistical hypotheses will be discussed in the process of reporting this study's results. The following sub-section reports on the descriptive statistics of the first sub-phase of the research results reporting process.

4.4.1. Univariate analysis results

The univariate analysis results are reported in terms of item descriptive statistics for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. The items' means, medians, standard deviations, sample sizes, missing values, skewness, and kurtosis were inspected for suitability of the data for further analysis. These results will be reported separately for each construct. As highlighted in Section 3.3.3.5, the missing value for each item was replaced by the respective item's mean score. Items that had more than two missing values were excluded from further analysis.

The descriptive statistics results for items investigating *Hotel front office staff* are reported first.

4.4.1.1. Hotel front office staff

Section C of the questionnaire investigated the (i) respondents' perceptions of the role of hotel front office staff in front office services, (ii) hotel front office staff's ability to arrange visits to tourist attractions, (iii) hotel front office staff's ability to provide detailed directions to a tourist attraction, and (iv) hotel front office staff's ability to provide detailed tourist attraction information.

Appendix 8 provides the scores on the respondents' perceptions about hotel front office staff. Refer to Section 3.3.4.2.2.1 for a discussion on how FA was conducted on these items. In addition to *Hotel front office staff* items' scores, scores for the item investigating "Other" tourist attraction information sources that respondents are likely to use are reported.

Item C10f requested respondents to indicate the extent to which they are likely to use "Other" tourist attraction information sources (see Appendix 6). Item C10g was an open-ended question that requested respondents to name the other sources of tourist attraction information they were likely to use. Of the 282 respondents, only 170 answered Item C10f (Appendix 8); thus, Item C10f had 112 missing values (see Appendix 10). Of these 170 respondents, 45 respondents answered Item C10g confirming that they would probably use "Other" sources of tourist attraction information. The scores of Items C10f and C10g are reported in Appendix 9. From these results, it appears that social media is the most popular "Other" tourist attraction information source, and applications (Apps) are the least popular. Item C10g was not included in the FA, due to the low response rate of only 45 respondents out of 282. Item C10f was excluded from further analysis, due to a high number of missing values (as noted in Section 4.4.1).

Hotel front office staff's items' means, medians, standard deviations, sample sizes, missing values, skewness, and kurtosis were inspected for suitability of the data for further analysis (see Appendix 10). The data were deemed suitable for further analysis

The results of the descriptive statistics for items investigating *Interest in tourist Attractions* are reported next.

4.4.1.2. Interest in tourist attractions

Section D of the questionnaire investigated *Interest in tourist attractions* in terms of (i) range of tourist attractions in Pretoria, (ii) security at tourist attractions, (iii) authenticity and (iv) the significance of a hotel's location.

Appendix 11 reports the scores on respondents' perceptions about tourist attractions in Pretoria. Refer to Section 3.3.4.2.2.1 for a discussion on how the FA was conducted. In addition to the *Interest in tourist attractions* items' scores, scores for the item investigating "Other" tourist attractions in Pretoria that respondents are likely to visit are also reported.

Item D13i requested respondents to indicate the extent to which they were likely to visit "Other" tourist attractions in Pretoria (see Appendix 6). Item D13j was an open-ended question that requested respondents to name the other tourist attractions in Pretoria that they were likely to visit. Of the 282 respondents, only 126 respondents answered Item D13i (see Appendix 11); thus, Item D13i had 156 missing values (see Appendix 13). Of the 126 respondents who answered Item D13i, 47 respondents answered item D13j as they would have probably visited or heard of those other tourist attractions in Pretoria. The items (D13i and D13j) scores from the 47 respondents reported in Appendix 12. From these results, it appears that sports and recreational facilities are "other" tourist attractions that business tourists are very likely to visit. Item D13j was not included in the FA, due to a low response rate of only 47 respondents. Furthermore, Item D13i was excluded from further analysis, due to a high number of missing values (as noted in Section 4.4.1).

Interest in tourist attractions items' means, medians, standard deviations, sample sizes, missing values, skewness, and kurtosis were inspected for suitability of the data for further analysis (see Appendix 13). Only Items D13i, D17a, and D17b had missing values. The missing values for Items D17a and D17b were replaced by the items' mean

scores (D17a: 5.77; D17b: 4.15) (see Section 4.4.1 and Appendix 13). Item D13i was excluded from further analysis, due to a high number of missing values (see Section 4.4.1). The data were deemed suitable for further analysis after being inspected for the items' means, medians, standard deviations, sample sizes, missing values, skewness, and kurtosis.

The descriptive statistics results for items investigating *Business tourists' visiting intentions* are reported next.

4.4.1.3. Business tourists' visiting intentions

Section E of the questionnaire investigated business tourists' intentions of visiting tourist attractions in Pretoria. The section comprised four items (see Appendix 6). Appendix 14 reports the scores in this regard. Refer to Section 3.3.4.2.2.1 for a discussion on how the FA was conducted on the items.

Business tourists' visiting intentions items' means, medians, standard deviations, sample sizes, missing values, skewness, and kurtosis were inspected for suitability of the data for further analysis (see Appendix 15). The data were deemed suitable for further analysis.

The following sub-section reports the multivariate analysis results in terms of the PCA, CFA, and mediation results.

4.4.2. PHASE 2: Multivariate analysis results

As highlighted in Section 3.3.4.2.2, PCA was conducted to enable the testing of H_1, H_2, and H_3, using Cronbach's α coefficient. CFA was conducted, using SEM, for the purpose of testing H_7 before exploring H_8 (see Section 3.3.4.2.2). Bi-variate analysis was used to test H_4, H_5, and H_6. The results related to the hypotheses are not discussed in chronological order in Chapter 4 (as noted in Section 3.3.4.3). The PCA analysis results are reported first.

4.4.2.1. Principal component analysis (PCA) results

The PCA results for *Hotel front office staff* are reported first.

4.4.2.1.1. Hotel front office staff

This construct *Hotel front office staff* had a total of 22 items. To reduce the dimensionality of the data, PCA (using IBM SPSS 22.00) was used to examine patterns of correlations among the questions measuring the respondents' perceptions of the role of hotel of hotel front office staff. The literature (see Sections 2.5.1, 2.5.2, 2.5.3, and 2.5.4) supports the inclusion of the following four dimensions: *Front office services*, *Arranging visits to tourist attractions*, *Providing detailed directions to tourist attractions*, and *Providing detailed directions to tourist attractions* to investigate the *Hotel front office staff* construct.   Based on these dimensions, the following hypothesis and sub-hypotheses, were formulated:

H_1: *Front office services*, *Arranging visits to tourist attractions*, *Providing detailed directions to tourist attractions*, and *Providing detailed tourist attraction information* are dimensions of *Hotel front office staff*, and can be reliably and validly measured.

H_{1a}: *Front office services* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1b}: *Arranging visits to tourist attractions* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1c}: *Providing detailed directions to tourist attractions* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H_{1d}: *Providing detailed tourist attraction information* is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

The following section reports the results for the bivariate correlations between items.

4.4.2.1.1.1. Principal Component Analysis (PCA)

As noted in Section 3.3.4.2.2.1, Pearson's product-moment correlation was conducted on the 22 items investigating *Hotel front office staff*, prior to conducting PCA. Pearson's product-moment correlation coefficient (symbolised by *r*) was used as a criterion to determine the factorability of the correlation matrix (as noted in Section 3.3.4.2.2.1). All items were initially retained for further analysis, and the presence of correlation coefficients of *r*= .3 and above indicated that the matrix was factorable (as noted in Section 3.3.4.2.2.1). Appendix 16 reports the correlation matrix for the 22 items investigating *Hotel front office staff* (variables with a Pearson's product-moment correlation coefficient of *r*= .3 and above are shaded in grey).

As can be seen in Appendix 16, all 22 items were initially subjected to PCA. Three of the items (C1, C5, and C10c) loaded on a single component, but did not seem to belong together theoretically. Thus, these items were excluded from the solution, and only 19 items were subjected to PCA, as indicated below:

i. *Front office services* (C1; C2a; C2b; C2c; C3);
ii. *Arranging visits to tourist attractions* (C4a; C4b; C4c; C4d; C5);
iii. *Providing detailed directions to tourist attractions* (C6a; C6b; C7; C8; C9);
iv. *Providing detailed tourist attraction information* (C10a; C10b; C10c; C10d; C10e; C11a; C11b).

*(The shaded items did not meet the set criteria, and were excluded from the PCA).

The first step in conducting this study's PCA was to determine the suitability of the data — 19 items investigating *Hotel front office staff* — for PCA by investigating the KMO-MSA and Bartlett's test results (as discussed in Section 3.3.4.2.2.1). The data's suitability for PCA was supported by Bartlett's test of sphericity yielding X^2= 3345.74, *df* = 171, and *p* ≤ .001. The data further met the KMO-MSA by achieving a score of .89, which was greater the minimum required score of .60 (noted in Section 3.3.4.2.2.1).

The communalities for the 19 items investigating *Hotel front office staff* were inspected for the degree of fit with the other items investigating *Hotel front office staff* (as discussed in Section 3.3.4.2.2.1). Table 4.1 reports the communalities for the 19 items.

Table 4.1. Communalities for 19 items investigating *Hotel front office staff*

Items	Initial	Extraction
C2a Hotel employees should arrange your visits to tourist attractions.	1.00	.65
C2b Hotel employees should provide you with detailed directions to tourist attractions.	1.00	.69
C2c Hotel employees should provide you with tourist attraction information.	1.00	.70
C3 Hotel employees should be quick to respond to enquiries related to tourist attractions.	1.00	.70
C4a Hotel employees should be well informed about the tourist attractions in Pretoria.	1.00	.70
C4b Hotel employees should be able to recommend tourist attractions.	1.00	.63
C4c Hotel employees should arrange a visit to a tourist attraction according to your demand.	1.00	.64
C4d Hotel employees should be able to arrange transport for you to visit a tourist attraction.	1.00	.63
C6a Detailed directions to tourist attractions should be easy to understand.	1.00	.71
C6b Detailed directions to tourist attractions should include estimated travel duration.	1.00	.62
C7 A city map will assist with detailed directions to tourist attractions.	1.00	.60
C8 Directions influence your interest in visiting a tourist attraction.	1.00	.49
C9 The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service.	1.00	.55
C10a The likelihood that I would use tourist attraction brochures.	1.00	.63
C10b The likelihood that I would use tourist attraction guidebooks.	1.00	.69
C10d The likelihood that I would use travel magazines for tourist attraction information.	1.00	.68
C10e The likelihood that I would use newspapers for tourist attraction information.	1.00	.59
C11a Sources of tourist attraction information should be available at the hotel's front office.	1.00	.60
C11b Sources of tourist attraction information influence your interest in visiting tourist attractions.	1.00	.52

As can be seen in the Table 4.1, above, all 19 items yielded communality values greater than .30, and were considered to fit with other items (as noted in Section 3.3.4.2.2.1).

The second step was to eliminate components that did not yield eigenvalues greater than 1, and to retain these for further analysis (as noted in Section 3.3.4.2.2.1). Table 4.2 reports the total variance explained by PCA for *Hotel front office staff*.

Table 4.2. Total variance explained by PCA for *Hotel front office staff*

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	7.91	41.63	41.63
2	2.59	13.63	55.26
3	1.60	8.43	**63.69**
4	.90	4.76	68.46
5	.80	4.23	72.70
6	.68	3.58	76.28
7	.63	3.32	79.61
8	.59	3.11	82.73
9	.50	2.63	85.36
10	.43	2.29	87.66
11	.38	2.01	89.67
12	.34	1.80	91.48
13	.32	1.69	93.17
14	.29	1.52	94.69
15	.27	1.41	96.11
16	.22	1.18	97.30
17	.20	1.09	98.39
18	.17	.89	99.28
19	.13	.71	100.00

Components explaining a variance of 63.70% were extracted from the 19 items, based on the number of eigenvalues greater than 1. Furthermore, the scree plot, depicted in Figure 4.8 supported the extraction of three components.
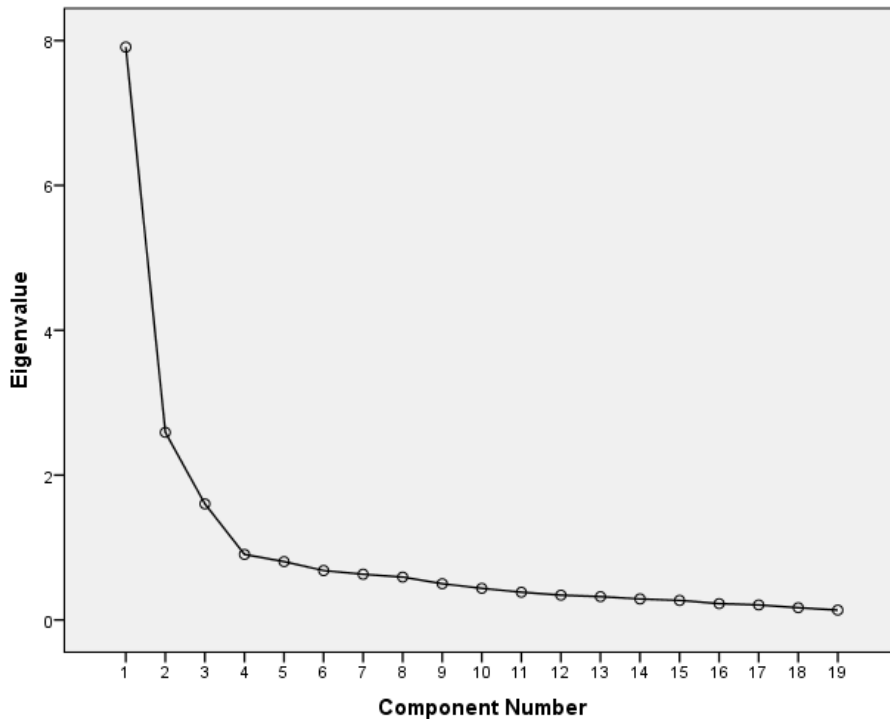
Figure 4.8. Scree plot for three components forming *Hotel front office staff*

Only three of the 19 items of *Hotel front office staff* were above the elbow point. As noted in Section 3.3.4.2.2.1, the number of items above the scree plot's elbow point was used as a determinant of the number of components to be retained.

The three extracted components determined by the PCA were considered for further analysis. Appendix 17 depicts the pattern matrix of the extracted three components of 19 items, using PCA with Promax rotation. As discussed in Section 3.3.4.2.2.1, oblique rotation with Promax rotation was used to aid the interpretation of each extracted component in terms of correlating items. Excluding factor loadings of less than 0.4 resulted in a reasonably simple structure (see Thurstone, 1947), with each of the items forming the three components showing a number of strong loadings.

The *Hotel front office staff* construct initially had four sub-hypotheses (as highlighted in Chapter 2). The PCA, however, extracted three components, which resulted in the formulation of the following three new sub-hypotheses for *Hotel front office staff*:

H$_{1an}$: *Perceived role of hotel front office staff regarding tourist attractions* (C1) is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H$_{1bn}$: *Quality and availability of tourist attraction information and directions* (C2) is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

H$_{1cn}$: *Utilisation of sources of tourist attraction information* (C3) is a dimension of *Hotel front office staff*, and can be reliably and validly measured.

Of the three components, C1 yielded the largest Cronbach α (.92), followed by C2 (α = .87) and C3 (α = .81). All the internal consistencies were high. The newly extracted components had a Cronbach α exceeding .70; therefore, *H$_{1an}$*, *H$_{1bn}$*, and *H$_{1cn}$* were supported. The overall Cronbach α was .91, which indicated a high internal consistency, confirming the reliability of the *Hotel front office staff* construct. Thus, *H$_1$* was supported and EO1 was achieved.

Pearson's product-moment correlation was used to determine the degrees of correlation between the three extracted components, as depicted in Table 4.3. The correlation coefficients were interpreted according to the guidelines of McMillan and Schumacher (2010).

Table 4.3. Correlations between the three extracted components of *Hotel front office staff*

Components		C1: Perceived role of hotel front office staff regarding tourist attractions	C2: Quality and availability of tourist attraction information and directions	C3: Utilisation of sources of tourist attraction information
C1: Perceived role of hotel front office staff regarding tourist attractions.	Pearson correlation	1	.580**	.257**
	Sig. (2-tailed)		.000	.000
	N	282	282	282
C2: Quality and availability of tourist attraction information and directions	Pearson correlation	.580**	1	.433**
	Sig. (2-tailed)	.000		.000
	N	282	282	282
C3: Utilisation of sources of tourist attraction information	Pearson correlation	.257**	.433**	1
	Sig. (2-tailed)	.000	.000	
	N	282	282	282

**. Correlation is significant at the 0.01 level (2-tailed).

A moderate positive correlation coefficient of r = .58, n = 282, ρ ≤ .01 was achieved between C2 and C1. A low positive correlation coefficient of r = .26, n = 282, ρ ≤ .01 was achieved between C3 and C1. Last, a moderate positive correlation coefficient of r = .43, n = 282, ρ ≤ .01 was achieved between C3 and C2. A sample size of 282 respondents was achieved across all three extracted components, and all correlations were statistically significant, with a *p*-value of p ≤ .01.

With the conclusion of the PCA and reliability analysis of the *Hotel front office staff* construct, the newly formulated instrument will hereafter be referred to as the Hotel Front Office Staff Scale.

4.4.2.1.1.2. Normality test results for Hotel front office staff

The normality test results for the three extracted components are reported in terms of data distribution. A histogram is used to illustrate the data distribution of each respective component. Furthermore, a histogram is used to illustrate the data distribution for the

final Hotel Front Office Staff Scale. As discussed in Section 3.3.4.2.2.2, a bell-shaped histogram is used for the purpose of depicting the normality results for the data distribution. The normality test results for Component C1 (*Perceived role of hotel front office staff regarding tourist attractions*) is reported first.

Component C1: Perceived role of hotel front office staff regarding tourist attractions

Figure 4.9 is a histogram illustrating the data distribution for Component C1.
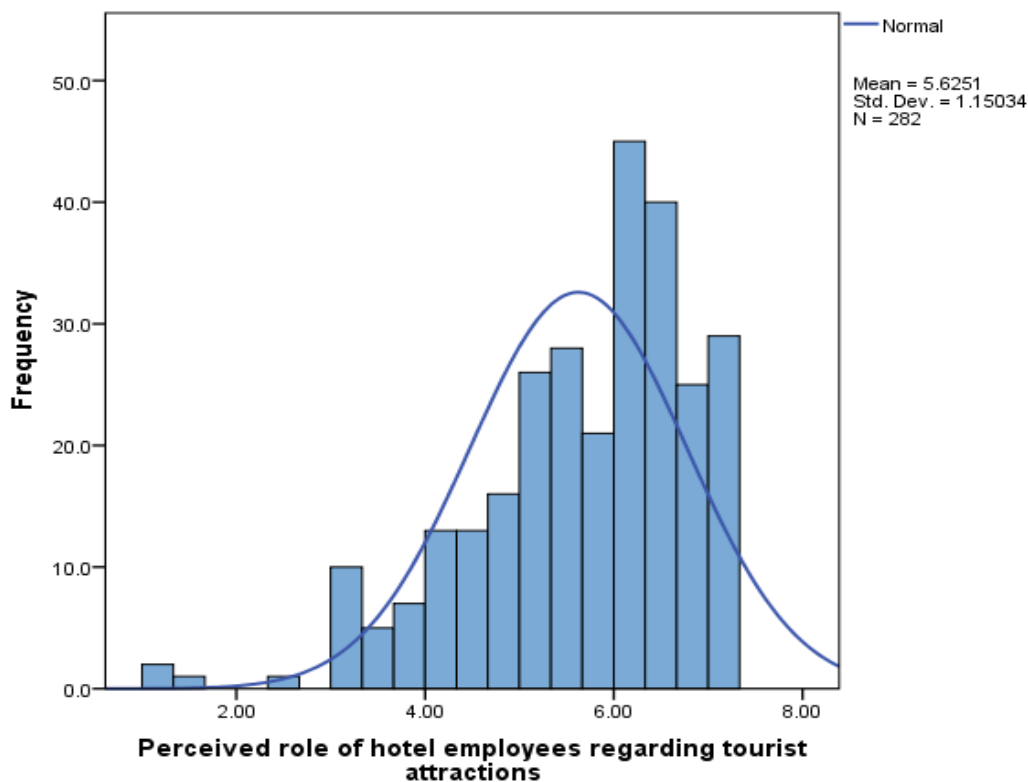
Figure 4.9. Data distribution: Perceived role of hotel front office staff regarding tourist attractions

As can be seen in Figure 4.8, Component C1 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores, resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Component C2: Quality and availability of tourist attraction information and directions

Figure 4.10 is a histogram illustrating the data distribution for Component C2.
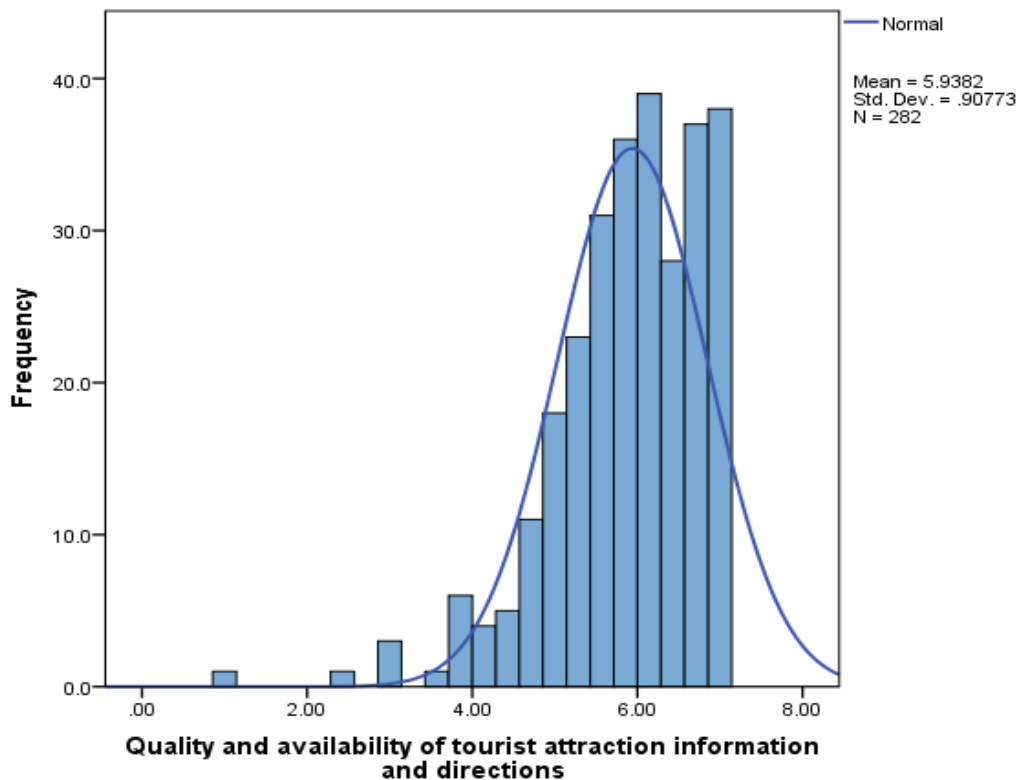
Figure 4.10. Data distribution: Quality and availability of tourist attraction information and directions

As can be seen in Figure 4.10, Component C2 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores, resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Component C3: Utilisation of sources of tourist attraction information

Figure 4.11 is a histogram illustrating the data distribution for Component C2.
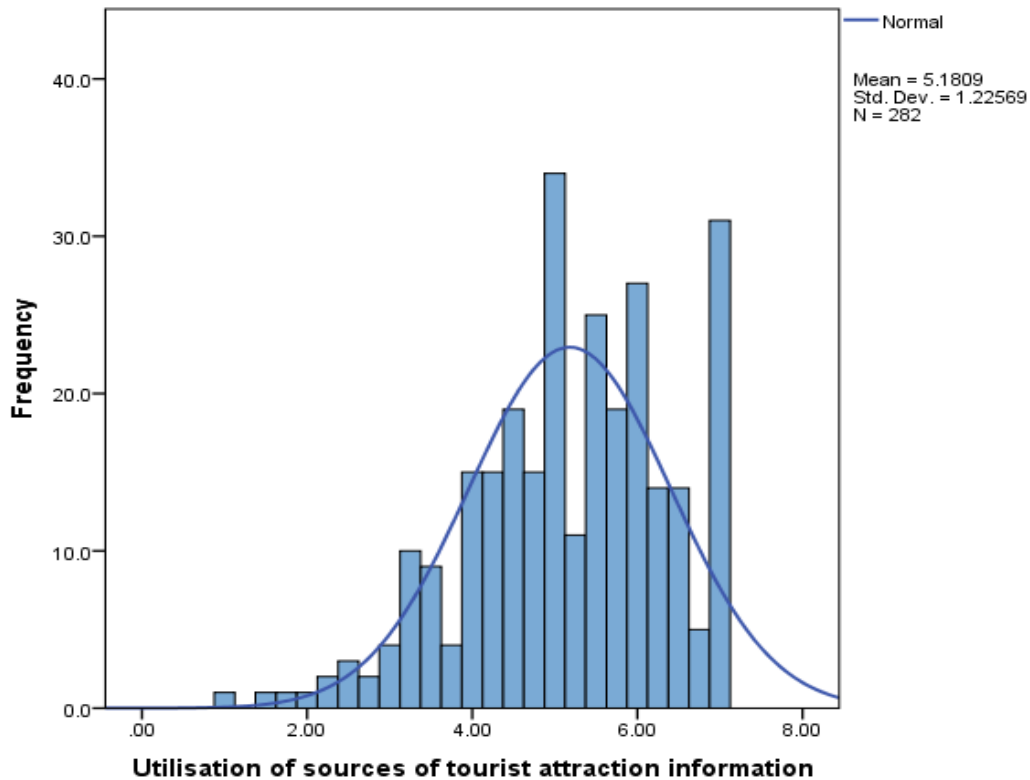
Figure 4.11. Data distribution: Utilisation of sources of tourist attraction information

As can be seen in Figure 4.11, Component C3 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores, resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Data distribution for the *Hotel front office staff* scale

Figure 4.12 is a histogram illustrating the data distribution for the final *Hotel front office staff* scale.
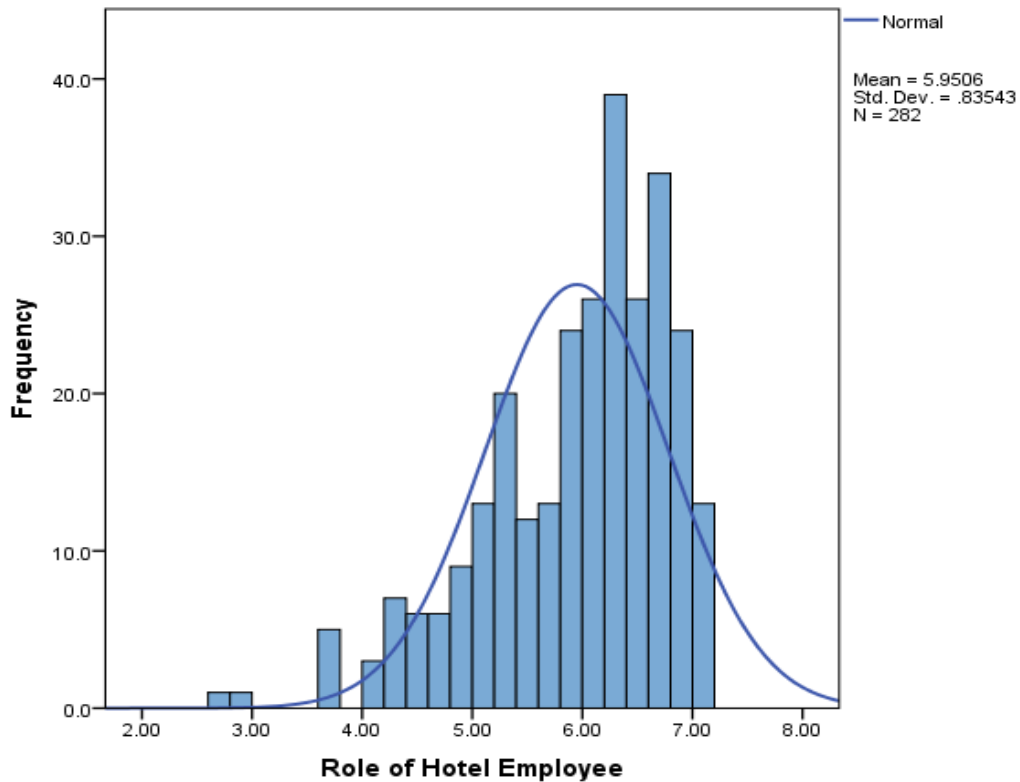
Figure 4.12. Data distribution: *Hotel front office staff* scale

As can be seen in Figure 4.12, the negatively skewed distribution of scores for the final *Hotel front office staff* scale was confirmed by the unsymmetrical distribution of scores, resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Normality test for the final *Hotel front office staff* scale

Table 4.4 reports the normality test results for the final *Hotel front office staff* scale in terms of sample size (*N*), mean (*M*), 5% trimmed M, median, standard deviation (SD), skewness, kurtosis, and the Kolmogorov-Smirnov test.

Table 4.4. Normality test results for the final Hotel front office staff scale

| Construct | Descriptives | | | | | | | Kolmogorov-Smirnov[a] |
	N	M	5% trimmed M	Median	SD	Skewness	Kurtosis	
Hotel front office staff	282	5.95	6.01	6.18	.84	-1.01	.96	≥.00

a. = test distribution is < .05
N (sample size); M (Mean); SD (standard deviation)

As can be seen from the normality test results provided in Table 4.4, above, there was a minor difference between the mean and the 5% trimmed mean. The insignificant difference between the mean and the 5% trimmed mean confirmed that the extreme scores for the *Hotel front office staff* data set did not influence the mean (as discussed in Section 3.3.4.2.2.2). The *Hotel front office staff* data set was negatively skewed (the skewness value was -1.01), and the data set's distribution curve was slightly peaked in relation to the data set's normal distribution (as highlighted in Section 3.3.4.2.2.2). Two hypotheses, (H_0) and (H_A), relate to the normality of the distribution of the data:

H_0: The data set of the *Hotel front office staff* scale is normally distributed.
H_A: The data set of the *Hotel front office staff* scale is not normally distributed.

The Kolmogorov-Smirnov result of a *p*-value of ≤ .01 (reported in Table 4.4) supports H_A. H_A states that the data set of the *Hotel front office staff* scale is not normally distributed. H_0 is therefore not supported by the *p*-value. Tabachnic and Fidell (2007), however, note that the rejection of an H_0 as a result of a *p*-value of ≤ .01 obtained through the Kolmogorov-Smirnov test is common with large sample sizes (>200).

4.4.2.1.2. Interest in tourist attractions

A total of 18 items formed part of the proposed *Interest in tourist attractions* construct. To reduce the dimensionality of the data, PCA was used to examine patterns of correlations among the items used, to investigate the respondents' interest in visiting tourist attractions in Pretoria. The literature (see Sections 2.6, 2.6.1, 2.6.2, 2.6.3, and 2.6.4) supports the inclusion of the four dimensions, namely *A range of tourist*

attractions, *Security at tourist attractions*, *Authenticity*, and *Hotel's location*, to investigate the *Interest in tourist attractions* construct. Section D of the questionnaire investigated the *Interest in tourist attractions* construct (see Appendix 6). Based on the dimensions mentioned above, the following hypothesis and sub-hypotheses were proposed:

H_2: *Range of tourist attractions*, *Security*, *Authenticity*, and *Hotel's location* are dimensions of the *Interest in tourist attractions* construct that can be reliably and validly measured.

H_{2a}: *Range of tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2b}: *Security at tourist attractions* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2c}: *Authenticity* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

H_{2d}: *Hotel's location* is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

The following section reports the results for the bivariate correlations between items.

4.4.2.1.2.1. Principal Component Analysis (PCA)

As highlighted in Section 3.3.4.2.2.1, Pearson's product-moment correlation was conducted on the 18 items investigating *Interest in tourist attractions* prior to conducting PCA. Pearson's product-moment correlation coefficient was used as a criterion to determine the factorability of the correlation matrix. All items were initially retained for further analysis, and the presence of correlation coefficients of $r = 0.3$ and above indicated the factorability of the matrix. Appendix 18 reports the correlation matrix for the 18 items investigating *Interest in tourist attractions*. Items with Pearson's product-moment correlation coefficients of $r = .3$ and above are shaded in grey.

When subjected to PCA, four of the items (D17a, D17b, D21, and D23c) did not load adequately on any of the components. Therefore, these were excluded from the solution, and only 14 items were subjected to PCA, as indicated below:

i. *A range of tourist attractions* (D12; D14a; D14b)
ii. *Security at tourist attractions* (D15; D16a; D16b; D17a; D17b)
iii. *Authenticity* (D18a; D18b; D19; D20; D21)
iv. *Hotel's location* (D22a; D22b; D23a; D23b; D23c)

(The shaded items did not meet the set criteria, and were excluded from PCA)

The first step in conducting PCA was to determine the suitability of the data — 14 items investigating *Interest in tourist attractions* — for PCA by investigating the KMO-MSA and Bartlett's test results (as discussed in Section 3.3.4.2.2.1). The data's suitability for PCA was confirmed by Bartlett's test of sphericity yielding $X^2 = 2278.93$, $df = 91$, and $p \leq .001$. The data further met the KMO-MSA by achieving a score of .87, which was greater than the minimum required score of .60, as noted in Section 3.3.4.2.2.1.

In support of the Bartlett's test results, the communalities for the 14 items investigating *Interest in tourist attractions* were inspected for degree of fit with other items investigating *Interest in tourist attractions* (as discussed in Section 3.3.4.2.2.1). Table 4.5 reports the communalities for the 14 items investigating *Interest on tourist attractions*.

Table 4.5. Communalities for 14 items investigating *Interest in tourist attractions*

Items	Initial	Extraction
D12 To what extent are you interested in visiting tourist attractions in Pretoria?	1.00	.60
D14a Availability of tourist attractions influences your interest in visiting Pretoria	1.00	.80
D14b Availability of tourist attractions adds value to visiting Pretoria.	1.00	.81
D15 How important is a high level; of security at tourist attractions?	1.00	.83
D16a How important is the presence of security personnel at tourist attractions?	1.00	.87
D16b How important is effective crowd control at tourist attractions?	1.00	.77
D18a Extent to which you are interested in experiencing the culture in Pretoria.	1.00	.79
D18b Extent to which you are interested in experiencing the history of Pretoria.	1.00	.81
D19 The community should represent the culture of Pretoria.	1.00	.61
D20 Museums should display the history of Pretoria.	1.00	.71
D22a Importance of the proximity of the hotel to tourist attractions.	1.00	.75
D22b Importance of the proximity of the hotel to public transport facilities.	1.00	.74
D23a Likelihood to visit tourist attractions situated near the hotel.	1.00	.61
D23b Likelihood to visit tourist attractions that are not situated near the hotel.	1.00	.48

As can be seen in Table 4.5, above, all 14 items yielded communality values greater than .30, and were considered to fit with every other item (as noted in Section 3.3.4.2.2.1).

The second step was to eliminate components that did not yield eigenvalues greater than 1, and to retain components that did yield eigenvalues greater than 1 for further analysis (as highlighted in Section 3.3.4.2.2.1. Table 4.6 reports the total variance explained by PCA for *Interest in tourist attractions.*

Table 4.6. Total variance explained by PCA for *Interest in tourist attractions*

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	6.26	44.73	44.73
2	1.91	13.65	58.38
3	1.11	7.99	66.37
4	**.94**	6.70	**73.07**
5	.68	4.88	77.96
6	.59	4.25	82.21
7	.51	3.64	85.85
8	.42	3.06	88.92
9	.37	2.65	91.58
10	.32	2.28	93.86
11	.27	1.96	95.82
12	.24	1.77	97.60
13	.17	1.25	98.85
14	.16	1.14	100.000

As can be seen in Table 4.6, above, the communalities of the remaining 14 items with eigenvalues of 1 and above resulted in a solution with three components. However, the solution did not make theoretical sense, and, supported by the inflection on the scree plot at the fifth component (depicted in Figure 4.13), it was decided to include another component with an eigenvalue of .94.   Pallant (2011) supports the inclusion of a component above the elbow of the scree plot with an eigenvalue close to 1.00. Based on the results depicted in Table 4.6, the total variance explained by PCA resulted in a four-component solution that explained 73.08% of the variation in the data. The scree plot depicted in Figure 4.13, next page, supported the extraction of four components.
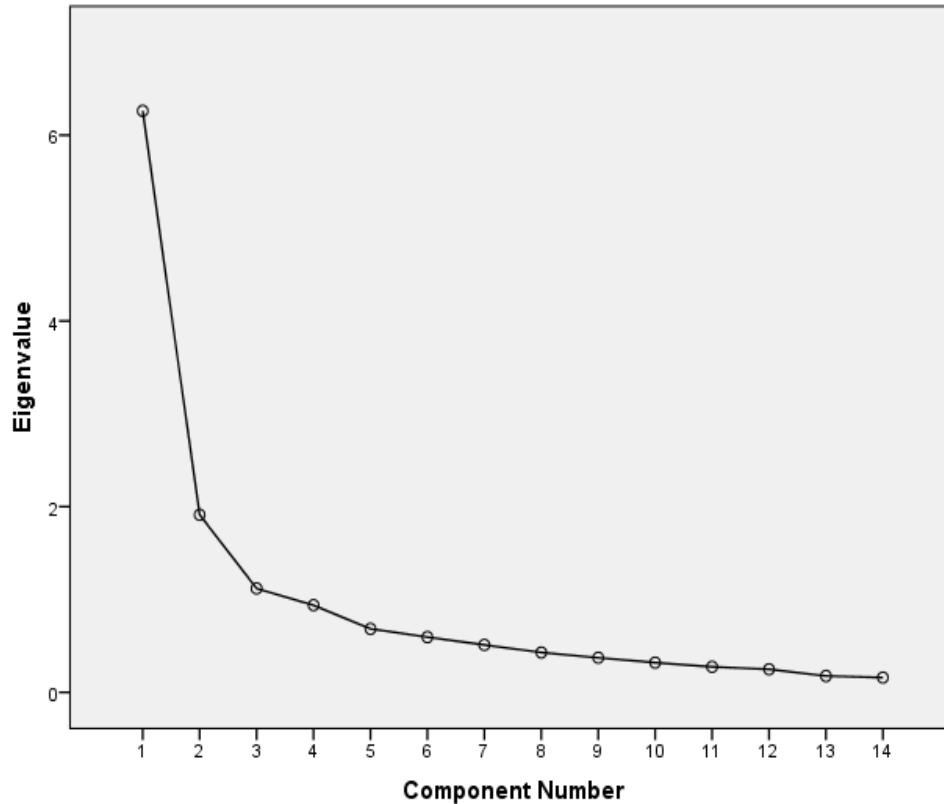
Figure 4.13. Scree plot for four components forming *Interest in tourist attractions*

Figure 4.13 confirms the inflection of four components, illustrated by four items above the elbow of the scree plot at the fifth component. As highlighted in Section 3.3.4.2.2.1, the number of items above the scree plot's elbow point was used as a determinant of the number of components to be retained.

The four extracted components determined by the PCA were considered for further analysis. Appendix 19 depicts the pattern matrix of the extracted four components of 14 items using a PCA with Promax rotation. As discussed in Section 3.3.4.2.2.1, oblique rotation was used, with Promax rotation, to aid the interpretation of each extracted component in terms of correlating items. Excluding factor loadings of less than 0.4 resulted in a reasonably simple structure (see Thurstone, 1947), with each of the items forming the four components showing a number of strong loadings (see Appendix 19). Item D20 loaded on both Components 3 and 4. Although item D20 loaded more on

Component 4 than on 3, theoretically it belongs in Component 3, and was therefore kept in Component 3 for further analysis.

The *Interest in tourist attractions* construct initially had four sub-hypotheses (as highlighted in Chapter 2). The PCA, however, extracted four components, which resulted in the formulation of the following four new sub-hypotheses for *Interest in tourist attractions*:

H_{2an}: *Interest in tourist attractions in Pretoria* (D1) is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.
H_{2bn}: *Importance of security at tourist attractions* (D2) is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.
H_{2cn}: *Interest in culture and history of Pretoria* (D3) is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.
H_{2dn}: *Impact of proximity of hotel to tourist attractions and transport facilities* (D4) is a dimension of *Interest in tourist attractions*, and can be reliably and validly measured.

Of the four components, Component D2 yielded the largest Cronbach's α (.88), followed by Component D3 (α = .85) and Component D1 (α = .82); Component D4 yielded the smallest (α = .79) (see Appendix 19). The reliability scores for the newly extracted components exceeded α =.70, thus H_{2an}, H_{2bn}, H_{2cn}, and H_{2dn} were supported. The overall α = .90 confirmed the reliability of the *Interest in tourist attractions* construct; thus, H_2 was supported and EO2 was achieved.

Pearson's product-moment correlation was used to determine the degrees of correlation between the four extracted components, as depicted in Table 4.7. The correlation coefficients were interpreted according to the guidelines of McMillan and Schumacher (2010).

Table 4.7. Correlations between four extracted components of *Interest in tourist attractions*

Components		D1: Interest in tourist attractions in Pretoria.	D2: Importance of security at tourist attractions.	D3: Interest in culture and history of Pretoria.	D4: Impact of proximity of hotel to tourist attractions and transport facilities.
D1: Interest in tourist attractions in Pretoria.	Pearson's correlation	1	.35**	.62**	.60**
	Sig. (2-tailed)		.00	.00	.00
	N	282	282	282	282
D2: Importance of security at tourist attractions.	Pearson's correlation	.35**	1	.32**	.46**
	Sig. (2-tailed)	.00		.00	.00
	N	282	282	282	282
D3: Interest in culture and history of Pretoria.	Pearson's correlation	.62**	.32**	1	.62**
	Sig. (2-tailed)	.00	.00		.00
	N	282	282	282	282
D4: Impact of proximity of hotel to tourist attractions and transport facilities.	Pearson's correlation	.60**	.46**	.62**	1
	Sig. (2-tailed)	.00	.00	.00	
	N	282	282	282	282

A low positive correlation coefficient of r = .35, n = 282, $\rho \leq$ .01 was achieved between D2 and D1. A moderate positive correlation coefficient of r = .62, n = 282, $\rho \leq$ .01 was achieved between D3 and D1. A low positive correlation coefficient of r = .32, n = 282, $\rho \leq$ .01 was achieved between D3 and D2. A moderate positive correlation coefficient of r = .60, n = 282, $\rho \leq$ .01 was achieved between D4 and D1, and a moderate positive correlation coefficient of r = .62, n = 282, $\rho \leq$ .01 was achieved between D4 and D3. A sample size of 282 respondents was achieved for all four extracted components, and a statistical significance of $p \leq$.01.

With the conclusion of the PCA and reliability analysis of the *Interest in tourist attractions* construct, the newly formulated instrument will hereafter be referred to as the Tourist Attractions Scale.

4.4.2.1.2.2. Normality test results

The normality test results for the three extracted components are reported in terms of data distribution. A histogram is used to illustrate the data distribution of each respective

component. Furthermore, a histogram is used to illustrate the data distribution for the final *Interest in tourist attractions* scale. As discussed in Section 3.3.4.2.2.2, a bell-shaped histogram is used for the purpose of depicting the normality results for the data distribution. The normality rest results for Component D1 (*Interest in visiting tourist attractions in Pretoria*) are reported first.

Component D1: *Interest in tourist attractions in Pretoria*

Figure 4.14 is a histogram illustrating the data distribution for Component D1.
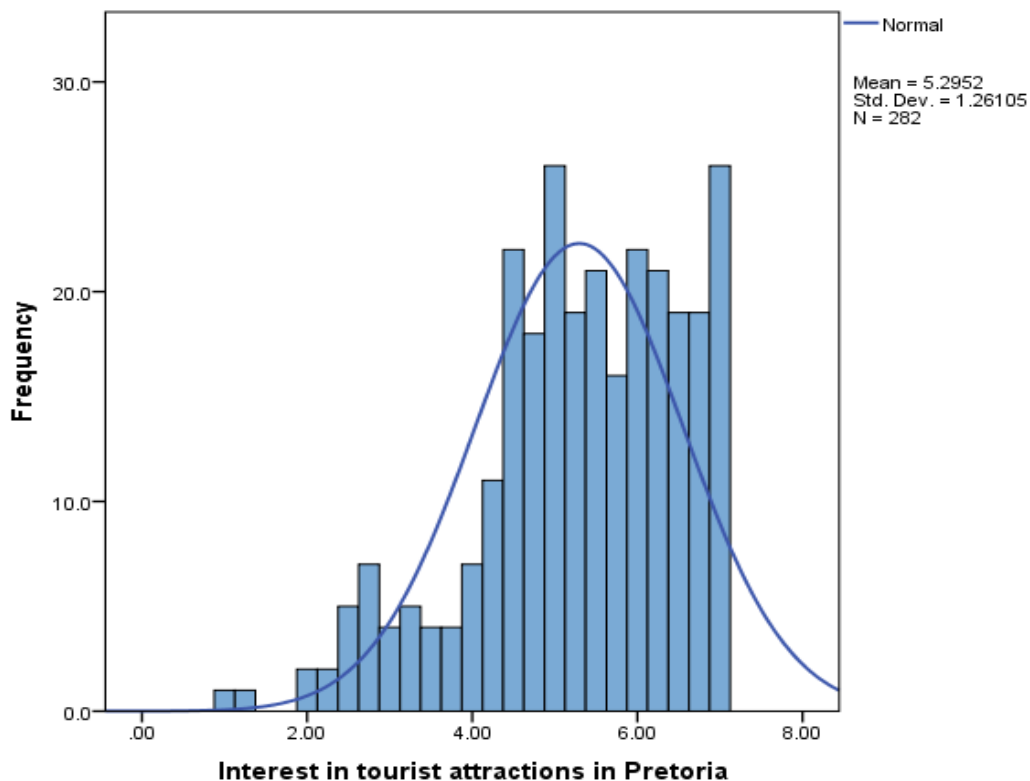
Figure 4.14. Data distribution: Interest in tourist attractions in Pretoria

As can be seen in Figure 4.14, Component D1 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Component D2: *Importance of security at tourist attractions*

Figure 4.15 is a histogram illustrating the data distribution for Component D2.
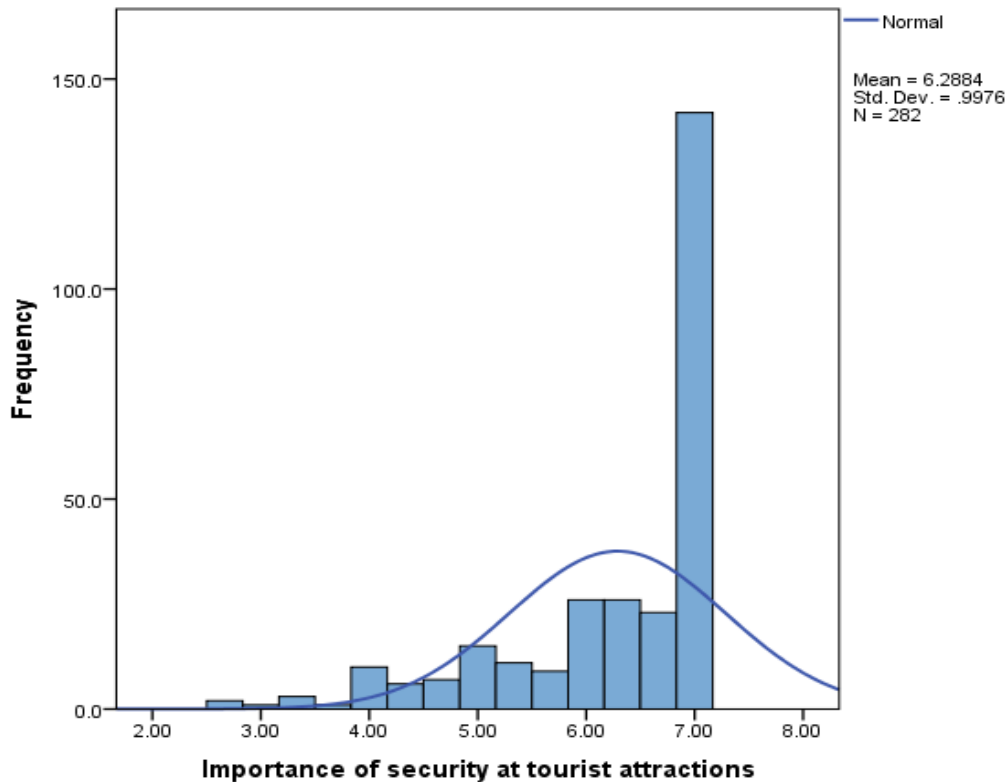
Figure 4.15. Data distribution: Importance of security at tourist attractions

As can be seen in Figure 4.15, Component D2 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Component D3: *Interest in culture and history of Pretoria*

Figure 4.16, next page, is a histogram illustrating the data distribution for Component D3.
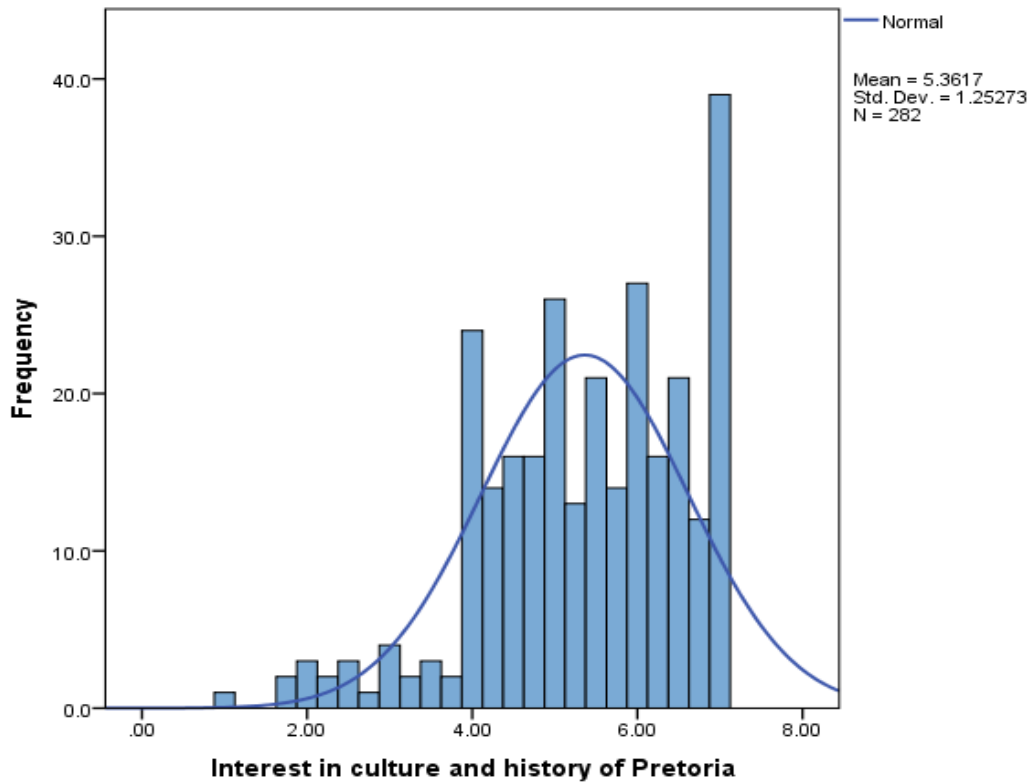
Figure 4.16. Data distribution: Interest in culture and history of Pretoria

As can be seen in Figure 4.16, Component D3 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Component D4: *Impact of proximity of hotel to tourist attractions and transport facilities*

Figure 4.17, next page, is a histogram illustrating the data distribution for Component D3.
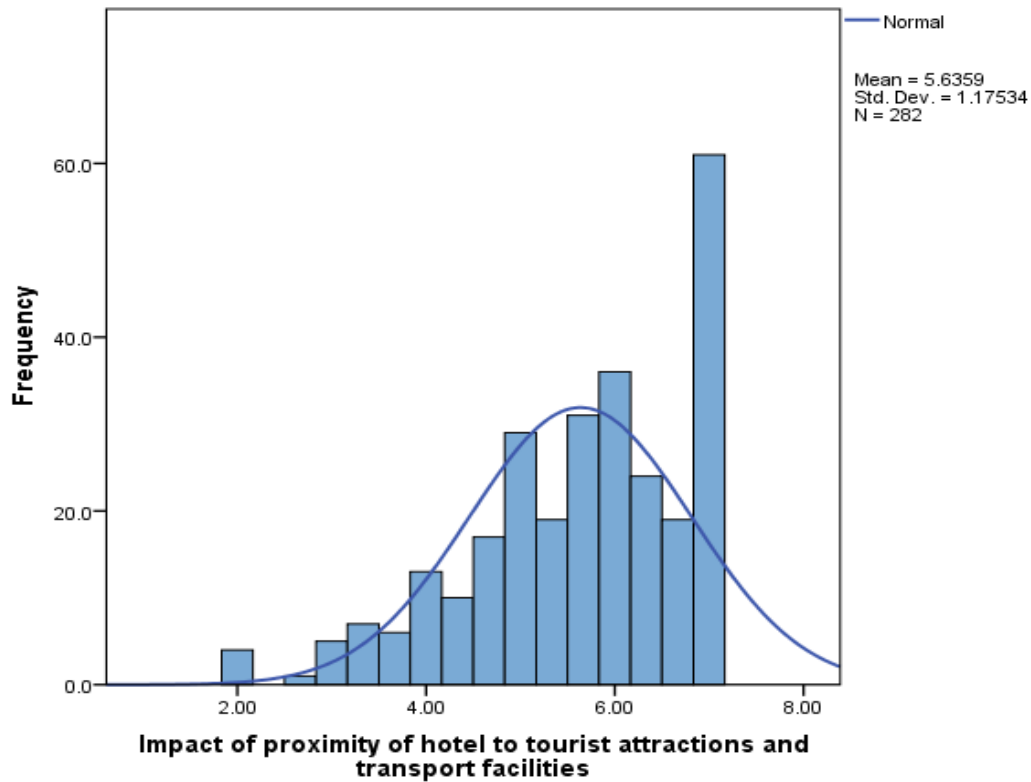
Figure 4.17. Data distribution: Impact of proximity of hotel to tourist attractions and transport facilities

As can be seen in Figure 4.17, Component D4 yielded a negatively skewed distribution of scores, which was confirmed by the unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Data distribution for *Interest in tourist attractions* scale

Figure 4.18, next page, is a histogram illustrating the data distribution for the final *Interest in tourist attractions* scale.
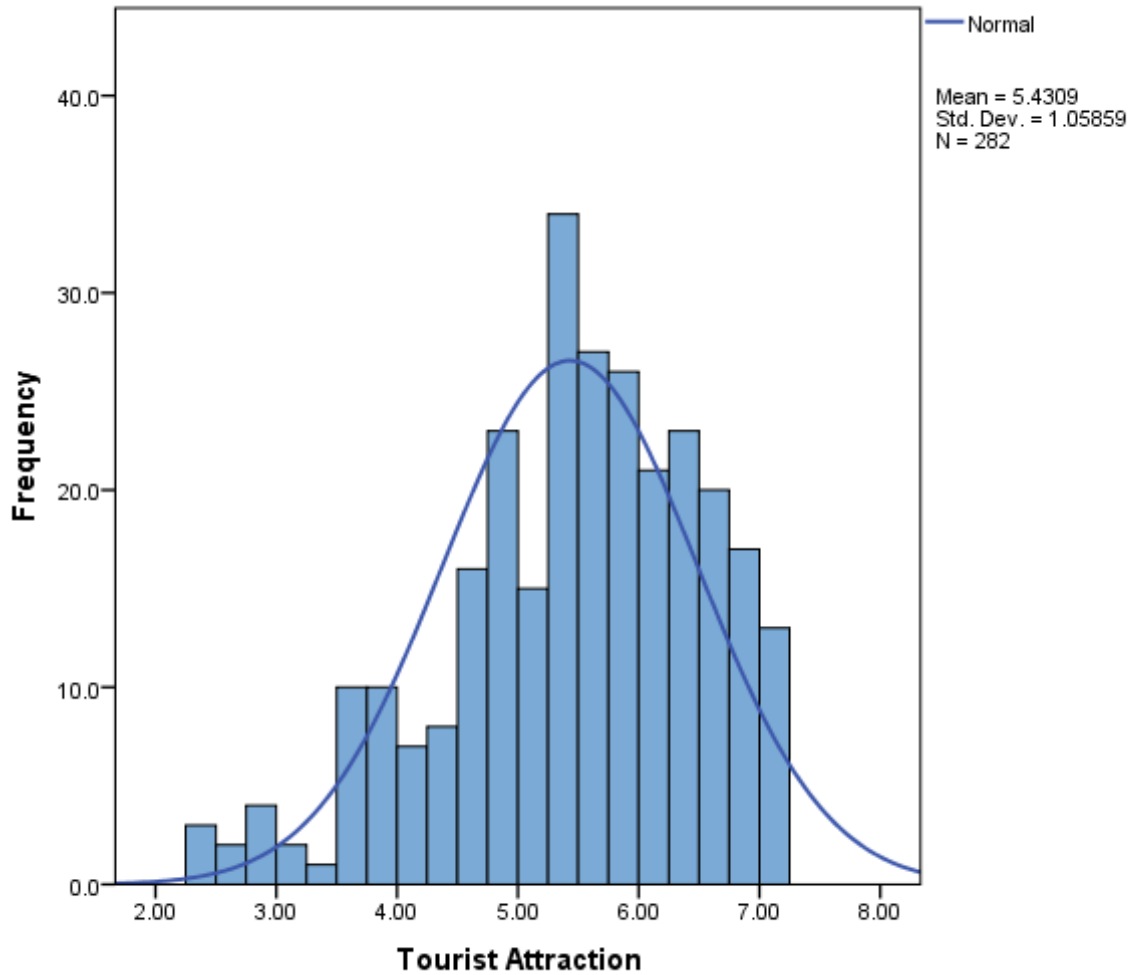
Figure 4.18. Data distribution: final *Interest in tourist attractions* scale

As can be seen in Figure 4.18, the negatively skewed distribution of scores for the final *Interest in tourist attractions* scale was confirmed by the unsymmetrical distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Normality test for the final *Interest in tourist attractions* scale

Table 4.8, next page, reports the normality test results for the final Interest in Tourist Attractions Scale in terms of sample size, mean, 5% trimmed mean, median, standard deviation, skewness, kurtosis, and the Kolmogorov-Smirnov test.

Table 4.8. Normality test results for the final Interest in tourist attractions scale

| Construct | Descriptives | | | | | | | Kolmogorov-Smirnov[a] |
	N	M	5% trimmed M	Median	SD	Skewness	Kurtosis	
Interest in tourist attractions	282	5.43	5.49	5.56	1.06	-.69	.14	.00

a. = test distribution is < .05

N (sample size); M (mean); *SD* (standard deviation)

There was a minor difference between the mean and the 5% trimmed mean. The insignificant difference between the mean and 5% trimmed mean confirmed that the extreme scores for the *Interest in tourist attractions* data set did not influence the mean (as discussed in Section 3.3.4.2.2.2). The *Interest in tourist attractions* data set was negatively skewed (-.69), and the data set's distribution curve was slightly peaked in relation to the data set's normal distribution (as highlighted in Section 3.3.4.2.2.2). Two hypotheses, namely the H_0 and an H_A, relate to the normality of the distribution of the data:

H_0: The data set of the *Interest in tourist attractions* scale is normally distributed.
H_A: The data set of the *Interest in tourist attractions* scale is not normally distributed.

The Kolmogorov-Smirnov test result of a $p \leq .01$ (reported in Table 4.8) supports H_A. H_A states that the data set of the *Interest in tourist attractions* scale is not normally distributed. H_0 was therefore not supported by the $p \leq .01$. Tabachnic and Fidell (2007), however, note that the rejection of the H_0 as a result of a $p \leq .01$ from the Kolmogorov-Smirnov test is common with large sample sizes (>200).

4.4.2.1.3 Business tourists' visiting intentions

PCA was not conducted on the *Business tourists' visiting intentions* construct, as a result of a significant Cronbach α (.93) and the presence of only four items, which were not subjected to reduction. A Cronbach α exceeding .70 confirmed the reliability of *Business*

tourists' visiting intentions construct (see Section 3.6.2.2.1); thus, H_3 was supported and EO3 was achieved.

4.4.2.1.3.1   Normality test for Business tourists' visiting intentions

The normality test results for the final *Business tourists' visiting intentions* scale are reported in terms of data distribution.   A histogram is used to illustrate the data distribution.   As discussed in Section 3.3.4.2.2.2, a bell-shaped histogram was used for the purpose of depicting the normality results for the data distribution.   Figure 4.19 is a histogram illustrating the data distribution for the final *Business tourists' visiting intentions* scale.
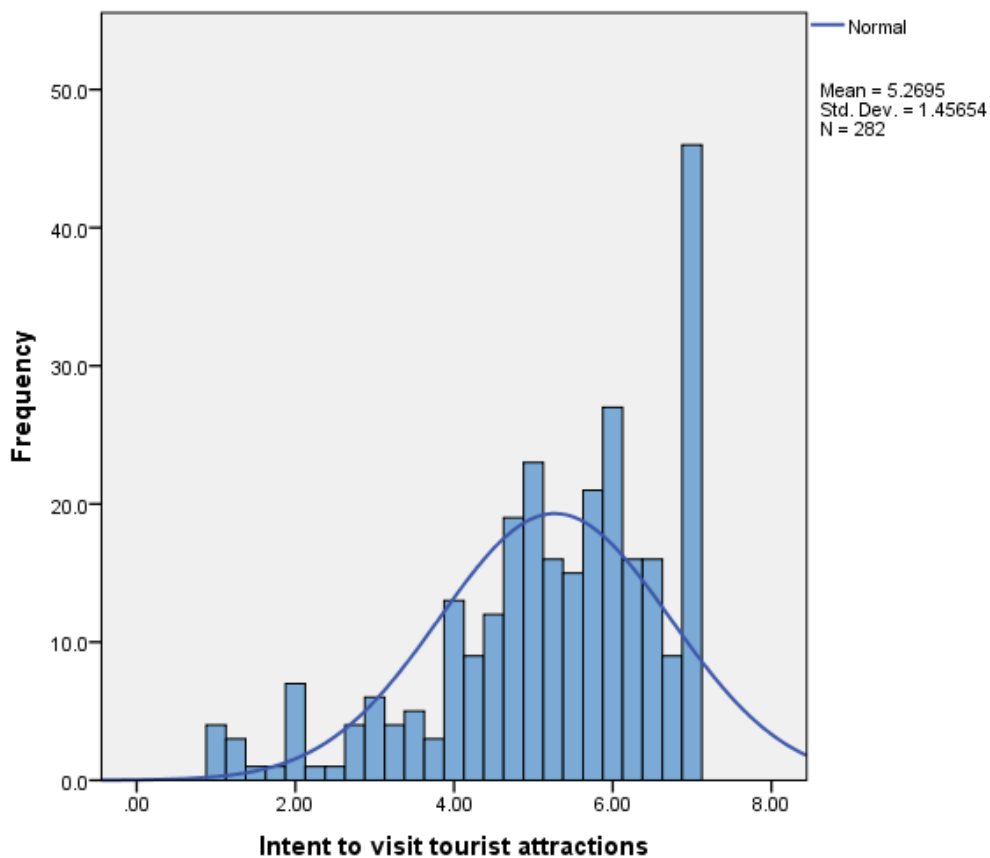
Figure 4.19. Data distribution: final Business tourists' visiting intentions scale

As can be seen in Figure 4.19, the negatively skewed distribution of scores for the final *Business tourists' visiting intentions* scale was confirmed by the unsymmetrical

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distribution of scores resulting in a high number of scores being located at the high end of the histogram (see Section 3.3.4.2.2.2).

Normality test for the final *Business tourists' visiting intentions* scale

Table 4.9 reports the normality test results for the final Business Tourists' Visiting Intentions Scale in terms of sample size, mean, 5% trimmed mean, median, standard deviation, skewness, kurtosis, and the Kolmogorov-Smirnov test.

Table 4.9. Normality test results for the final Business tourists' visiting intentions scale

Construct	Descriptives							Kolmogorov-Smirnov[a]
	N	M	5% trimmed M	Median	SD	Skewness	Kurtosis	
Business tourists' visiting intentions	282	5.27	5.38	5.50	1.46	-.95	.54	.00

a. = test distribution is < .05

N (sample size); M (mean); SD (standard deviation)

There was a minor difference between the mean and the 5% trimmed mean. The insignificant difference between the mean and 5% trimmed mean confirmed that the extreme scores for the *Business tourists' visiting intentions* data set did not influence the mean (as discussed in Section 3.3.4.2.2.2). The *Business tourists' visiting intentions* data set was negatively skewed (-.95), and the data set's distribution curve was slightly peaked in relation to the data set's normal distribution (as highlighted in Section 3.3.4.2.2.2). Two hypotheses, namely the H_0 and an H_A, relate to the normality of the distribution of the data:

H_0: The data set for the *Business tourists' visiting intentions* scale is normally distributed.
H_A: The data set for the *Business tourists' visiting intentions* scale is not normally distributed.

The Kolmogorov-Smirnov test result of a $p \le .01$ (reported in Table 4.9) supported H_A. H_A states that the data set for Business tourists' visiting intentions scale is not normally

distributed. H_0 was therefore not supported. Tabachnic and Fidell (2007), however, note that the rejection of H_0 as a result of a $p \leq .01$ from the Kolmogorov-Smirnov test is common with large sample sizes (>200). The following section reports the CFA results. As highlighted in Section 3.3.4.2.2.3, FA was used in the present study to create a measurement instrument for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. CFA was conducted to test factors derived from FA, using PCA.

4.4.2.2. Confirmatory factor analysis (CFA) results

SEM was used to conduct the CFA for a causal model comprising *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. As noted in Section 3.3.4.2.2.3, the models were named, and each name was abbreviated to scientifically label each respective model. The causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (M_{BTIVTA}) comprises the Model for Hotel Front Office Staff 3 (M_{HFOS}^3) investigating *Hotel front office staff* (refer to Appendix 20) and the Model for Interest in Tourist Attractions 2 (M_{ITA}^2) investigating *Interest in tourist attractions* (refer to Appendix 21). CFA was not conducted on *Business tourists' visiting intentions*, due to a significant Cronbach α of .93 and the presence of only four items that were monitored in M_{BTIVTA}. IBM SPSS AMOS 22.00 was used to conduct the CFA, using SEM. A three-step approach (refer to Section 3.3.4.2.2.3) was adhered to in conducting the SEM for M_{BTIVTA}^1. The results of CFA of *Hotel front office staff* (refer to Appendix 20) and *Interest in tourist attractions* (refer to Appendix 21) extracted the following 21 models formulating M_{BTIVTA}^1, on which the SEM was conducted:

Hotel front office staff: M_{HFOS}^1, M_{HFOS}^2, and M_{HFOS}^3
Component 1: *Perceived role of hotel front office staff regarding tourist attractions* (M_{RHFOS}^1, M_{RHFOS}^2, M_{RHFOS}^3, M_{RHFOS}^4 and M_{RHFOS}^5)
Component 2: *Quality and availability of tourist attraction information and directions* (M_{AID}^1, M_{AID}^2 and M_{AID}^3)
Component 3: *Utilisation of sources of tourist attraction information* (M_{UTA}^1 and M_{UTA}^2)

Interest in tourist attractions: M_{ITA}^{1} and M_{ITA}^{2}

Component 1: *Interest in tourist attractions in Pretoria* (M_{ITAP}^{1} and M_{ITAP}^{2})

Component 2: *Importance of security at tourist attractions* (M_{STA}^{1})

Component 3: *Interest in culture and history of Pretoria* (M_{ICH}^{1} and M_{ICH}^{2})

Component 4: *Impact of proximity of hotel to tourist attractions and transport facilities* (M_{PTF}^{1})

The fit of M_{BTIVTA}^{1} was estimated following a similar component structure as the first-order SEM. Figure 4.20 depicts M_{BTIVTA}^{1}'s component structure.
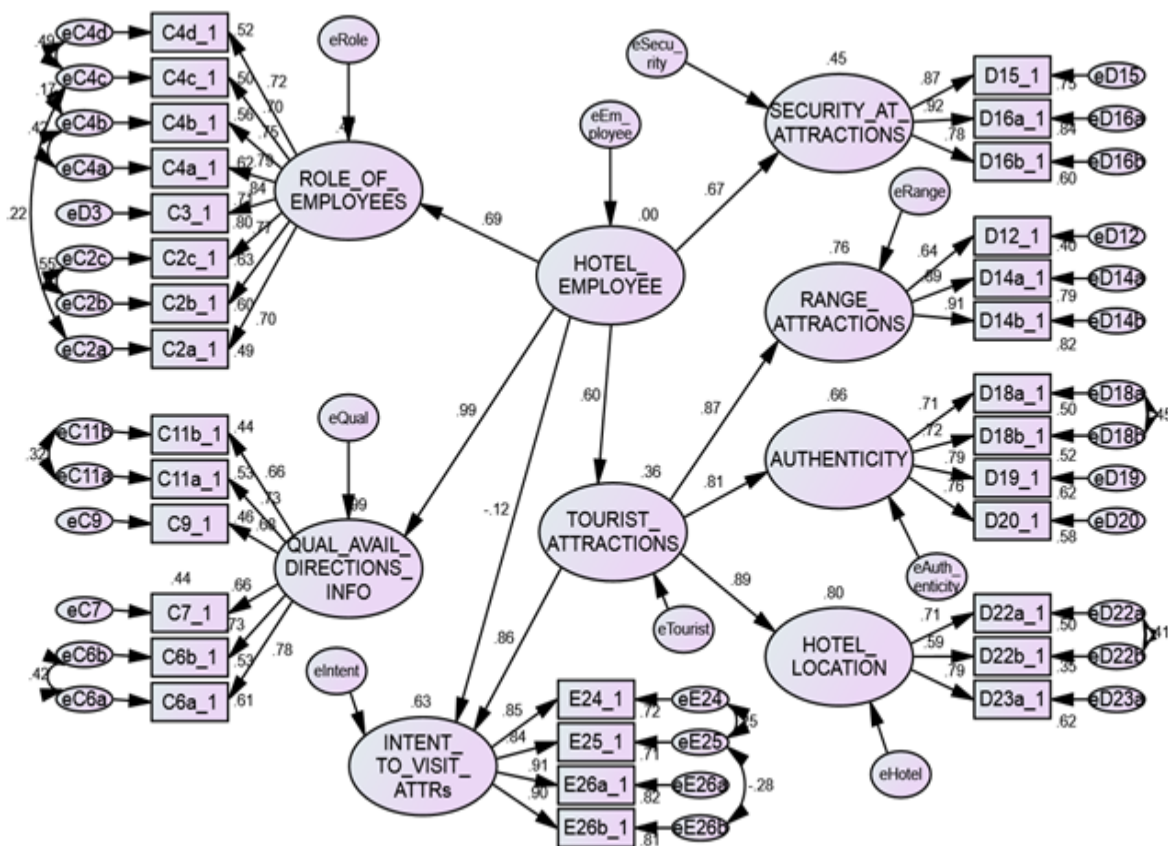
Figure 4.20. M_{BTIVTA}^{1}'s component structure

As depicted in Figure 4.20, above, items C10e, C8, and D23b were excluded from M_{BTIVTA}^{1}. Item C8 demonstrated a squared multiple correlation of below $r = .30$, $n = 282$,

$\rho \leq .01$ in relation to M_{AID}^3 (refer to Table 20 in Appendix 20, and an improved correlation of $r = .31, n = 282, \rho \leq .01$ in relation to M_{HFOS}^3 depicted in Table 35 of Appendix 20). Item C10e achieved a correlation of below a minimum of $r = .30 n = 282, \rho \leq .01$ in relation to M_{UTA}^2 (refer to Table 27 in Appendix 20) and in relation to M_{HFOS}^3 (as depicted in Table 35 in Appendix 20). Item D23b achieved a correlation of below a minimum of $r = .30, n = 282, \rho \leq .01$ in relation to M_{ITAP}^2 (refer to Table 36 of Appendix 21) and in relation to M_{ITA}^2 (as depicted in Table 60 in Appendix 21).

The exclusion of item C10e was further justified by the exclusion of M_{UTA}^2 (*Utilisation of sources of tourist attraction information*) of the *Hotel front office staff* construct from M_{BTIVTA}^1. M_{UTA}^2 demonstrated problematic model estimation-of-fit results by achieving $p = .93$ (refer to Appendix 20 for M_{UTA}^2's estimation-of-fit results), and would therefore deteriorate M_{BTIVTA}'s estimation and evaluation for fit. *Importance of security at tourist attractions* did not correlate with *Interest in tourist attractions*, but with *Hotel front office staff*. Two hypotheses, namely the H_0 and an H_A, relate to whether M_{BTIVTA}^1 fits the data:

H_0: M_{BTIVTA}^1 fits the data.
H_A: M_{BTIVTA}^1 does not fit the data.

M_{BTIVTA}^1 achieved a $X^2 = 840.10$ and $df = 415$, indicating that the difference between M_{BTIVTA}^1 and the data was substantial. The achievement of df greater than 1 confirmed that M_{BTIVTA}^1 was over-identified. A $p \leq .05$ indicated a significant difference between the data and M_{BTIVTA}^1. H_0 was rejected, as M_{BTIVTA}^1 did not fit the data. M_{BTIVTA}^1 was converged to the value of 1.0 in 13 iterations, indicating that the data fit the model perfectly.

Refer to Table 70 in Appendix 22 for the convergence matrix, Table 67 in Appendix 22 for the covariance matrix, Table 68 in Appendix 22 for the correlation matrix, and Table 69 in Appendix 22 for the variance matrix. Furthermore, refer to Table 71 in Appendix 22 for M_{BTIVTA}^1's squared multiple correlations. Based on the rejection of H_0 relating to M_{BTIVTA}^1, other measures of goodness of fit were used to assess the acceptability of

M_{BTIVTA}^{1}. M_{BTIVTA}^{1} yielded estimates of RMSEA = .06, indicating a close fit, and CFI = .93 and GFI = .84, implying a good fit.

M_{BTIVTA}^{1} was not modified to change the correlation between *Importance of security at tourist attractions* and *Hotel front office staff*, but the path between *Hotel front office staff* and *Business tourists' visiting intentions* was removed, due to an insignificant (-.12) direct effect from *Hotel front office staff* to *Business tourists' visiting intentions*.

The modification of M_{BTIVTA}^{1} resulted in M_{BTIVTA}^{2} as an alternative model. Figure 4.21 depicts M_{BTIVTA}^{2}'s conceptual framework.
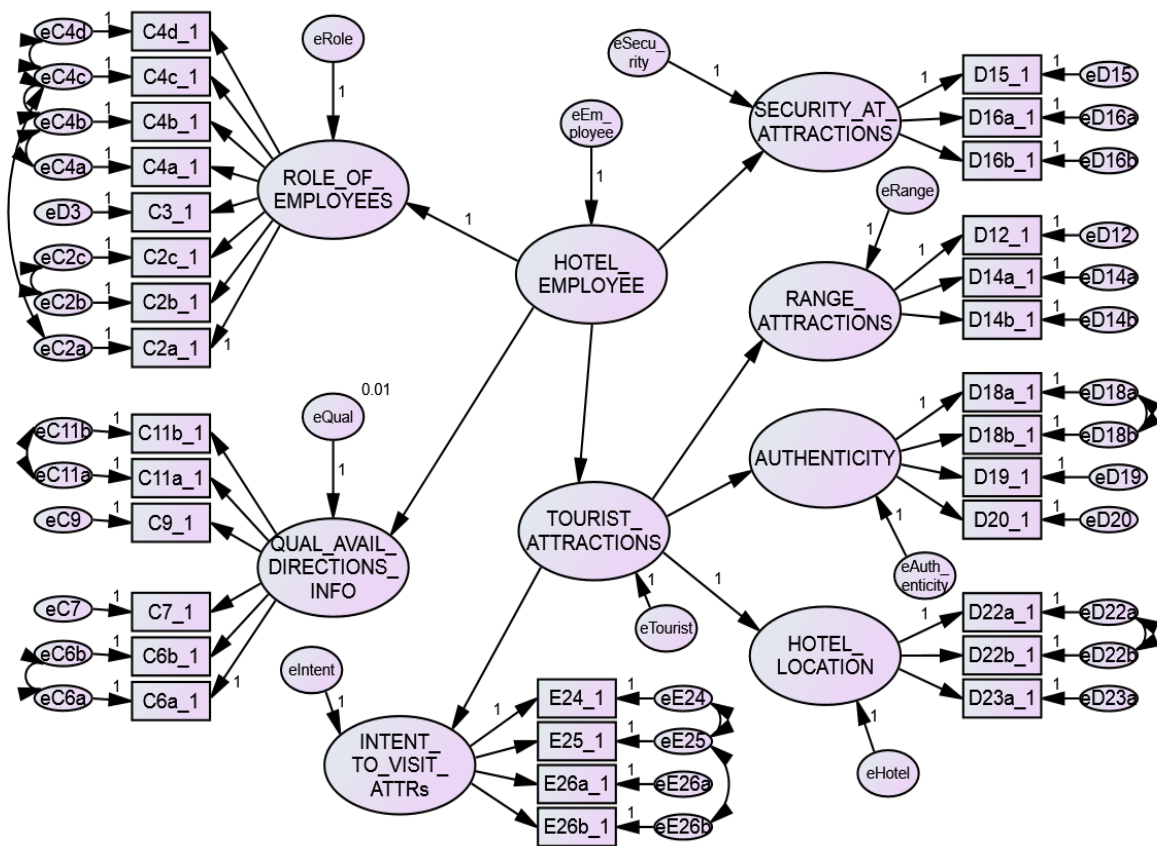
Figure 4.21. M_{BTIVTA}^{2}'s conceptual framework

Table 4.10 reports the standardised regression weights illustrated in Figure 4.21, previous page.

Table 4.10. $M_{BTIVTA}{}^{2}$'s standardised regression weights

Model			Standard regression coefficient
INTEREST IN TOURIST__ATTRACT	**<---**	HOTEL__FRONT OFFICE STAFF	.57
ROLE_OF__EMPLOYEES	**<---**	HOTEL__FRONT OFFICE STAFF	.69
QUAL_AVAIL__DIRECTIONS__INFO	**<---**	HOTEL__FRONT OFFICE STAFF	.99
RANGE__ATTRACTIONS	**<---**	INTEREST IN TOURIST__ATTRACT	.87
AUTHENTICITY	**<---**	INTEREST IN TOURIST__ATTRACT	.81
HOTEL__LOCATION	**<---**	INTEREST IN TOURIST__ATTRACT	.90
SECURITY_AT__ATTRACTIONS	**<---**	HOTEL__FRONT OFFICE STAFF	.67
INTENT__TO_VISIT__ATTRs	**<---**	INTEREST IN TOURIST__ATTRACT	.78
D22a	<---	HOTEL__LOCATION	.71
D22b	<---	HOTEL__LOCATION	.60
D23a	<---	HOTEL__LOCATION	.79
D12	<---	RANGE__ATTRACTIONS	.63
D14a	<---	RANGE__ATTRACTIONS	.89
D14b	<---	RANGE__ATTRACTIONS	.90
D18a	<---	AUTHENTICITY	.71
D18b	<---	AUTHENTICITY	.72
D19	<---	AUTHENTICITY	.79
D20	<---	AUTHENTICITY	.76
D15	<---	SECURITY_AT__ATTRACTIONS	.87
D16a	<---	SECURITY_AT__ATTRACTIONS	.92
D16b	<---	SECURITY_AT__ATTRACTIONS	.78
C2a	<---	ROLE_OF__HOTEL FRONT OFFICE	.70
C2b	<---	ROLE_OF__HOTEL FRONT OFFICE	.77
C2c	<---	ROLE_OF__HOTEL FRONT OFFICE	.80
C3	<---	ROLE_OF__HOTEL FRONT OFFICE	.84
C4a	<---	ROLE_OF__HOTEL FRONT OFFICE	.79
C4b	<---	ROLE_OF__HOTEL FRONT OFFICE	.75
C4c	<---	ROLE_OF__HOTEL FRONT OFFICE	.70
C4d	<---	ROLE_OF__HOTEL FRONT OFFICE	.72
C6b	<---	QUAL_AVAIL__DIRECTIONS__INFO	.73
C7	<---	QUAL_AVAIL__DIRECTIONS__INFO	.66
C9	<---	QUAL_AVAIL__DIRECTIONS__INFO	.68
C11a	<---	QUAL_AVAIL__DIRECTIONS__INFO	.73
C6a	<---	QUAL_AVAIL__DIRECTIONS__INFO	.78
C11b	<---	QUAL_AVAIL__DIRECTIONS__INFO	.66
E24	<---	INTENT__TO_VISIT__ATTRs	.85
E25	<---	INTENT__TO_VISIT__ATTRs	.84
E26a	<---	INTENT__TO_VISIT__ATTRs	.91
E26b	<---	INTENT__TO_VISIT__ATTRs	.90

The standardised regression weights, as depicted in Table 4.10, above, were interpreted when justifying the selection of a model to be used for further analysis. As highlighted in Section 3.3.4.2.2.3 (Step 3), only the regression weights pertaining to (i) *Hotel front office staff* and *interest in tourist attractions*, (ii) *Interest in tourist attractions* and *Business tourists' visiting intentions*, and (iii) *Hotel front office staff* and *Business tourists'*

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visiting intentions were interpreted when selecting the model for testing mediation. Refer to Table 72 in Appendix 22 for M_{BTIVTA}^{2}'s unstandardised regression weights. Two hypotheses, namely the H_0 and an H_A, relate to whether M_{BTIVTA}^{2} fits the data:

H_0: M_{BTIVTA}^{2} fits the data.

H_A: M_{BTIVTA}^{2} does not fit the data.

M_{BTIVTA}^{2} achieved X^2 = 843.26 and *df* = 416, indicating that the difference between M_{BTIVTA}^{2} and the data was substantial. The achievement of *df* greater than 1 confirmed that M_{BTIVTA}^{2} was overidentified. A $p \leq .05$ indicated a significant difference between the data and M_{BTIVTA}^{2}. H_0 was rejected, as M_{BTIVTA}^{2} did not fit the data. M_{BTIVTA}^{2} was converged to the value of 1.0 in 13 iterations, indicating that the data fit the model perfectly.

Refer to Table 76 in Appendix 22 for the convergence matrix, Table 75 in Appendix 22 for the covariance matrix, Table 74 in Appendix 22 for correlation matrix, and Table 73 in Appendix 22 for the variance matrix. Furthermore, refer to Table 77 in Appendix 22 for M_{BTIVTA}^{2}'s squared multiple correlations. Based on the rejection of H_0 relating to M_{BTIVTA}^{2}, other measures of goodness of fit were used to assess the acceptability of M_{BTIVTA}^{2}. M_{BTIVTA}^{2} yielded estimates of RMSEA = .06, indicating a close fit, and CFI = .93 and GFI = .84, implying a good fit.

M_{BTIVTA}^{2} was not modified, as the automated modification search of IBM SPSS AMOS 22.00 proposed modifications that did not make theoretical sense. Refer to Section 3.3.4.2.2.3 for an in-depth discussion of model modification (Step 3). The removal of the path illustrating the direct effect of *Hotel front office staff* on *Business tourists' visiting intentions* in M_{BTIVTA}^{1} proved to be negligible, as both models, M_{BTIVTA}^{1} and M_{BTIVTA}^{2}, achieved similar fit index scores. M_{BTIVTA}^{1} was, however, selected for testing mediation, for the following reasons:

$M_{BTIVTA}{}^1$ supported the hypothesised theoretical framework, depicted in Figure 1.2, which proposed *Interest in tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

$M_{BTIVTA}{}^1$ further supported *Interest in tourist attractions* as an important construct in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, implying that an absence of *Interest in tourist attractions* could possibly result in the absence of a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

$M_{BTIVTA}{}^1$ was used as the final causal model to analyse the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, and $M_{BTIVTA}{}^1$ was the alternative model. Thus, H_7 and EO7 were achieved, as the data confirmed that the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a final causal Model of Business Tourists' Intentions of Visiting Tourist Attractions ($M_{BTIVTA}{}^1$).

4.4.2.3. Mediation results

Figure 4.22 illustrates the results for the mediating effect of Interest in tourist attractions on the relationship between Hotel front office staff and Business tourists' visiting intentions.
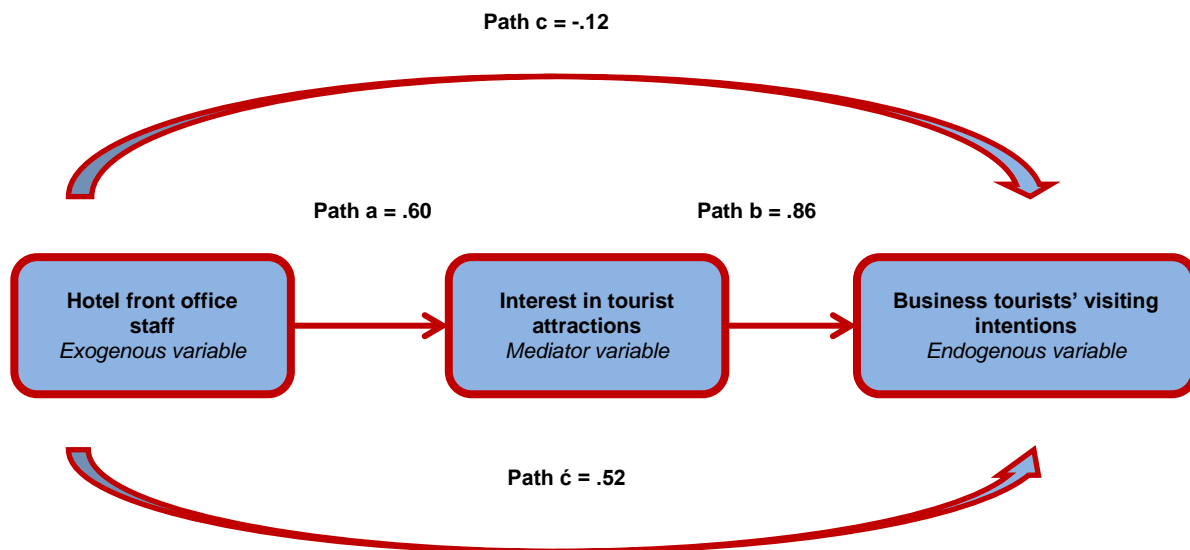
Figure 4.22. Mediation results (Adopted from M_{BTIVTA}[1])

As can be seen in Figure 4.18, the standardised regression weight of .60 of M_{BTIVTA}[1] indicated the direct impact of *Hotel front office staff* on *Interest in tourist attractions* (Path a). The standardised regression weight of -.12 (M_{BTIVTA}[1]) indicated the direct impact of *Hotel front office staff* on *Business tourists' visiting intentions* (Path c), and the standardised regression weight of .86 of M_{BTIVTA}[1] indicated the direct influence of *Interest in tourist attractions* on *Business tourists' visiting intentions* (Path b). The indirect influence of *Hotel front office staff* on *Business tourists' visiting intentions* through *Interest in tourist attractions*, illustrated by Path ć, was confirmed by a standardised regression weight of .52 (.60 * .86). As noted in Section 3.3.4.2.2.4, full mediation was achieved, as Path ć confirmed the absence of a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The results for the mediating effect of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* are discussed in Chapter 5.

Based on the above results, *H₈* was supported and EO8 was achieved, as the data confirmed that *Interest in tourist attractions* is a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

4.4.3. PHASE 3: Bivariate analysis results

The bivariate analysis results are reported in terms of inter-correlation of constructs. As noted in Section 3.3.4.3, Pearson's product-moment correlation was used to explore the inter-correlation of constructs for the purpose of testing H_4, H_5, and H_6. Figure 4.23 illustrates Phase 3 of the research results reporting process. As noted in Section 3.3.4.3, Phase 3 comprised bivariate analysis.
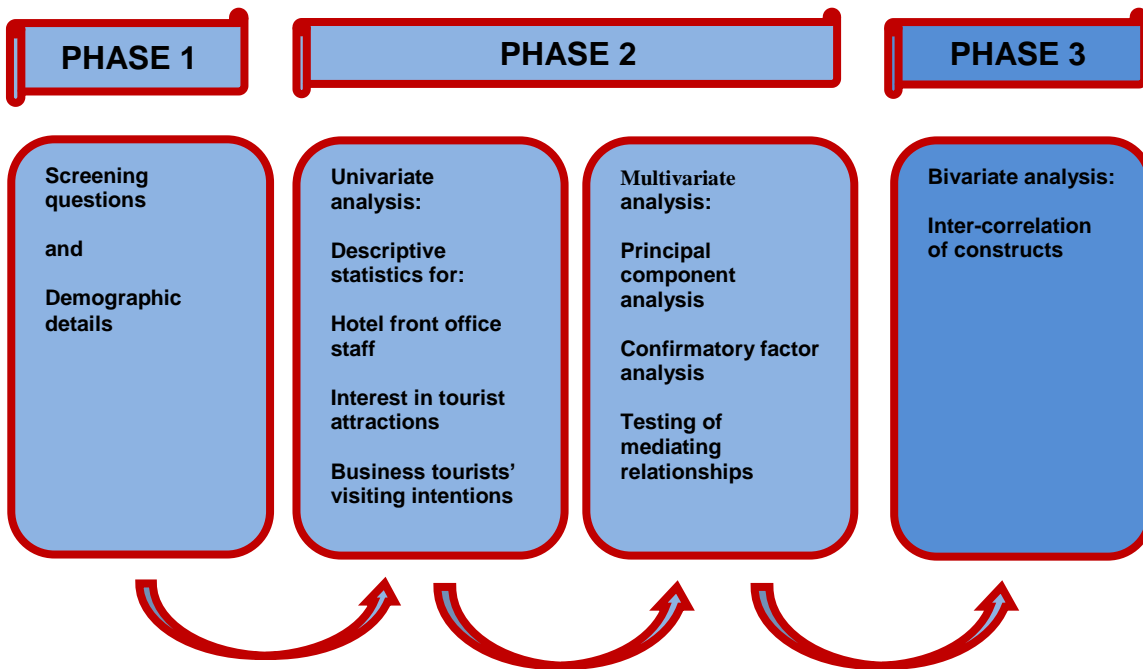
Figure 4.23. Phase 3 of the research results reporting process

The results for the relationship between *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* are reported in accordance with H_4, H_5, and H_6, as noted in Sections 2.8, 2.9, 2.10, and 4.4. Table 4.11 contains the results.

Table 4.11. Inter-correlation of constructs' results

Constructs	Hotel front office staff	Interest in tourist attractions	Business tourists' visiting intentions
Hotel front office staff	1	.56**	.44**
Interest in tourist attractions	.56**	1	.71**
Business tourists' visiting intentions	.44**	.71**	1

**. Correlation is significant at the 0.01 level (2-tailed).

As can be seen in Table 4.11, the following results were achieved:

H_4: The relationship between *Hotel front office staff* and *Interest in tourist attractions* achieved a moderate Pearson's product-moment correlation coefficient of r = .54, n = 282 ($p \le .01$).

H_5: The relationship between *Business tourists' visiting intentions* and *Interest in tourist attractions* achieved a high Pearson's product-moment correlation coefficient of r = .71, n = 282 ($p \le .01$).

H_6: The relationship between *Hotel front office staff* and *Business tourists' visiting intentions* achieved a moderate Pearson's product-moment correlation coefficient r = .38, n = 282 ($p \le 0.01$).

Based on these results, H_4, H_5, and H_6 were supported, and EOs 4, 5, and 6 were achieved and were supported by the data.

4.5. SYNTHESIS

The current chapter began with an introduction to the three-phase research results reporting process that was followed in reporting this study's results. This was followed by the formulated EOs, which were based on the hypotheses outlined in Chapter 2.

Phase 1 of the reporting process reported descriptive statistics in terms of screening questions and demographic details, which related to Section A of the questionnaire.

Phase 2 reported the univariate analysis results in terms of descriptive statistics results for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. Furthermore, Phase 2 reported the multivariate analysis results in terms of PCA, CFA, and mediation results. The PCA created a measurement instrument for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. The Cronbach's α coefficient confirmed the reliability of this study's constructs to support H_1 (reliability of *Hotel front office staff*), H_2 (reliability of *Interest in tourist attractions*) and H_3 (reliability of *Business tourists' visiting intentions*). SEM was used to conduct this study's CFA, and the results thereof were also reported in the current phase. A final causal model ($M_{BTIVTA}{}^1$) to explore the mediating effect of *Interest in tourist attractions* was extracted. The extraction of the final causal model ($M_{BTAVI}{}^1$), known as the Model of Business Tourist Intentions of Visiting Tourist Attractions, comprising the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, supported H_7. Full mediation was achieved for the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The achievement of full mediation supported H_8.

Phase 3 of the reporting process reported this study's bivariate analysis results in terms of the inter-correlation of constructs. The data confirmed that the constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) are inter-correlated. Thus, H_4 (There is a relationship between *Hotel front office staff* and *Interest in tourist attractions*), H_5 (There is a relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*), and H_6 (There is a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*) were supported.

The results reported in the current chapter are discussed in Chapter 5.

CHAPTER 5

DISCUSSION AND INTERPRETATION

5.1. INTRODUCTION

Chapter 4 reported the results of the statistical procedures employed to reach this study's research objectives. The statistical procedures employed tested, amongst others, the relationship between the investigated research constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*). The current chapter starts with a discussion and interpretation of the theoretical results, in accordance with the theoretical objectives outlined in Chapter 2, and concludes with a discussion of the empirical results, in accordance with the empirical objectives outlined in Section 4.2. The following section provides a brief review of the study.

5.2. REVIEW OF THE STUDY

Figure 1.1 depicts a theoretical framework illustrating the constructs and the relationships between constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*), which resulted in the formulation of the TROs listed in Chapter 2. The constructs and relationships between the constructs, based on Figure 1.1, were discussed in Chapter 2. The EOs resulting from the TROs, listed in Section 4.2, were used to investigate the relationships between the constructs, mediation, and the proposed causal model depicted in Figure 1.2.

5.3. RESULTS FROM THE LITERATURE REVIEW (TRO1 – TRO8)

Chapter 2 highlighted the significant findings from the in-depth literature review on this study's research constructs. The TROs were formulated from the literature review, and were aimed at justifying each construct. TRO1 was related to the *Hotel front office staff* construct, TRO2 to the *Interest in tourist attractions* construct, and TRO3 was related to the *Business tourists' visiting intentions* construct. TRO4 to TRO6 were related to the

theoretically established relationships and mediation between the research constructs. The dearth of research investigating the relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions was acknowledged.

The aim of TRO7 was to establish whether the scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* could serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions. TRO8 flowed from TRO7, with the aim to investigate whether *Interest in tourist attractions* mediated the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The findings related to the EOs are discussed in the next section.

5.4. THE EMPIRICAL FINDINGS (EO1 – EO8)

The current section reports the empirical findings for the EOs highlighted in Section 4.2. The empirical findings are discussed in three phases, illustrated in Figure 3.3. Phase 1 is a discussion of the screening questions and the respondents' demographic details. Phase 2 is a discussion of the univariate analysis results for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, as well as the multivariate analysis in terms of PCA, CFA, and mediation results. Phase 3 concludes the discussion with the bivariate analysis results in terms of inter-correlation of constructs, using Pearson's product-moment correlation. The univariate analysis results (Phase 1) are reported first.

5.4.1. Phase 1: Screening questions and demographic details

Phase 1 aimed to characterise the respondents according to the screening questions' results and demographic details. This provided a profile of the domestic business tourists staying at the selected three-star hotel in Pretoria, SA.

The item descriptive statistics for the screening questions are reported next.

5.4.1.1. Item descriptive statistics for screening questions

As depicted in Figure 4.3, the majority of respondents visited Pretoria for work-related activities. This result corresponds with that of a number of studies (Nelson & Rys, 2000; Rogerson, 2005; Wan, 2011) — that business tourists visit destinations for, amongst other purposes, work-related activities. As reported in Section 4.3.1.2, all 282 respondents were domestic business tourists. This result is supported by a number of studies (Kleynhans & Zhou, 2012; Swart, van Heerden, & Fairer-Wessels, 2006) that found that domestic business tourists visit Pretoria. The item descriptive statistics for demographic details are reported next.

5.4.1.2. Item descriptive statistics for demographic details

The demographic details were investigated according to gender, age, and province of residence (refer to Section 3.4.2.5). The findings revealed that the majority, just over two-thirds, of respondents who visited the hotel were males (Figure 4.4). The findings of Kleynhans and Zhou (2012) also indicated that three-star hotels in Pretoria are visited by more males than females.

The majority of the respondents were members of Generation X (aged 34 – 49 years), and the Baby Boomers (aged 50 – 65 years) were the minority (see Figure 4.5). Kleynhans and Zhou (2012) found that domestic business tourists are likely to be the dominant occupants of hotels in Pretoria, most of whom are below the age of 44 years. Although Kleynhans and Zhou (2012) did not use generational age categories, their findings are in accord with this study's finding that young domestic business tourists are the main occupants of three-star hotels in Pretoria.

In the present study, the majority of respondents were from Mpumalanga, followed by Limpopo and the Eastern Cape (see Figure 4.6). The minority of respondents were from Gauteng (see Figure 4.6). It is, however, important to note that Pretoria is situated in Gauteng; therefore, business travellers from Gauteng are less likely to stay overnight in a hotel in Pretoria.

Limpopo respondents had the highest representation in the age category of 18 - 33 years, and Mpumalanga had the highest number of respondents in the age category 34 - 49 years. The respondents from Northern Cape and Western Cape had the highest number of respondents in the age category of 50 - 65 years. The number of male respondents per province was larger than that the number of female respondents, except for Gauteng, where they were equally distributed, and the Eastern Cape, where there were more female respondents. These demographic details will provide hotel managers in Pretoria with characteristics of domestic business tourists visiting Pretoria. The next section will discuss the results of item the descriptive statistics, PCA, CFA, item reliability analysis, and normality test (Phase 2).

5.4.2. Phase 2: Univariate analysis and multivariate analysis

The section will report this study's univariate analysis results for the item descriptive statistics of *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, as well as the multivariate analysis results in terms of PCA, CFA, and mediation. The formulated research hypotheses were tested using item analysis, FA, and normality tests. The various statistical research hypotheses were derived from the formulated research questions and objectives listed in Chapter 1, as well as the EOs, listed in Section 4.2, which were justified by the literature review. The results are discussed and interpreted according to each respective hypothesis.

5.4.2.1. Descriptive statistics

The datasets for all the constructs were not normally distributed, as each variable revealed skewness and kurtosis. Refer to Table 4.4 for *Hotel front office staff's* skewness and kurtosis, Table 4.8 for *Interest in tourist attractions'* skewness and kurtosis, and Table 4.9 for *Business tourists' visiting intentions'* skewness and kurtosis. Normally distributed datasets would have resulted in identical means, modes, and medians (Van Pool & Leonard, 2011), indicating that the respondents did not provide different scores for each variable (McMillan & Schumacher, 2010). Thus, the present

study's findings indicate that variables were scored according to the respondents' own views and perceptions.

The present study's hypotheses and EOs are discussed next.

5.4.2.1.1. Hypothesis 1

H_1: *Hotel front office staff* and its dimensions (*Front office services, Arranging visits to tourist attractions, Providing detailed directions to tourist attractions*, and *Providing detailed tourist attraction information*) can be reliably and validly measured.

The dearth of research investigating hotel front office staff in the context of services pertaining to tourist attractions resulted in the construction of the *Hotel front office staff* scale based on the recommendations in the literature. The findings of a number of studies, highlighted in Section 2.5.1, identified, in the context of all hotel services, front office services pertaining to tourist attractions as less significant hotel services to business tourists in relation to other hotel services, such as food and beverage services. Findings from these studies (highlighted in Section 2.5.1) justified the design of the *Hotel front office staff* scale to investigate the importance of front office services pertaining to tourist attractions to business tourists. The in-depth literature review led to the identification of (i) *Perceived role of hotel front office staff in front office services* (Section 2.5.1), (ii) *Arranging visits to tourist attractions* (Section 2.5.2), (iii) *Providing detailed directions to tourist attractions* (Section 2.5.3), and (iv) *Providing detailed tourist attraction information* (Section 2.5.4) as dimensions of the *Hotel front office staff* construct. Proposed items investigating each dimension (refer to Appendix 4) were formulated in accordance with the questionnaire-developing guidelines discussed in Section 3.3.2.2.

The PCA extracted three components (see Table 4.2), comprising of 19 variables forming *Hotel front office staff*. The three extracted components were named according to the items investigating each extracted components (see Appendix 17). This also led to the renaming of the *Hotel front office staff* construct to Hotel Front Office Staff Scale. The achieved Cronbach's α exceeded the minimum acceptable value of .70 (see Pallant,

2011), confirming the reliability of each of the three extracted components. H_1 and RO1 were therefore supported by the achieved result of Cronbach's α = .91 with reference to the following:

All items under *Perceived role of hotel front office staff regarding tourist attractions*, based on *Perceived role of hotel front office staff in front office services* (Akbaba, 2006; Kasavana & Brooks, 2009; Lin *et al.*, 2010; Nair, 2010), (i) *Arranging visits to tourist attractions* (Akbaba, 2006; Nair, 2010; Travel Courier, 2014; Yang *et al.*, 2011), (ii) *Providing detailed directions to tourist attractions* (Kasavana & Brooks, 2009; Maneval, 2015), and (iii) *Providing detailed tourist attraction information* (Akbaba, 2006; Lin *et al.*, 2010; Maneval, 2015; Ortega & Rodriquez, 2007; Yang *et al.*, 2011), were included.

All items under *Quality and availability of tourist attraction information and directions*, based on *Providing detailed directions to tourist attractions* (Bancroft, 2010; Chiang *et al.*, 2012; Lin *et al.*, 2010), and *Providing detailed tourist attraction information* (Akbaba, 2006; Chiang *et al.*, 2012), were included.

All items under *Utilisation of sources of tourist attraction information*, based on *Providing detailed tourist attraction information* (Gursoy & Umbreit, 2004; Ortega & Rodriquez, 2007), were included.

SEM using PCA retained only two extracted components (*Perceived role of hotel front office staff regarding tourist attractions* and *Quality and availability of tourist attraction information and directions*), and revealed a correlation between *Importance of security at tourist attractions* (a dimension of the *Interest in tourist attractions* construct) and *Hotel front office staff* (see Figure 4.20). The exclusion of a third component is discussed and interpreted first, followed by a discussion of the correlation between *Importance of security at tourist attractions* and *Hotel front office staff*.

The exclusion of the third component (*Utilisation of sources of tourist attraction information*) by SEM (see Figure 4.20) supported the findings of a number of studies (Akbaba, 2006; Lin *et al.*, 2010; Ortega & Rodríguez, 2007; Yang *et al.*, 2011), that (i)

hotel front office staff should be able to provide business tourists with tourist attraction information and (ii) according to a number of scholars (Kasavana & Brooks, 2009; Lin *et al.*, 2010), hotel front office staff may utilise sources of tourist attraction information to provide detailed tourist attraction information. Gursoy and Umbreit (2004) found that the utilisation of tourist attraction information sources is likely to be influenced by the tourists' perceptions of the information provided by different sources. Chiang *et al.* (2012) found that tourists' preferences for sources of information on tourist attractions vary.

A number of studies (Boakye, 2012; Rittichainuwat & Chakraborty, 2012; Tasci & Boylu, 2010) showed that *Security at tourist attractions* is associated with *Interest in tourist attractions*. Ramkissoon and Uysal (2011) investigated security as part of the *Destination image* construct. The present study's results show that *Importance of security at tourist attractions is associated* with *Hotel front office staff* when *Interest in tourist attractions* are investigated in relation to *Hotel front office staff* and *Business tourists' visiting intentions*. Ramkissoon and Uysal (2011) revealed that a positive destination image, which is influenced by security at tourist attractions, portrayed by tourist attraction information sources, influences the interest of business tourists in visiting tourist attractions. Based on the present study's results, hotel front office staff, with reference to *Quality and availability of tourist attraction information and directions*, will reassure domestic business tourists about *Security at tourist attractions*. H_1 contributed towards addressing the lack of research in SA investigating hotel front office staff through (i) *Perceived role of hotel front office staff regarding tourist attractions* and (ii) *Quality and availability of tourist attraction information and directions*.

Hypothesis 2 is discussed next.

5.4.2.1.2. Hypothesis 2

H_2: *Interest in tourist attractions* and its dimensions (*A range of tourist attractions*, *Security at tourist attractions*, *Authenticity*, and *Hotel's location*) can be reliably and validly measured.

Because business tourists are motivated by, amongst other factors, the availability of tourist attractions to visit a destination for business purposes, an in-depth literature review was conducted to identify factors that influence the interest of business tourists in visiting tourist attractions. A range of tourist attractions on offer (see Section 2.6.1), good security at tourist attractions (see Section 2.6.2), authenticity of the attractions (see Section 2.6.3), and a hotel being conveniently located in relation to tourist attractions (see Section 2.6.4) were identified as factors. The identified factors, (i) *A range of tourist attractions*, (ii) *Security at tourist attractions*, (iii) *Authenticity*, and (iv) *Hotel's location*, were used as dimensions of the *Interest in tourist attractions* construct. Proposed items investigating each dimension (refer to Appendix 4) were formulated in accordance with the questionnaire-developing guidelines discussed in Section 3.3.2.2.

The PCA extracted four components, as depicted in Table 4.6, comprising 14 items forming *Interest of tourist attractions*. The four extracted components were named according to the items investigating each extracted component, as shown in Appendix 19. The construct was not renamed, and therefore remained *Interest in tourist attractions*. The achieved Cronbach's α exceeding a minimum acceptable value of .70 (see Pallant, 2011) confirmed the reliability of each of the four extracted components (refer to Section 4.4.2.1.2.1). H_2 and RO2 were therefore supported by the Cronbach's α = .90 with reference to the following:

All items in *Interest in tourist attractions in Pretoria*, with reference to *A range of tourist attractions* (Mair, 2010; Terzi *et al.*, 2013) and *Hotel's location* (Visser, 2007; Xue & Cox, 2008), were included.

All items in *Importance of security at tourist attractions*, with reference to *Security at tourist attractions* (Boakye, 2012; Jin & Pearce, 2011; Rittichainuwat & Chakraborty, 2012), were included.

All items in *Interest in culture and history of Pretoria*, with reference to *Authenticity* (Brown, 2013; Ramkissoon & Uysal, 2011; Shin, 2009), were included.

All items in *Impact of proximity of hotel to tourist attractions and transport facilities*, with reference to *Hotel's location* (Fawzy, 2010; Lew & McKecher, 2006; Xue & Cox, 2008), were included.

SEM retained three extracted components (*Interest in tourist attractions in Pretoria*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*). The present study's results pertaining to *Interest in tourist attractions in Pretoria* are consistent with those of a number of studies (Jones & Li, 2015; Yankholmes & McKercher, 2015; Zhou *et al.*, 2014) that investigated the interest of business tourists in visiting tourist attractions. Shin (2009) revealed business tourists' desire to enjoy a destination's history and culture as variables of the *Exploration* factor investigating the motivation of business tourists to visit a destination. Yankholmes and McKercher (2015) revealed that business tourists are interested in visiting historical and cultural tourist attractions. These studies' findings (Shin, 2009; Yankholmes & McKercher, 2015) support *Interest in culture and history of Pretoria* as a component investigating *Interest in tourist attractions* in the present study. A number of scholars (Fawzy, 2010; Xue & Cox, 2008; Zhou *et al.*, 2015) support the present study's findings pertaining to *Impact of proximity of hotel to tourist attractions and transport facilities*. The availability of tourist attractions (Fawzy, 2010; Zhou *et al.*, 2015) and public transport facilities (Xue & Cox, 2008) in close proximity to a hotel are important factors when business tourists select a hotel. Thus, as highlighted in Section 2.5.4, domestic business tourists are likely to visit attractions situated within the hotel's vicinity, and to utilise public transport facilities when visiting tourist attractions situated outside of the hotel's close vicinity.

SEM results further revealed a correlation of .67 (standardised regression weight estimate) between *Importance of security at tourist attractions* and the *Hotel front office staff* construct (see Figure 4.20, and refer to Section 5.4.2.1.1 of the current chapter for the discussion and interpretation of the results). This contributed towards addressing the dearth of research in SA investigating tourist attractions in terms of (i) business tourists' interest in tourist attractions in Pretoria, (ii) their interest in the culture and

history of Pretoria, and (iii) the impact of the proximity of hotel to tourist attractions and available transport facilities.

Hypothesis 3 is discussed next.

5.4.2.1.3. Hypothesis 3

H_3: *Business tourists' visiting intentions* is a construct that can be reliably and validly measured.

As stated in Section 2.7, business tourists are likely to visit tourist attractions. Because visiting intentions do not imply that an actual visit to a tourist attraction will be paid (Lee *et al.*, 2014), the present study only investigated the *intentions* of domestic business tourists to visit tourist attractions in Pretoria (see Section 2.7). Business tourists' willingness to spend time and money on tourist attractions was identified as an indicator of visiting intentions. In addition, the likelihood of business tourists encouraging others to visit tourist attractions was identified as another indicator of visiting intentions (see Section 2.7). Hutchinson *et al.* (2009) suggest that the intent to visit tourist attractions be investigated. A number of studies (Chang & Polonsky, 2012; Hutchinson *et al.*, 2009; Lee *et al.*, 2014; Song *et al.*, 2014) investigated behavioural intentions, and the items thereof (willingness to spend time and money on tourist attractions and the likelihood of encouraging others to visit tourist attractions) were used for the *Business tourists' visiting intentions* construct in the present study. Proposed items investigating the construct (refer to Appendix 4) were formulated in accordance with the questionnaire-developing guidelines discussed in Section 3.3.2.2.

The achieved Cronbach's α exceeding a minimum acceptable value of .70 (see Pallant, 2011) and confirmed the reliability of the *Business tourists' visiting intentions* construct (refer to Section 4.4.2.1.3). PCA was not performed for this construct, due to a significant Cronbach's α = .93. Four items were considered sufficient to investigate the construct (see Gerber, 2014), and factor reduction was considered unnecessary (see

Field, 2013). H_3 was therefore supported and RO3 was achieved with reference to the following:

All items from a number of studies (Lee *et al.*, 2014; Song *et al.*, 2014), with reference to behavioural intentions, were included.

An item from Chang and Polonsky (2012), with reference to behavioural intentions, was included.

An item from Hutchinson *et al.* (2009), with reference to behavioural intentions, was included.

SEM retained the *Business tourists' visiting intentions* scale with all 4 items (refer to Figure 4.20). This contributed towards addressing the lack of research investigating the intentions of domestic business tourists of visiting tourist attractions in Pretoria.

Hypothesis 7 is discussed next. Hypotheses 4, 5, and 6 were explored by means of bivariate analysis in Phase 3 of the analysis.

5.4.2.1.4. Hypothesis 7

H_7: The scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourist's Intentions of Visiting Tourist Attractions.

The interest of business tourists in visiting tourist attractions has attracted scholarly attention since the 1990s (Witt *et al.*, 1992). In the early 2000s, Davidson (2003) called for more research to investigate this phenomenon. In response, a number of studies (McCartney, 2008; Robinson & Callan, 2005; Shin, 2009; Tanford *et al.*, 2012; Wan, 2011) confirmed that tourist attractions influence the interest of business tourists in visiting a destination. Furthermore, a number of studies (Akbaba, 2006; Yang *et al.*, 2011) found that business tourists are likely to enquire about tourist attractions from

hotel staff. Kasavana and Brooks (2009) and Nair (2010) suggest that hotel front office staff be knowledgeable about tourist attractions. As far as could be determined, no study has investigated the influence of interest in tourist attractions in the relationship between hotel front office staff and business tourists' intentions of visiting tourist attractions. Thus, in the present study, the purpose of this H_7 was to establish if scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* could serve in a causal Model of Business Tourist's Intentions of Visiting Tourist Attractions.

PCA was used to extract the components forming *Hotel front office staff* (see Section 5.4.2.1.1) and *Interest in tourist attractions* (see Section 5.4.2.1.2). *Business tourists' visiting intentions* comprised 4 items, and all 4 were retained by the PCA (see Section 5.4.2.1.3). All the constructs achieved a Cronbach's α exceeding .70, and were therefore confirmed as reliable (see Sections 5.4.2.1.1, 5.4.2.1.2, and 5.4.2.1.3). SEM was then used to determine the influence of *Interest in tourist attractions* (as the mediator variable) on the relationship between *Hotel front office staff* (the exogenous variable) and *Business tourists' visiting intentions* (the endogenous variable). Figure 4.20 depicts the most parsimonious model and the standardised regression weights thereof. Thus, H_7 was supported and RO7 was achieved. The present study's findings confirm that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions. This contributed towards addressing the lack of research investigating business tourists' intentions of visiting tourist attractions.

5.4.2.1.5. Hypothesis 8

H_8: *Interest in tourist attractions* has a mediating effect on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

As discussed in Section 2.11, the literature review illustrated the relationship hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. Based on the findings gleaned from the literature review, the present study empirically tested

the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. A number studies (Akbaba, 2006; Chiang *et al.*, 2012; Smith & Garnham, 2006; Yang *et al.*, 2011), listed in Table 2.4, shed light on the relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. There is, however, a dearth of research investigating the mediating effect of interest in tourist attractions on the relationship between hotel front office staff and domestic business tourists' visiting intentions in the context of Pretoria.

In the present study, PCA was conducted prior to testing the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The PCA extracted three components for *Hotel front office staff* (see Section 5.4.2.1.1). For *Interest in tourist attractions*, the PCA extracted four components (see Section 5.4.2.1.2). The *Interest in tourist attractions* construct was not renamed. As noted in Section 5.4.2.1.3, PCA was not conducted for *Business tourists' visiting intentions*, due to a significant Cronbach's α = .93.

Model M_{BTIVTA}[1] confirmed the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (see Section 4.4.2.2). H_8 was therefore supported and RO8 was achieved, with reference to the following requirements, noted in Section 3.3.4.2.2.4:

A standardised regression weight of .60 confirmed the impact of *Hotel front office staff* on *Interest in tourist attractions* (Path A in Figure 4.22).

A standardised regression weight of -.12 confirmed a very small impact of *Hotel front office staff* on *Business tourists' visiting intentions* (Path C in Figure 4.22).

A standardised regression weight of .86 confirmed the influence of *Interest in tourist attractions* on *Business tourists' visiting intentions* (Path B in Figure 4.22).

The indirect influence of *Hotel front office staff* on *Business tourists' visiting intentions* through *Interest in tourist attractions* was .52 (Path Ć in Figure 4.22).

The present study's finding in this regard echoes that of a number of studies (Akbaba, 2006; Chiang *et al.*, 2012; Yang *et al.*, 2011), that the hotel services pertaining to tourist attractions are the source of a relationship between hotel front office staff and business tourists' interest in tourist attractions. Thus, based on the present study's findings, the relationship between hotel front office staff and business tourists' visiting intentions is absent without the (business tourists') interest in tourist attractions at a destination. The results related to H_8 contribute towards minimising the dearth of research exploring interest in tourist attractions as a mediator in the relationship between hotel front office staff and business tourists' visiting intentions.

5.4.3. Phase 3: Bivariate analysis

This section contains the results of the bivariate analysis in terms of inter-correlation of the constructs. The formulated research hypotheses were tested in the context of each respective relationship between constructs (the relationship between *Hotel front office staff* and *Interest in tourist attractions*, the relationship between *Interest in tourist attractions and Business tourists' visiting intentions*, and the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*). The hypotheses were derived from the formulated research questions, research objectives, and EOs listed in Chapter 1, Section 4.2, which were justified from the literature review. The results are discussed and interpreted per hypothesis.

5.4.3.1.   Hypothesis 4

H_4: There is a relationship between *Hotel front office staff* and *Interest in tourist attractions*.

As discussed in Section 2.8, the literature illustrates the relationship hotel front office staff and interest in tourist attractions. The present study empirically tested this

relationship. A number of studies (Akbaba, 2006; Chiang *et al.*, 2012; Yang *et al.*, 2011) highlight the relationship between hotel staff and tourist attractions. There is, however, a dearth of research investigating the relationship between hotel front office staff and interest in tourist attractions in the context of Pretoria, SA.

PCA was conducted prior to testing the relationship between *Hotel front office staff* and *Interest in tourist attractions*. The achieved $r = .54$, $n = 282$, $\rho \leq .05$ using Pearson's product-moment correlation confirmed a moderate positive relationship between *Hotel front office staff* and *Interest in tourist attractions*. H_4 was therefore supported and RO4 was achieved.

H_4 is supported by the findings from a number of studies (Akbaba, 2006; Chiang *et al.*, 2012; Yang *et al.*, 2011) highlighting the relationship between hotel staff and tourist attractions (refer to Table 2.3). The results for H_4 contribute towards minimising the lack of research investigating the relationship between hotel staff, specifically the hotel front office staff, and interest in tourist attractions.

Hypothesis 5 is discussed next.

5.4.3.2. Hypothesis 5

H_5: There is a relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

As discussed in Section 2.9, the literature illustrates the relationship between interest in tourist attractions and business tourists' visiting intentions. Based on this finding from the literature review, the present study empirically tested the relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*. A number studies (Amir *et al.*, 2015; Lee *et al.*, 2010; Luo & Lu, 2011; Shin, 2009; Smith & Garnham, 2006; Yankholmes & McKercher, 2015; Yeh *et al.*, 2005) highlight the relationship between interest in tourist attractions and business tourists' visiting intentions (refer to Table 2.3). There is, however, a dearth of research investigating the relationship

between interest in tourist attractions and domestic business tourists' visiting intentions in the context of Pretoria, SA.

PCA was conducted prior to testing the relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*. The achieved $r = .71$, $n = 282$, $\rho \leq .05$ using Pearson's product-moment correlation confirmed a high positive relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*. H_5 was therefore supported and RO5 was achieved. The results related to H_5 contribute towards minimising a lack of studies investigating the relationship between interest in tourist attractions and domestic business tourists' visiting intentions in the context of Pretoria, SA.

Hypothesis 6 is discussed next.

5.4.3.3. Hypothesis 6

H_6: There is a relationship between *Hotel front office staff* and *Business tourists' visiting intentions.*

As discussed in Section 2.10, the literature illustrates the relationship between hotel front office staff and business tourists' visiting intentions. Based on the findings from the literature review, the present study empirically tested this relationship. A number studies (Akbaba, 2006; Chiang *et al.*, 2012; Smith & Garnham, 2006; Yang *et al.*, 2011) shed light on the relationship between hotel staff and business tourists' visiting intentions (refer to Table 2.4). As highlighted in Section 1.2, it the duty of hotel front office staff to perform services pertaining to tourist attractions. There is, however, a dearth of research investigating the relationship between hotel front office staff and domestic business tourists' visiting intentions in the context of Pretoria, SA.

PCA was conducted prior to testing the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The achieved $r = .38$, $n = 282$, $\rho \leq .05$ using Pearson's product-moment correlation confirmed a moderate positive relationship

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between *Hotel front office staff* and *Business tourists' visiting intentions*. H_6 was therefore supported, and RO6 was achieved. The results related to H_6 contribute towards remedying the lack of studies exploring the relationship between hotel front office staff and business tourists' visiting intentions in Pretoria, SA.

5.5. SYNTHESIS

This chapter commenced with a review of the proposed theoretical framework depicted in Figure 1.2. The results gleaned from the literature review were highlighted in the context of formulated TROs. The related findings are discussed according to the three phases illustrated in Figure 5.1.

Phase 1 entailed analysis of the screening questions and demographic details. The aim of this phase was to ensure that all respondents met the set criteria for participating in this study. This phase enabled the profiling of respondents in the context of the purpose of their visit to Pretoria, their tourist classification, gender, age category, and their province of residence. The profiling of the respondents made a contribution in the context of characteristics of domestic business tourists staying at the three-star hotel in Pretoria.

Phase 2 entailed the univariate analysis using item descriptive statistics for *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. Furthermore, this phase entailed multivariate analysis of all the constructs, using PCA and CFA. The multivariate analysis results are discussed for each respective statistical hypothesis. The statistical hypotheses were derived from the formulated research questions and objectives highlighted in Chapter 1. The hypotheses were introduced in Chapter 2. This chapter summarised the results in conjunction with the respective hypotheses, to validate this study's contribution to the body of knowledge. RO1, RO2, and RO3 were achieved in Phase 2. RO4, RO5, and RO6 were explored by means of bivariate analysis in Phase 3. The aim of H_7 was to establish if *Interest in tourist attractions*, *Hotel front office staff*, and *Business tourists' visiting intentions* can serve in a causal Model for Business Tourists' Intentions of Visiting Tourist Attractions. M_{BTIVTA}[1]

was the most parsimonious model that confirmed that *Interest in tourist attractions*, *Hotel front office staff*, and *Business tourists' visiting intentions* can serve in such a causal model. Thus, RO7 was achieved. RO8 was achieved, as this study confirmed that *Interest in tourist attractions* is a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

Phase 3 entailed this study's final analysis, the inter-correlation of the constructs. The relationships between *Hotel front office staff* and *Interest in tourist attractions*, between *Interest in tourist attractions* and *Business tourists' visiting intentions*, and between *Hotel front office staff* and *Business tourists' visiting intentions* were discussed in Chapter 2 and the result of the bivariate analyses were reported in Chapter 4. The bivariate analysis results confirmed the relationships between constructs, thereby achieving RO4, RO5, and RO6.

Chapter 6 contains this study's conclusions and recommendations for future research.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1. INTRODUCTION

The current chapter provides this study's conclusions and recommendations for future research. The steps followed in conducting this study will be summarised, followed by this study's conclusions and recommendations. The current chapter will further provide this study's contribution to tourism research, and outline the limitations of the study.

A summary of chapters in the dissertation is provided in the next section.

6.2. SUMMARY OF CHAPTERS

The current section will provide a summary of chapters in the dissertation, illustrating the process followed in conducting this study. A summary of Chapter 1 is provided first.

6.2.1. Chapter 1

Chapter 1 of the dissertation introduced this study by providing a background to the research problem, the study's problem statement, and RQs and ROs.

The main RQ was formulated against the background obtained from the literature review on business tourists and tourist attractions.

Is the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* mediated by *Interest in tourist attractions* in a Model of Business Tourists' Intentions of Visiting Tourist Attractions?

Chapter 1 highlighted *Hotel front office staff*, *Interest in tourist attractions*, and *Business Tourists' Visiting Intentions* as constructs to be investigated in a causal Model of

Business Tourists' Intentions of Visiting Tourist Attractions. The proposed causal model was used to explore the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. The theoretical model (see Figure 1.1) supported the inclusion of the constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) when exploring the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

The background to the research problem highlighted the dearth of research investigating the relationships between (i) *Hotel front office staff and Interest in tourist attractions*, (ii) *Hotel front office staff* and *Business tourists' visiting intentions*, and between (iii) *Interest in tourist attractions* and *Business tourists' visiting intentions*.

The main research question resulted in the formulation of research sub-questions that this study aimed to address. The background to the research problem further highlighted the need to understand the relationship between the abovementioned constructs in the SA context, specifically Pretoria. Thus, factors related to hotel front office staff and interest in tourist attractions needed to be investigated, to determine whether business tourists intend to visit tourist attractions when visiting a destination, which, in the context of the present study, is Pretoria, for business purposes.

6.2.2. Chapter 2

Chapter 2 provided an in-depth discussion of this study's literature review. The literature review was discussed in accordance with the formulated TROs, provided in Chapter 2. The current discussion will summarise Chapter 2 according to the formulated TROs.

First, this study succeeded in confirming *Hotel front office staff* as a valid and reliable theoretical construct, thereby achieving TRO1. *Hotel front office staff* comprises four dimensions, namely (i) *Front office services*, (ii) *Arranging visits to tourist attractions*, (iii) *Providing detailed directions to tourist attractions*, and (iv) *Providing detailed tourist attraction information*.

Second, this study succeeded in confirming *Interest in tourist attractions* as a valid and reliable theoretical construct, thereby achieving TRO2. *Interest in tourist attractions* comprises four dimensions, namely (i) *Range of tourist attractions*, (ii) *Security at tourist attractions*, (iii) *Authenticity*, and (iv) *Hotel's location*.

Third, this study succeeded in confirming *Business tourists' visiting intentions* as a valid and reliable theoretical construct, thereby achieving TRO3. *Business tourists' visiting intentions* comprises four items.

Fourth, this study succeeded in confirming the relationships between the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*, thereby achieving TRO4, TRO5, and TRO6. TRO4 was achieved by confirmation of the relationship between *Hotel front office staff* and *Interest in tourist attractions*, TRO5 was achieved by confirmation of the relationship between *Business tourists' visiting intentions* and *Interest in tourist attractions*, and TRO6 was achieved by confirmation of the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. TRO4 to TRO6 provided a viable theoretical foundation for exploring the relationships between the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* in the context of business tourism research.

TRO7 was aimed at establishing if *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* could serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (M_{BTIVTA}^{1}). TRO7 was achieved through confirmation that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in the model M_{BTIVTA}^{1}. The main aim of this study, TRO8, was to determine the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. TRO8 was achieved, providing a theoretical foundation for exploring mediation in the context of business tourism research.

6.2.3. Chapter 3

Based on the hypotheses listed in Chapter 2, Chapter 3 outlined an in-depth roadmap for testing the formulated hypotheses. This study was conducted in a field setting, using a cross-sectional survey to generate the primary data. This empirical study was quantitative in nature, and was aimed at exploring the interest of domestic business tourists in visiting tourist attractions. Furthermore, this study adopted a casual-explanatory nature to explore the changing relationship between *Hotel front office staff* and *Business tourists' visiting intentions* through *Interest in tourist attractions*.

A self-administered questionnaire was developed for the purpose of collecting this study's data from respondents. The questionnaire comprised five sections, namely Screening questions, Tourist demographic details, Tourists' perception of Hotel front office staff, Interest in tourist attractions, and Intent to visit tourist attractions. Categorical response scales were used to measure responses to the screening questions and to acquire tourist demographic details. A seven-point Likert intensity scale was used to measure items in the other three sections (Tourists' perceptions of hotel front office staff, Interest in tourist attractions, and Intent to visit tourist attractions). The questionnaire was piloted from May 2014 to June 2014, using two hotel front-office services experts, three tourism experts, two tourism research experts, a language editor, and a statistician to verify the questionnaire's content validity in the context of adequacy of items and measurement scales.

The target population for this study was domestic business tourists staying at a selected three-star hotel in Pretoria between 15 July 2014 and 15 April 2015. Domestic business tourists were tourists who classified themselves as residents of SA who were visiting Pretoria for the purpose of attending a meeting, conference, or exhibition, or who were sent by their employer for work-related activities. The hotel's GM was approached by the researcher to request permission to distribute the questionnaires (refer to Appendix 2 for a copy of the letter granting permission). A convenience sampling procedure, which is a non-probability sampling method, was used in this study. The fieldwork was

conducted by fieldworkers, and respondents were requested to answer all questions in the questionnaire.

IBM software programmes, SPSS 22.00 and SPSS AMOS 22.00 were used for data analysis. A total of 304 questionnaires were received, but 22 of the questionnaires were incomplete and could not be used for data analysis. Thus, only 282 questionnaires were usable, resulting in a sample of 282 respondents. The data from the 282 respondents were used to conduct PCA on the constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. CFA was conducted, using SEM, to explore the modelling of *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*. The three-phase approach depicted in Figures 3.3 and 4.1 was used as a guideline for this study's data analysis process.

6.2.4. Chapter 4

Chapter 4 reported the formulated EOs, which were in accord with the formulated hypotheses stated in Chapter 2. The three-phase approach outlined in Chapter 3 was used to report on the EOs. This study's data were collected from 282 domestic business tourists (as noted in Section 4.3.1.1) representing all nine provinces of SA (as noted in Section 4.3.2.3). The results were reported in accord with the respective hypotheses, for the purpose of confirming the results' contribution to the body of knowledge.

This study established that the constructs *Hotel front office staff* (see H_1), *Interest in tourist attractions* (see H_2), and *Business tourists' visiting intentions* (see H_3) can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (see H_8). SEM was used to establish the causal model and to explore the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

From the initial four dimensions of *Hotel front office staff* (see Section 6.2.2), PCA extracted three components, namely (i) *Perceived role of hotel front office staff regarding tourist attractions*, (ii) *Quality and availability of tourist attraction information and*

directions, and (iii) *Utilisation of sources of tourist attraction information*, which showed *Hotel front office staff* to be a valid and reliable construct (see Section 5.4.2.1.1). The achieved Cronbach α = .91 confirmed the reliability of *Hotel front office staff* (see Section 5.4.2.1.1). Thus H_1 was supported, and EO1 was achieved.

From the initial four dimensions of *Interest in tourist attractions* (see Section 6.2.2), PCA extracted four different components, namely (i) *Interest in tourist attractions in Pretoria*, (ii) *Importance of security at tourist attractions*, (iii) *Interest in culture and history of Pretoria*, and (iv) *Impact of proximity of hotel to tourist attractions and transport facilities*, which showed *Interest in tourist attractions* to be a reliable and valid construct (see Section 5.4.2.1.2). The achieved Cronbach α = .90 confirmed the reliability of *Interest in tourist attractions* (see Section 5.4.2.1.2). Thus H_2 was supported, and EO2 was achieved.

As stated in Section 6.2.2, an integration of four items, namely *Intent to visit tourist attractions*, *Willingness to spend time on visiting tourist attractions*, *Willingness to spend money on visiting tourist attractions*, *and Likelihood of asking others to join when visiting tourist attractions*, showed *Visiting intentions* to be a reliable and valid construct. The achieved Cronbach α = .93 confirmed the reliability and validity of *Visiting intentions* (see Section 5.4.2.1.3). Thus H_3 was supported, and EO3 was achieved.

The testing of three relationships, between *Hotel front office staff* and *Interest in tourist attractions* (see H_4), between *Business tourists' visiting intentions* and *Interest in tourist attractions* (see H_5), and between *Hotel front office staff* and *Business tourists' visiting intentions* (see H_6) was discussed in Section 6.2.2. H_4 was supported, and EO4 was achieved, as the relationship between *Hotel front office staff* and *Interest in tourist attractions* was confirmed by r = .54, n = 282 (p ≤ .01) (see Section 5.4.3.1). H_5 was supported and EO5 was achieved, as the relationship between *Business tourists' visiting intentions* and *Interest in tourist attractions* was confirmed by r = .71, n = 282 (p ≤ .01) (see Section 5.4.3.2). Lastly, H_6 was supported and EO6 was achieved, as the

relationship between *Hotel front office staff* and *Business tourists' visiting intentions* was confirmed by $r = .38$, $n = 282$ ($p \leq .01$) (see Section 5.4.3.3).

The aim of EO7 was to establish if the scores on *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* could serve in the final causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (H_7). Model $M_{BTIVTA}{}^1$, depicted in Figure 4.20, was the most parsimonious model that confirmed that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in such a causal model (see Section 4.4.2.2). Therefore, H_7 was supported, and EO7 was achieved.

Lastly, based on the aim of this study and the conducted literature review, EO8 was formulated to determine if the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions* (H_8). The results from the SEM analysis showed that *Interest in tourist attractions* fully mediates the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (see Section 4.4.2.3). The results supported H_8, and EO8 was achieved.

6.2.5. Chapter 5

Chapter 5 contained this study's results, integrating the empirical findings with the literature review discussed in Chapter 2. The item descriptive statistics for the screening questions and demographic details were used to create the sample's profile.

Section 6.2.2 summarised the results for TRO1, TRO2, and TRO3, in conjunction with the respective hypotheses, which results are contributions by this study. Chapter 4 reported on the confirmation of the relationships between the constructs indicated by TRO4, TRO5, and TRO6 (see Section 6.2.4).

The established final causal model ($M_{BTIVTA}{}^1$) shows that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in a causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (TRO7). This result

is supported by a number of studies (Akbaba, 2006; Chiang *et al.*, 2012; Smith & Garnham, 2006; Yang *et al.*, 2011) that identified tourist attractions as a link between hotel staff and business tourists' intentions of visiting tourist attractions. Finally, the mediation results, reported in Chapter 4, confirmed that the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is fully mediated by *Interest in tourist attractions* (TRO8).

The next section provides a discussion of the conclusions in terms of theoretical conclusions, methodological conclusions, and practical conclusions.

6.3. CONCLUSIONS

This section is divided into three categories, namely theoretical conclusions, methodological conclusions, and practical conclusions, reflecting the contribution of this study in each category. The theoretical conclusions of this study are discussed first.

6.3.1. Theoretical conclusions

The literature review informed the development of the constructs *Business tourists' visiting intentions*, *Hotel front office staff*, and *Interest in tourist attractions* (see Chapter 2) in the context of SA's domestic business tourism. This study provides a unique combination of dimensions and items to investigate *Hotel front office staff* (see Sections 2.5, 2.5.1, 2.5.1.1, 2.5.1.2, and 2.5.1.3), *Interest in tourist attractions* (see Sections 2.6, 2.6.1, 2.6.2, 2.6.3, and 2.6.4), and *Business tourists' visiting intentions* (see Sections 2.7). The literature provides support for the relationship between business tourists' visiting intentions, hotel front office staff, and interest in tourist attractions (see Chapter 2). As far as could be determined, no study has been conducted on the relationships between business tourists' visiting intentions, hotel front office staff, and interest in tourist attractions as was done in this context. The main aim of this study was to establish a causal model for the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff*, and *Business tourists' visiting intentions* — the Model of Domestic Business Tourist Intentions of Visiting Tourist Attractions. The

theoretical model depicted in Figure 1.2 was used as a compass for testing the relationships of the variables of the model.

Previously, the ability of hotel staff to perform services pertaining to tourist attractions was investigated in the context of hotel service quality (Akbaba, 2006; Yang *et al.*, 2011). As noted in Sections 1.2 and 5.4, it is the duty of hotel front office staff to perform services pertaining to tourist attractions. The present study integrated the four dimensions, to holistically investigate *Hotel front office staff* in relation to business tourists' inquiries pertaining to tourist attractions (as discussed in Sections 2.5.1 and 6.2.4). TRO1 was to establish whether *Hotel front office staff* is a reliable and valid theoretical construct. The PCA result of α = .91 (see Section 6.2.4), constituted achievement of EO1, and confirmed *Hotel front office staff* as a valid and reliable theoretical construct comprising the following three dimensions:

i. *Perceived role of hotel front office staff regarding tourist attractions* (based on items investigating role of hotel front office staff in front-office services, arranging visits to tourist attractions, providing detailed directions to tourist attractionsand providing detailed tourist attraction information);

ii. *Quality and availability of tourist attraction information and directions* (based on items investigating providing detailed directions to tourist attractions and providing detailed tourist attraction information); and

iii. *Utilisation of sources of tourist attraction information* (based on all items investigating providing detailed tourist attraction information).

These results agree with the results obtained in a number of studies (Akbaba, 2006; Lin *et al.*, 2010; Ortega & Rodriquez, 2007; Yang *et al.*, 2011). Akbaba (2006) and Yang *et al.* (2011) identified hotel staff's ability to (i) provide directions to tourist attractions and (ii) to arrange visits to tourist attractions as front-office services expected by business tourists. Lin *et al.* (2010) and Yang *et al.* (2011) found that business tourists expect hotel staff to provide tourist attraction information.

It was therefore concluded that a comprehensive investigation of the relationships depicted in Figure 2.1 would be achieved by including *Hotel front office staff*. As far as could be determined, no previous studies had made use of the *Hotel front office staff* construct in a business tourism context, which is a contribution by the present study.

Range of tourist attractions, *Security at tourist attractions*, *Authenticity*, and *Hotel's location* are the four dimensions of *Interest in tourist attractions* previously explored by researchers. In the present study, an in-depth literature review was conducted on these four dimensions, to comprehensively investigate interest in tourist attractions in this study's context. All four dimensions were integrated and investigated consistent with previous research, to measure the *Interest in tourist attractions* construct. The purpose of TRO2 was to establish whether *Interest in tourist attractions* is a reliable theoretical construct. This study's PCA result of α = .90 indicated that EO2 had been achieved, and confirmed *Interest in tourist attractions* as a reliable and valid theoretical construct comprising a unique combination of the following four dimensions (see Sections 5.4.2.1.2 and 6.2.4):

i.   *Interest in tourist attractions in Pretoria* (based on items investigating range of tourist attractions and hotel's location);

ii.   *Importance of security at tourist attractions* (based on items investigating security at tourist attractions);

iii. *Interest in culture and history of Pretoria* (authenticity); and

iv.   *Impact of proximity of hotel to tourist attractions and transport facilities* (hotel's location).

Based on these results, the results from a number of studies (Rittichainuwat & Chakraborty, 2012; Shin, 2009; Yankholmes & McKercher, 2015; Zhou *et al.*, 2014) are supported. Shin (2009) revealed that business tourists are motivated by the availability of a range of tourist attractions to visit a destination. Rittichainuwat and Chakraborty (2012) found that the level of security at tourist attractions is an important consideration to business tourists. Yankholmes and McKercher (2015) highlighted the likelihood of

business tourists visiting museums to experience an authentic display of a destination's heritage. Zhou *et al.* (2014) identified the proximity of a hotel's location to tourist attractions as a factor considered by business tourists when selecting a hotel.

It was therefore concluded that a comprehensive investigation of the relationships depicted in Figure 2.1 would be achieved by including *Interest in tourist attractions*. No previous studies could be identified that had made use of the *Interest in tourist attractions* construct.

TRO3 was to establish whether *Business tourists' visiting intentions* is a reliable and valid theoretical construct in a domestic business tourism context. An in-depth literature review was conducted on behavioural intentions, which enabled the measurement of *Business tourists' visiting intentions* in this study's context (see Section 2.7). The PCA result of α = .93 indicated that EO3 had been achieved, and confirmed *Business tourists' visiting intentions* as a reliable and valid theoretical construct (see Section 6.2.4). Furthermore, the results obtained in a number of studies (Amir *et al.*, 2015; Chiang *et al.*, 2012; Elston & Draper, 2012; Nelson & Rys, 2000; Xue & Cox, 2008) regarding the interest of business tourists in visiting tourist attractions were supported.

TROs 4 to 6 was determine the strength of the relationships between the three identified constructs, and were formulated to address the lack of previous research findings on the relationships between *Hotel front office staff* and *Interest in tourist attractions* (TRO4), between *Business tourists' visiting intentions* and *Interest in tourist attractions* (TRO5), and between *Hotel front office staff* and *Business tourists' visiting intentions* (TRO6). EO4 was achieved, indicated by a moderate positive correlation ($r = .54$) between *Hotel front office staff* and *Interest in tourist attractions* (see Section 6.2.4). EO5 was achieved, indicated by a high positive correlation ($r = .71$) between *Business tourists' visiting intentions* and *Interest in tourist attractions* (see Section 6.2.4). EO6 was achieved, indicated by a moderate positive correlation ($r = .38$) between *Hotel front office staff* and *Business tourists' visiting intentions* (see Section 6.2.4). Based on the achievement of EO4, EO5, and EO6, the relationships between *Hotel front office staff*,

Interest in tourist attractions, and *Business tourists' visiting intentions* have been theoretically and empirically established, providing clarification of these relationships in a domestic business tourism context.

The results from studies (listed in Table 2.2) highlighting the relationship between hotel front office staff and interest in tourist attractions were supported by the achievement of EO4, and the results from studies (listed in Table 2.3) highlighting the relationship between business tourists' visiting intentions and interest in tourist attractions were supported by the achievement of EO5. The achievement of EO6 supported the results from studies (listed in Table 2.4) highlighting the relationship between hotel front office staff and business tourists' visiting intentions.

Figure 1.2 depicts the proposed theoretical model that was used to establish if *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* could serve in a causal Model of Domestic Business Tourist Intentions of Visiting Tourist Attractions (TRO7). EO7 was formulated in support of TRO7 (see Section 4.2). This study's results confirm that *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* can serve in such a causal model. The causal model was, in turn, used to investigate the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (TRO8). As noted in Section 4.2, EO8 was formulated in support of TRO8. As noted in Section 6.2.4, this study's results indicate that *Hotel front office staff* has an indirect influence on *Business tourists' visiting intentions* through *Interest in tourist attractions*. Thus, EO7 and EO8 were achieved, providing clarification on how a Model of Business Tourists' Intentions of Visiting Tourist Attractions can be used to understand domestic business tourists' behaviour when they stay at a three-star hotel.

This study's results regarding EO7 support the proposed argument in Section 2.12, that the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is mediated by *Interest in tourist attractions*. Refer to Section 2.11 for the justification of this argument. The achievement of EO8 supports the findings Akbaba (2006) and

Chiang *et al.* (2012). Akbaba (2006) revealed that business tourists expect hotel staff to assist with enquiries pertaining to tourist attractions. Chiang *et al.* (2012) confirmed that business tourists are likely to arrange visits to tourist attractions through a hotel.

6.3.2. Methodological conclusions

An in-depth literature review was conducted on interest in tourist attractions, hotel front office staff, and business tourists' visiting intentions, in order to develop this study's questionnaire (as noted in Section 3.3.2.2). The confirmed reliability of all three constructs (see Section 6.2.4) therefore confirms the reliability of the newly developed questionnaire. This makes a methodological contribution with respect to a reliable questionnaire to employ when exploring the relationship between interest in tourist attractions, hotel front office staff, and business tourists' visiting intentions.

As noted in the above paragraph, the development of a new questionnaire to holistically investigate the relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions has a significant practical implication. This questionnaire enables an in-depth investigation of the interest of business tourists in visiting tourist attractions when staying at a three-star hotel and visiting a destination for business purposes.

The use of bivariate analysis to extensively investigate relationships between constructs is not sufficient (Brown, 2015). Thus, a combination of bivariate and multivariate analysis was used in the present study to test the hypotheses and develop the causal model. A multivariate approach was used to determine the mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. This study makes a methodological contribution by having applied statistical techniques that (i) accommodate the development of new constructs and (ii) having comprehensively investigated relationships between constructs. SEM was used to establish the causal Model of Domestic Business Tourists' Intentions of Visiting Tourist Attractions, and to explore the mediating effect of *Interest in tourist attractions*. This study makes another methodological contribution by having testing

Hotel front office staff, *Interest in tourist attractions*, and *Business tourists' visiting intentions* in a unique relationship, using SEM.

6.3.3. Practical conclusions

The practical conclusions are discussed in the context of the implications of this study's results for hotel managers, tourist attractions managers, tourism educators, tourism researchers, and tourism authorities.

The developed causal Model of Business Tourists' Intentions of Visiting Tourist Attractions can be used as a compass for improving hotels' front office services pertaining to tourist attractions. Hotel front office staff may be involved in the promotion of destinations' tourist attractions for the purpose of stimulating business tourists' visiting intentions.

The identified skills required to perform front office services relating to tourist attractions (see Section 2.5.1) may be used by tourism educators as a guideline in developing training programmes for hotel front office staff. Such training programmes may contribute towards a successful career in the hotel industry.

The ability of the newly developed questionnaire to holistically investigate *Interest in tourist attractions* can provide tourist attractions managers with a deeper understanding of business tourists' intentions of visiting tourist attractions. Tourist attractions managers can also disseminate promotional material, i.e. brochures, to hotels as part of tourist attractions' marketing strategies, to enhance visitation and retention.

The confirmed relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions (see Section 6.3.1) can guide tourism authorities in developing destination marketing strategies to attract business tourists. Section 1.2.2 highlighted the underutilisation of tourist attractions as a concern of tourism authorities. This study's findings can be used by tourism authorities to foster the

relationship between hotels and tourist attractions to increase the utilisation of tourist attractions.

The next section discusses this study's recommendations.

6.4. RECOMMENDATIONS

Recommendations are made from a theoretical, methodological, and practical perspective. Theoretical recommendations are discussed first.

6.4.1. Theoretical recommendations

The *Hotel front office staff construct* comprises three dimensions that enable a holistic investigation of the construct (see Sections 6.3.1 and 6.3.2). The dearth of research investigating the relationship between hotel front office staff and interest in tourist attractions provided an opportunity to lay a theoretical foundation for understanding the role of hotel front office staff in the promotion of tourist attractions. Other dimensions, such as *Use of IT applications to provide tourist attraction information* (Yeh *et al.*, 2005) could be included to holistically investigate *Hotel front office staff*.

Interest in tourist attractions comprises four dimensions that enable a holistic investigation of the construct (see Sections 6.3.1 and 6.3.2). The rich literature on research relating to interest in tourist attractions supports the expansion of this construct in the present study. However, other dimensions could be included, such as *Motivations* (Luo & Lu, 2011; Shin, 2009; Yousefi & Marzuki, 2012) that trigger the interest of business tourists to visit tourist attractions, to ensure a well-rounded questionnaire to investigate *Interest in tourist attractions*.

The present study adopted four items from studies investigating behavioural intentions to investigate *Business tourists' visiting intentions* (see Section 2.6). The dearth of research investigating visiting intentions offers an opportunity to develop the construct further. Smith and Garnham (2006) highlight the likelihood of business tourists booking

tours to visit tourist attractions, organised by business tourism event organisers. The inclusion of the likelihood of business tourists booking such tours (Smith & Garnham, 2006) might have contributed towards the way in which the construct was investigated. Thus, future studies may consider including an item investigating the *likelihood of business tourists booking tours organised by business tourism event organisers* to comprehensively investigate *Business tourists' visiting intentions*.

Model M$_{BTIVTA}$[1] confirms the indirect influence of *Tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (see Sections 4.4.2.2, 6.2.4, and 6.4.1). This study did not explore the influence of domestic business tourists' demographic details on *Business tourists' visiting intentions*. Future studies could therefore explore the influence of demographic details such as age, gender, and province of residence on *Business tourists' visiting intentions*.

6.4.2. Methodological recommendations

The present study employed a causal model to explore the mediating effect of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*. Guan *et al.* (2014) highlight moderation as another technique to employ when seeking to understand the interactive roles of variables. Because the relationship between the constructs has been confirmed, future studies could explore the moderating effect of *Business tourists' visiting intentions* according to the variables age, gender, and province of residence, in the relationship between *Interest in tourist attractions* and *Business tourists' visiting intentions*.

As noted in Section 3.5, the present study's fieldworkers were the selected hotel's front office staff, and questionnaires were issued to business tourists upon check-in and returned upon check-out. Future studies, other than studies investigating hotel service quality, should consider this approach, as it allows respondents sufficient time to complete questionnaires in their own time and in the comfort of their hotel rooms. Furthermore, future studies should consider online questionnaires to collect data from respondents.

The questionnaire used in the present study could be used to investigate the same phenomenon in the context of four- and five-star hotels in Pretoria. Furthermore, hotel managers of three-, four-, and five-star hotels in different locations can adapt the questionnaire to investigate the phenomenon in the context of different market segments (as highlighted in Section 6.4.3).

The difficulty of obtaining permission to distribute questionnaires at more hotels resulted in the present study being conducted at a single hotel. It is recommended that future studies obtain permission to distribute questionnaires at two hotels in two different destinations. This approach will broaden the scope of a study by (i) increasing the sample size and (ii) providing an opportunity to compare the data collected from two different hotels.

Section 3.3.1.1 highlighted the use of convenience sampling in this study, due to the difficulty of using probability sampling techniques when the population size is unknown. As recommended by Kleynhans and Zhou (2012), future studies could use other non-probability sampling techniques, such as quota sampling, in conjunction with convenience sampling, to minimise the uneven representation of respondents in the sample.

As noted in Section 3.3.1.3, the scope of this study was limited to domestic business tourists. It is therefore suggested that future studies test the Model of Business Tourists' Intentions of Visiting Tourist Attractions on international business tourists. Future studies could also explore the model using both domestic and international business tourists in a single sample.

This study investigated hotel front office staff from domestic business tourists' perspectives (see Section 3.3.1.3). Future studies could investigate the willingness of hotel managers to invest in training the hotel's front office staff to deliver services relating to tourist attractions. Future studies could also investigate the willingness of

tourist attraction managers to partner with hotels in promoting tourist attractions. Furthermore, future studies could investigate hotel front office staff from leisure tourists' perspectives.

Veasna *et al.* (2013) quantitatively confirmed the mediating effect of *destination image* on the relationship between *destination source* and *destination attachment.* Tourist attractions are antecedents of destination image (Veasna *et al.*, 2013). Similarly, the present study adopted a quantitative approach to prove the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions.* Future studies could employ a mixed-method approach to investigate this relationship. A qualitative approach will enable respondents to express their perceptions, which would provide insights (Wong & McKercher, 2011) into the relationships between constructs.

The likelihood of business tourists enquiring about tourist attractions from hotel staff during a hotel stay has attracted significant research attention over the past two decades (see Section 2.10). It is a duty of hotel front office staff to perform services pertaining to tourist attractions (as highlighted in Sections 1.2 and 5.4). Model M_{BTIVTA}[1] confirmed the indirect influence of *Hotel front office staff* on *Business tourists' visiting intentions* through *Interest in tourist attractions* (see Sections 4.4.2.2 and 6.2.4). However, more studies, at hotels with different star gradings and in diverse locations, should be conducted to further investigate business tourists' visiting intentions.

Lastly, the literature review identified *Security at tourist attractions* as a dimension of *Interest in tourist attractions* (see Section 2.6). PCA extracted *Interest in tourist attractions* as a construct comprising, amongst others, *Importance of security at tourist attractions* as a component (as highlighted in Section 6.3.1). SEM, however, indicated a correlation between *Importance of security at tourist attractions* and *Hotel front office staff*, instead of a correlation between *Importance of security at tourist attractions* and *Interest in tourist attractions* (see Section 4.4.2.2). Future studies could therefore further

investigate the relationship between *Importance of security at tourist attractions* and *Hotel front office staff*.

Practical recommendations are discussed next.

6.4.3. Practical recommendations

The practical recommendations are discussed in terms of the implications of this study's results for hotel managers, tourist attraction managers, tourism educators, tourism researchers, tourism associations (specifically the Tshwane Tourism Association), and tourism authorities such as the Tshwane Convention and Visitors Bureau.

The constructs of the Model of Business Tourists' Intentions of Visiting Tourist Attractions may add value to managers of hotels aiming to retain domestic business tourists. Hotel managers may use this study's results as an indication of the expectations that business tourists have of hotels' front office services pertaining to tourist attractions. This study's results may also be used as a guideline when training hotels' front office staff to perform services pertaining to tourist attractions.

The present study investigated domestic business tourists' perceptions of hotel front office staff regarding services pertaining to tourist attractions (see Section 4.4.1.1). Hotel managers could conduct surveys to investigate the perceptions of other types of tourists, such as leisure tourists in this regard. In addition, hotel managers could conduct surveys to investigate different types of business tourists and their reasons for undertaking their business trips, their organisational level, and their level of education (see Swart, 2013).

Yeh (2013) found that the hotel front office staff who participate in tourism activities are likely to have a higher job satisfaction level in relation to those who do not participate in tourism activities. Yeh (2013) further suggests that hotel managers to make an effort to get the hotel front office involved in tourism activities. By involving the hotel front office staff in tourism activities, hotel managers will not only have the front office staff with

increased job satisfaction levels, but will also have the front office staff that is knowledgeable about tourism activities in the destination.

The identified *Business tourists' visiting intentions* items may add value to managers of tourist attractions aiming to increase the number of visitors in the domestic business tourist market segment. The provision of tourist attraction information as a service that is expected of hotels, and brochures could help to provide tourists with information on attractions (see Sections 2.5.4 and 4.4.1.1). Tourist attraction managers could distribute brochures to hotels for the purpose of encouraging visits by tourists staying at these hotels.

Hotel front office staff form an integral part of hotel services, and therefore need to be equipped with the necessary skills to deliver outstanding service (as highlighted in Section 2.5). As noted in Section 6.3.3, tourism educators can use this study's results when developing training programmes for candidates pursuing careers in hotel front office services.

The Model of Business Tourists' Intentions of Visiting Tourist Attractions is limited to domestic business tourists (see Section 3.3.1.3). This provides tourism researchers with the opportunity to explore use of the model on different types of tourists, i.e. international business tourists and leisure tourists. Tourism researchers could also adapt the model to incorporate more variables, as proposed in Section 6.4.1, to gain an in-depth understanding of the relationship between business tourists and interest in tourist attractions. Tourism associations such as Tshwane Tourism Association could use this study's findings as a guideline when developing marketing strategies to stimulate visits to tourist attractions.

This study's contributions are discussed next.

6.5. CONTRIBUTIONS

This study's contributions are divided into three categories, namely theoretical contributions, methodological contributions, and practical contributions. The theoretical contributions of this study are discussed first.

6.5.1. Theoretical contributions

As highlighted in Section 6.4.2, SEM was used to establish the Model of Business Tourists' Intentions of Visiting Tourist Attractions, which was employed to explore the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, which has not been done in SA or abroad. An in-depth literature analysis was conducted on hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions, for the purpose of developing the model. Bivariate and multivariate analyses were used to comprehensively explore the constructs and the relationships between them.

The extracted *Hotel front office staff* construct was comprehensively investigated (see Sections 6.3.1, 6.3.2, and 6.4.1). The dearth of research investigating hotel front office staff in this study's context hinders the comparison of this study's results to those of others. Even though other dimensions could be added to the construct (see Section 6.4.1), this study makes a contribution by investigating *Hotel front office staff* in the context of three extracted components, highlighted in Sections 4.4.2.1.1.1 and 6.3.1. A number of studies (Akbaba, 2006; Lin *et al.*, 2010; Ortega & Rodriquez, 2007; Yang *et al.*, 2011) support the investigation of *Hotel front office staff* in the context of three extracted components. Akbaba (2006) and Yang *et al.* (2011) identified (i) the role of hotel staff regarding tourist attractions. Lin *et al.* (2010) revealed that business tourists expect (ii) quality and availability of tourist attraction information and directions. Ortega and Rodriquez (2007) highlighted the dimension (iii) utilisation of sources of tourist attraction information.

As noted in Section 6.4.1, the richness of the literature on interest in tourist attractions offers flexibility in exploring the construct. PCA extracted four components forming the

construct (see Sections 4.4.2.1.2.1 and 6.3.1). Sections 2.6.1, 2.6.2, 2.6.3, and 2.6.4 highlight the dearth of research investigating interest in tourist attractions in the present study's context. This study makes contributions by having explored the construct in the context of *Interest in tourist attractions in Pretoria*, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities* (see Sections 4.4.2.1.2.1 and 6.3.1). The findings of the present study support those of a number of studies (Rittichainuwat & Chakraborty, 2012; Shin, 2009; Yankholmes & McKercher, 2015; Xue & Cox, 2008; Zhou *et al.*, 2014) regarding the investigation of *Interest in tourist attractions* in the context four extracted components. Shin (2009) revealed business tourists' (i) interest in a destination's tourist attractions. Rittichainuwat and Chakraborty (2012) highlighted (ii) the importance of security at tourist attractions. Yankholmes and McKercher (2015) revealed business tourists' (iii) interest in a destination's heritage. Zhou *et al.* (2014) indicate the hotel's proximity to tourist attractions, while Xue and Cox (2008) highlighted the hotel's proximity to transport facilities as important factor of a hotel's location to business tourists. Thus, these studies (Xue & Cox, 2008; Zhou *et al.*, 2014) highlighted the (iv) impact of proximity of the hotel to tourist attractions and transport facilities.

The interest of business tourists in visiting tourist attractions is acknowledged in business tourism literature (see Section 2.6.1). There is, however, a dearth of research investigating business tourists' intentions of visiting tourist attractions (as noted in Section 2.7) in the domestic tourism context. Thus, the researcher was unable to compare the findings of the present study to those of others. As further noted in Section 2.7, a literature review on behavioural intentions was conducted to form the *Business Tourists' Visiting Intentions* construct. The four items adopted from the literature yielded a reliable construct (see Section 6.3.1). Thus, this study made a contribution by laying a theoretical foundation for exploring the construct in a business tourism context. A number of studies (Chang & Polonsky, 2012; Lee *et al.*, 2014; Song *et al.*, 2014) support the investigation of business tourist' visiting intentions using four items. Lee *et al.* (2014) revealed (i) the intention to visit a tourist attraction as an indication of visiting intentions. Song *et al.* (2014) identified (ii) willingness to spend time (ii) and (iii) money on tourist

attractions as an indication of visiting intentions. Chang and Polonsky (2012) acknowledge (iv) willingness to ask others join when visiting a place of interest as an indication of visiting intentions.

The present study explored the relationship between *Hotel front office staff* and *Interest in tourist attractions* (see Sections 2.8). No previous studies in business tourism literature have explored the relationship between the constructs in a business tourism context in SA. Chiang *et al.* (2012) and Yang *et al.* (2011) highlight the relationship between hotel staff and tourist attractions (see Table 2.2). The present study's results confirmed a positive relationship between the constructs (see Sections 4.4.3 and 6.3.1). Thus, this study makes a contribution by filling the identified gap of a lack of research exploring the relationship between *Hotel front office staff* and *Interest in tourist attractions*.

This study further explored the relationship between *Business tourists' visiting intentions* and *Interest in tourist attractions* (see Sections 2.9). Veasna *et al.* (2013) confirm the relationship between tourist attractions and the intention to visit a destination. There is, however, no previous study in business tourism literature that has explored the relationship between business tourists' visiting intentions and interest in tourist attractions. The present study's results confirm a positive relationship between the constructs (see Sections 4.4.3 and 6.3.1). Thus, the present study makes a contribution by filling the identified gap of a lack of research exploring the relationship between *Business tourists' visiting intentions* and *Interest in tourist attractions*.

The relationship between *Hotel front office staff* and *Business tourists' visiting intentions was explored* (see Section 2.10). No previous studies could be identified in business tourism literature that explored this relationship. The present study's results confirm a positive relationship between the constructs (see Sections 4.4.3 and 6.3.1). Thus, this study makes a contribution by addressing the identified gap of a lack of research exploring the relationship between *Hotel front office staff* and *Business tourists' visiting intentions*.

Model M$_{BTIVTA}$[1] confirms *Tourist attractions* as a mediator in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (see Section 6.3.1). The present study makes a contribution by shedding light on the influence of *Interest in tourist attractions* in the causal model. The argument proposed in Sections 2.11 and 2.12, that the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* is influenced by *Interest in tourist attractions*, is supported by this study's results. Given the fact that it is a duty of the hotel front office to perform services pertaining to tourist attractions (Sections 1.2 and 5.4), a number of studies (Akbaba, 2006; Chiang *et al.*, 2012; Elston & Draper, 2012; Terzi *et al.*, 2013; Yang *et al.*, 2011) justify this argument. The present study further makes a contribution by lessening the dearth of research exploring the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* in SA.

6.5.2. Methodological contributions

A newly developed questionnaire was used for the present study's data collection (see Section 3.3.2.2). As highlighted in Section 6.3.2, the self-administered questionnaire's reliability was confirmed by the achievement of reliability scores exceeding the minimum Cronbach's α for each construct. This study made a contribution through the development of a questionnaire that comprehensively and reliably investigates hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions.

The newly developed Hotel Front Office Staff, Interest in Tourist Attractions, and Business Tourists' Visiting Intentions Questionnaire used in this study provides reliable insights into the existing relationships between the constructs. PCA was considered a suitable statistical approach for extracting components (see Sections 3.3.4.2.2.1). Thus, this study makes a contribution by confirming the idealness of PCA in extracting components from newly developed theoretical constructs.

SEM was used to establish the Model of Business Tourists' Intentions of Visiting a Tourist Attraction, and to analyse the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* (see Section 6.5.1). This statistical method yielded the most parsimonious causal model ($M_{BTIVTA}1$), in which *Hotel front office staff* is an exogenous variable, *Interest in tourist attractions* is a mediator variable, and *Business tourists' visiting intentions* is an endogenous variable. The four-step approach proposed by Frazier *et al.* (2004) was used to determine the mediation (see Section 3.3.4.2.2.4). Successful development of the causal model ($M_{BTIVTA}1$) lessened the lack of research investigating the role interest in tourist attractions in the relationship between hotel front office staff and business tourists' visiting intentions.

6.5.3. Practical contributions

The practical contributions are discussed in terms of how this study's results may benefit hotel managers, tourist attraction managers, tourism educators, tourism researchers, and authorities such as the Tshwane Tourism Association.

As highlighted in Section 6.4.3, this study's findings could be used by hotel managers to understand business tourists' expectation of a hotel's front office services pertaining to tourist attractions. The questionnaire used to investigate front office services pertaining to tourist attractions proved to be appropriate for measuring the phenomenon in the domestic business tourist context. This study investigated front office services pertaining to tourist attractions in the context of a three-star hotel in Pretoria.

Tourist attraction managers could use this study's results to develop marketing strategies to stimulate the interest of domestic business tourists in visiting tourist attractions (see Section 6.4.3). The Hotel Front Office Staff, Interest in Tourist Attractions, and Business Tourists' Visiting Intentions Questionnaire could be adapted to investigate the phenomenon at a different destination. Thus, tourist attraction managers and hotel managers could adapt the questionnaire and conduct surveys to investigate

the interest of different market segments in visiting tourist attractions at a particular destination.

As noted in Section 1.2, no previous studies that investigated the relationship between hotel front office staff, interest in tourist attractions and business tourists' visiting intentions could be identified. The present study's results confirm the existence of a relationship between *Hotel front office staff* and *Business tourists' visiting intentions*, mediated by *Interest in tourist attractions* (as highlighted in Section 6.3.1). Section 6.4.3 highlighted the significance of hotel front office staff in hotels' front-office services. Tourism educators could use this study's results in the development of training programmes.

The Model of Business Tourists' Intentions of Visiting Tourist Attractions could be aligned with the Domestic Tourism Growth Strategy 2012 - 2020 to remedy the underutilisations of tourist attractions in SA (as highlighted in Section 1.2). Section 4.4.2.1.1.1 highlighted dimensions of *Hotel front office staff* that influence the interest of domestic business tourists in visiting tourist attractions in Pretoria. Section 4.4.2.1.2.1 highlighted dimensions of *Interest in tourist attractions* that influence the interest of domestic business tourists in visiting tourist attractions. The section on Business tourists' visiting intentions (Section 4.4.2.1.3) concluded with factors that influence the intentions of domestic business tourists to visit tourist attractions in Pretoria. Tourism researchers could adapt the developed causal model by adding more variables, i.e. retention (see Swart, 2013), to apply the model in a different business tourism market segment.

The holistic conceptualisation of the Model of Business Tourists' Intentions of Visiting a Tourist Attraction provides tourism authorities with an appropriate tool for exploring the relationship between hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions. An In-depth understanding of the relationship between these construct will further enable Pretoria's tourism associations, such as Tshwane Tourism Association, and tourism authorities, such as the City of Tshwane's Convention and

Visitor Bureau, to develop strategies that may better retain domestic business tourists. Furthermore, the model could be adapted by tourism authorities to include more variables, and to investigate other tourism market segments, such as leisure tourists.

This study provides an in-depth understanding of domestic business tourists' hotel service expectations and factors of tourist attractions that impact the interest of business tourists in visiting tourist attractions (as highlighted in Section 1.1). The mediating role of *Interest in tourist attractions* in the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* was confirmed (see Section 4.4.2.3). In practice, this mediating relationship implies that interest in tourist attractions results in the need for hotel front office services pertaining to tourist attractions. In addition, interest in tourist attractions yields business tourists' interest in visiting tourist attractions. The City of Tshwane's Convention and Visitor Bureau, in conjunction with hotels and tourist attractions managers, could further use this study as a guideline to facilitate the relationship between hotels and attraction stakeholders in Pretoria, to develop a symbiotic relationship that will enhance the domestic business tourist's experience in Pretoria, in order to stimulate retention.

The next section discusses this study's possible limitations.

6.6. POSSIBLE LIMITATIONS OF THIS STUDY

A cross-sectional survey was used to generate this study's primary data, in order to develop the causal Model of Business Tourists' Intentions of Visiting Tourist Attractions (see Section 3.2). As noted in Section 3.3.1.1, convenience sampling was used to select respondents from the domestic business tourist population. The use of convenience sampling means that this study's results cannot be generalised to the domestic business tourist population.

As noted in Section 3.3.1.3, this study was limited to domestic business tourists staying at a three-star hotel in Pretoria between 15 July 2014 and 15 April 2015. Thus, this study's findings cannot be used to make generalisations regarding international tourists

and other tourist market segments, i.e. leisure tourists, who stayed at the hotel during the same period.

There is reluctance on the part of hotel managers to give researchers permission to disseminate questionnaires to domestic business tourists staying in their hotels, which impacted this study's sample (as discussed in Section 3.3.3.1). Thus, this study's results should be generalised with caution to other three-star hotels in Pretoria and other destinations.

The Hotel Front Office Staff, Interest in Tourist Attractions, and Business Tourists' Visiting Intentions Questionnaire investigated only hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions quantitatively. SEM is quantitative, and requires the employment of a measurement instrument that can be tested for reliability (see Section 3.3.4.2.2.3). The Hotel Front Office Staff, Interest in Tourist Attractions, and Business Tourists' Visiting Intentions was successfully used to collect reliable data for this study (as highlighted in Sections 4.4.2.1.1.1, 4.4.2.1.2.1, and 4.4.2.1.3), but did not allow respondents to express their opinions qualitatively.

Of the respondents in this study, 32 % were females (see Section 4.3.2.1), 12% were between the ages of 50 and 65 years (see Section 4.3.2.2), and 5.7% were from Gauteng (see Section 4.3.2.3). The unevenness of this study's sample profile in the context of gender, age, and province of residence necessitates cautious interpretation of this study's results. Future studies may consider employing additional sampling methods, such as quota sampling, in conjunction with convenience sampling, to ensure an even sample profile.

No measurement instruments used in previous studies investigated hotel front office staff, interest in tourist attractions, and business tourists' visiting intentions in the manner of the present study. Thus, the reliability of the Hotel Front Office Staff, Interest in Tourist Attractions, and Business Tourists' Visiting Intentions Questionnaire could not be

benchmarked against the reliability of previous measurement instruments investigating similar constructs.

The next section contains suggestions for future studies.

6.7.   SUGGESTIONS FOR FUTURE STUDIES

This section contains suggestions for future studies based on this study's results.

Section 6.6 highlighted this study's limitation to a single three-star hotel in Pretoria. To overcome this limitation, future studies could include another three-star hotel in different locations that attract domestic business tourists. This will offer a broader sample, and enable comparison of domestic business tourists' interest in visiting tourist attractions at different destinations.

This study used a cross-sectional survey to generate primary data from domestic business tourists visiting Pretoria to attend a meeting, conference, or exhibition, or who were sent by their employer for work-related activities. Future studies should use a cross-sectional survey to limit the sample to domestic business tourists visiting a destination for a similar reason, e.g., a conference. This will offer the possibility of generalising the results to the population of domestic business tourists visiting a destination for a similar purpose. This would be ideal for a hotel that has conference- or events facilities, and questionnaires could easily be distributed by the hotel's front office staff to event delegates upon check-in.

The use of convenience sampling, which is a non-probability sampling method, hinders the generalisation of this study's results. Future studies could use a probability sampling method, i.e. systematic sampling, to ensure that respondents form an even representation of the population. Furthermore, future studies could use a probability sampling method on a population of domestic business tourists visiting a destination for a similar purpose. This will offer an easy fieldwork process (see above paragraph) and allow the results to be generalised to the domestic business tourist population.

This study investigated *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* in the context of domestic business tourists. Thus this study's results are limited to domestic business tourist staying at a three-star hotel. Future studies could investigate use of the Model of Business Tourists' Intentions of Visiting Tourist Attractions in other market segments, e.g., leisure tourists, for the purpose of developing a comprehensive causal model. Furthermore, future studies could explore use of the model on other tourists staying at four- and five-star hotels.

As can be seen in Figure 1.2, *Security at tourist attractions* is a dimension of *Interest in tourist attractions* in this study's proposed Model of Business Tourists' Intentions of Visiting Tourist Attractions. PCA confirmed *Importance of security at tourist attractions* (previously *Security at tourist attractions*) as a dimension of *Interest in tourist attractions* (see Section 5.4.2.1.2). However, SEM revealed a positive relationship between *Importance of security at tourist attractions* and *Hotel front office staff* (see Section 5.4.2.1.2). SEM did not support this study's proposed theoretical framework or the PCA results pertaining to the relationship between *Importance of security at tourist attractions* and *Interest in tourist attractions.* Future studies could explore this.

As noted in Section 3.2, this study was quantitative in nature, and investigated *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions* quantitatively. The quantitative research approach restricted respondents from expressing their opinions qualitatively (see Section 6.6). Future studies could consider adopting a mixed-method research design to enable respondents to give quantitative scores and to express their opinions qualitatively.

6.8. FINAL CONCLUSION — ANSWERING OF THE MAIN RESEARCH QUESTION

This study's results indicate that the proposed theoretical framework and research hypotheses set out in Chapter 2 were supported. A cross-sectional survey was conducted to test the theoretical framework and measure the three constructs. This procedure resulted in a causal model where *Business tourists' visiting intentions*

(endogenous variable), *Hotel front office staff* (exogenous variable), and *Interest in tourist attractions* (mediating variable) were entered into the SEM equation to attain the most parsimonious model with full mediation. Confirmation of the mediating effect of *Interest in tourist attractions* on the relationship between *Hotel front office staff* and *Business tourists' visiting intentions* in the final Model of Business Tourists' Intentions of Visiting Tourist Attractions ($M_{BTIVTA}{}^{1}$) confirms the achievement of this study's main research objective.

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LIST OF APPENDICES

Appendix 1: Definitions of key terms

As noted in Chapters 1 and 2, this appendix contains the definition for key terms.

Key term	Source	Definition
Interest (in tourist attractions)	Chen *et al.* (2014: 791)	"... degree of fascination ...".
	Lee *et al.* (2014: 170)	"... strength of preference ..."
	Song *et al.* (2014: 105)	"... strong thoughts or feelings ..."
Based on the above definitions of "interest" coupled and definition of "tourist attractions" in Section 2.6, the following definition of *interest in tourist attractions* is formulated for the purpose of this study: The business tourists' degree of fascination over an institution or locality which, based on key attributes, is deemed a tourist attraction.		
Hotel (front office) staff	Tews *et al.* (2011: 94)	Individuals "… hired … to meet the needs of their [hotels] guests …".
	Clark *et al.*(2009: 215)	Individuals with "… explicit understanding of their [employees'] responsibilities and roles within the organisation [i.e. a hotel] …".
	Johanson and Woods (2008: 310)	Individuals who perform "… numerous physical tasks, including carrying trays and handle mental responsibilities, such as calculating charges, noting individual guest's preferences and meeting a hotel's service standards".
Based on the above definitions of "hotel staff" coupled and definition of "front office services" in Section 2.5.1, the following definition of *hotel front office staff* is formulated for the purpose of this study The individuals who are employed by the hotel to carry out front office services, which include, inter alia, providing business tourists with information related to surrounding tourist attractions and arranging business tourists' visits to tourist attractions.		
Business tourists' visiting intentions	Lo and Qu (2014: 2)	"… behavioural intention of visiting".
	Song *et al.* (2014: 105)	"… behavioural intention for a festival [tourist attraction] visit".

Key term	Source	Definition
	Tangeland, Vennesland,& Neybakk (2012: 366)	"… the intention to perform an action (e.g. to participate in an expedition)".

For the purpose of this study, *business tourists' visiting intentions* is the degree to which a domestic business tourist intends to visit a tourist attraction in Pretoria in future.

Key term	Source	Definition
Front office services		As far as could be determined, no definition of *front office service* has been formulated either tourism or hospitality literature. Thus, the definitions of *service* provided by a number of scholars (Hoffman & Bateson, 2006; Kandampully *et al.*, 2011; Law & Yip, 2010) were visited for the purpose of this study.
	Hoffman and Bateson (2006: 5)	"It [service] is a performance, deeds or efforts".
	Kandampully *et al.* (2011: 25)	"… actual performance …".
	Law and Yip (2010)	"… performance …".

Thus for the purpose of this study, *front office services* is defined as routine performances of physical tasks by the front-office employees of a hotel towards the satisfaction of business tourists' needs.

Key term	Source	Definition
Arranging visits to tourist attractions	Kasavana and Brooks (2009: 68)	"… making restaurant reservations, purchasing tickets for events and organising transport".
	Nair (2010: 285)	"… procurement of tickets to special events and organising transportation to places of interest".
	Yang *et al.* (2011: 358)	"… organising a city tour".

For the purpose of this study, *arranging visits to tourist attractions* refers to hotel employees making reservations at tourist attractions and organising transportation for business tourists.

Key term	Source	Definition
Providing detailed directions to tourist		As far as could be determined, a definition of *providing detailed directions to tourist attractions* has not been formulated in the literature. Scholars (Bancroft, 2010; Lew & McKercher, 2006), however,

Key term	Source	Definition
attractions	have provided definitions of *directions*.	
	Lew and McKercher (2006: 408)	"… distribution of tourist attractions and how the available public transport facilities and routes connect the hotel to tourist attractions".
	Bancroft (2010: 13)	Information related to the "… precise location …".
For the purpose of this study, *providing detailed directions to tourist attractions* refers to the provision of travelling information from the hotel's location to a tourist attraction's location by the hotel employees to business tourists.		
Providing detailed tourist attraction information	Gil and Ritchie (2009: 482)	Providing "… information related to a tourist attraction".
	Ramkissoon and Uysal (2011: 541)	Providing "… information utilised by tourists to facilitate trip planning".
	Ortega and Rodríguez (2007: 146)	"… communication at a destination attempting to expand the knowledge and experiences of tourists about tourist attractions".
For the purpose of this study, *providing detailed tourist attraction information* is defined as thorough knowledge conveyed by hotel employees to business tourists regarding tourist attractions.		
Range of tourist attractions	Kušen (2010: 413)	"… tourist attraction base".
	Middleton and Clarke (2001: 10)	"… mixture of tourist attractions".
	Weidenfeld et al. (2010: 4)	"… multiple but different types of tourist attractions".
For the purpose of this study, *range of tourist attractions* is defined as the collection different types of tourist attractions available to business tourists.		
Security at tourist attractions	As far as could be determined, no definition of *security at tourist attractions* has been formulated in the literature. Scholars (George, 2010; Rittichainuwat & Chakraborty, 2012; Wilks, 2006), however have provided definitions of *security*.	
	George (2010: 808)	"… feeling safe".

Key term	Source	Definition
	Rittichainuwat and Chakraborty (2012: 43)	"… feeling of safety".
	Wilks (2006: 4)	"… freedom from danger, risk, or doubt".
For the purpose of this study, *security at tourist attractions* is defined as the restraint of the business tourist's exposure to crime or any harm to health and personal belongings, for the purpose of fostering business tourists' feeling of safety whilst at a tourist attraction.		
	Cohen and Cohen (2012: 1296)	"… true resemblance of origins established by the demonstration of genuine features".
Authenticity	Steiner and Reisinger (2006: 301)	"… a genuine performance demonstrating one's true culture".
	Taylor (2001: 9)	"It is the reproduction of genuine history that is not polluted by modern features".
For the purpose of this study, *authenticity* refers to the genuine display of a destination's heritage to business tourists.		
	Medlik and Ingrim (2000: 3)	"… actual position of a hotel".
Hotel's location	Rogerson (2012: 76)	"… spatial … distribution… of a hotel …".
	Yang*et al.* (2015: 213)	"… hotel distribution …".
For the purpose of this study, *hotel's location* is defined as the hotel's geographical position within a destination, such as Pretoria.		
	Adams, Blieszner, and De Vries (2000: 119)	"… level of development …".
Age	Nakamura and Tanaka (1988: 90)	"… normal person's biological status".
	Swart and Roodt (2015: 496)	"… a generational market segment that represents a group of business tourists of a similar age who were born during the same time in history".

Key term	Source	Definition
For the purpose of this study, *age* is defined as the domestic business tourist's level of development, which is based on the number of consecutive calendar years.		
Gender	Carlson (2010: 64)	"… a euphemist expression for sex".
	Muehlenhard and Peterson (2011: 794)	"… social meaning of the biological distinction".
	Oosterveld (2005: 79)	"… sexual orientation".
For the purpose of this study, *gender* is defined as the gender category, male or female, on the basis of a domestic business tourist's sexual orientation.		
Province	George (2003: 575)	"… the region…".
	Rogerson (2013: 7)	"… spatial distribution of … region…".
	Swart and Roodt (2015: 497)	"… a government's geographical area…".
For the purpose of this study, *province* is defined as the domestic business tourist's region of residence within the geographical area of SA.		

Appendix 2: Permission letter

As noted in Section 3.5.1, below is a copy of the letter from the hotel's GM granting permission to conduct this study's fieldwork from 15 July 2014 to 15 April 2015.

01 May 2014

Dear Mr. SelloNthebe

Granting permission to conduct research at ███████████████████

I, Mr. Reinhardt Saayman, hereby grant Mr.SelloNthebe (student number 50973908) permission to conduct research at the ███████████████████████ with Dr. N. Swart, a senior lecturer and Prof van Zyl, a professor, in the Department of Transport, Economics, Logistics and Tourism towards an M.com in Tourism Management at the University of South Africa. The proposed study will be titled "The moderating effect of business tourists and the relationship between hotel employee and tourist attractions".

The aim of the study is to determine the interest of business tourists in visiting tourist attractions in Pretoria. The proposed population for this study is business tourists staying in hotels in Pretoria and the ███████████████████ meets the criteria set for this study.

The research design will be quantitative in nature. Mr. S. Nthebe will be permitted to commence with the fieldwork on 15 July 2014 and to end by 15 April 2015. The fieldwork will entail approaching and asking business tourists staying at the ███████████████████ ███████ to complete the research questionnaire. The research project will mainly be aimed towards enabling researchers determine the business tourists' interest in visiting tourist attractions in Pretoria.

The findings from this study may be presented at academic conference and published in academic journals provided that the name of the hotel will be kept anonymous in all publications and academic conferences.

You are welcome to contact me anytime.

Yours faithfully

Appendix 3: Ethical Clearance Certificate

This study's ethical clearance application was approved, and the following ethical clearance certificate was issued to confirm this study's compliance with UNISA's ethical requirements (see Section 3.5.1).

UNISA | university of south africa

27 May 2014

Ref #: 2014_CEMS_SES_001

SCHOOL OF ECONOMIC SCIENCES
RESEARCH ETHICS REVIEW COMMITTEE

This is to certify that the application for ethics clearance submitted by

Mr Sello Nthebe (student # 50973908, 50973908@mylifeunisa.ac.za)

The moderating effect of business tourists in the prediction of tourist attraction intention: Case of three star hotel in Pretoria, South Africa **received Ethics Approval**

The revised application for ethics clearance for the above mentioned research was reviewed by the School of Economic Sciences on 27 May 2014 in compliance with the Unisa Policy on Research Ethics. Ethical Clearance is granted.

You may proceed with the research project on condition that all participants are provided with Informed Consent forms prior to any fieldwork. Participation is strictly voluntary. The research ethics principles outlined by the Unisa Policy on Research Ethics must be adhered to throughout the project. Please be advised that the committee needs to be informed should any part of the research methodology as outlined in the Ethics application (Ref # 2014_CEMS_SES_001) change in any way or in case of adverse events. This certificate is valid for the duration of the project. The SES Research Ethics Review Committee wishes you all the best with this research undertaking.

Kind regards,

Ms C Loedolff
Chairperson of SES, CEMS, UNISA

Prof VA Clapper
Executive Dean: CEMS

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Appendix 4: Questionnaire design template

Template was used for the purpose of listing possible items adopted from the literature review (as highlighted in Section 3.3.2.2).

Dimension	Original item	New item	Reference
BUSINESS TOURISTS			
Gender	Male or female (breakdown)	What is your gender? Male or Female	Boakye, 2012; Carlson, 2010; Mair, 2010
Age	Age groups: Baby Boomers (1946 – 1964) Generation X (1965 – 1980) Generation Y (1980 – 2000)	What is your age category? 18 – 33 (Generation Y) 34 – 49 (Generation X) 50 – 65 (Baby Boomers)	Crampton & Hodge, 2009; Deloitte, 2005
Type of tourist	Purpose of visit. Business, leisure,& VFR	What is the purpose of your visit to Pretoria?	George, 2003; Lin, Ryan, Qu & Martin, 2010; Tanford, Raab & Kim, 2012
Classification of business tourist	Type of tourist. Domestic or International	As what type of tourist would you classify yourself? Domestic or International	Pearce & Schott, 2005
Province	Place of residence	In which province do you live?	Lin *et al.,* 2010
HOTEL FRONT OFFICE STAFF			
Front office service	An employee should be willing to provide the kind of service the company wishes *Rate 1 – 7*	Hotel employees should deliver services that meet your expectations. *Strongly disagree – Strongly agree*	Walsh, 2000
	Ability to provide city tour service *Rate 1 – 5*	Hotel employees should be able to arrange your visit to tourist attractions. *Strongly disagree – Strongly agree*	Yang, Jou & Cheng, 2011
	Employees have the knowledge to provide information to guests in areas they would require *Rate 1 - 5*	Hotel employees should be able to provide you with detailed directions to tourist attractions *Strongly disagree – Strongly agree*	Akbaba, 2006
	The hotel's ability to provide complete tourist information *Rate 1 - 5*	Hotel employees should be able to provide you with tourist attraction information *Strongly disagree – Strongly agree*	Yang *et al.*, 2011
	Staff who are quick to respond to requests	Hotel employees should be quick to respond to enquiries related to tourist	Wilkins, Merrilees,& Herington, 2007

		attractions *Strongly disagree – Strongly agree*	
	Employees have in-depth occupational knowledge *Rate 1 - 5*	Hotel employees should be well-informed about tourist attractions *Very unimportant – Very important*	Akbaba, 2006
	Recommend visits to places *Statement/Comment*	Hotel employees should be able to recommend tourist attractions *Very unimportant – Very important*	Wong & McKercher, 2011
Ability to make bookings	The hotel provides flexibility in services according to guest demands. *Rate 1 - 5*	Hotel employees should arrange a visit to a tourist attraction according to your demands *Very unimportant – Very important*	Akbaba, 2006
	Organised tours *Statement/Comment*	Hotel employees should be able to arrange transport for you to visit a tourist attraction *Very unimportant – Very important*	Lew & McKercher, 2006
	Not being kept waiting for more than one minute	A hotel shuttle service or tour operator should always be punctual *Very unimportant – Very important*	Wilkins *et al.*, 2007
	Directions are easy to understand *Rate 1 - 5*	Directions to tourist attractions should be easy to understand *Very unimportant – Very important*	Lin *et al.*, 2010
	Estimate travel duration *Statement/Comment*	Directions to tourist attractions should estimate the travel duration *Very unimportant – Very important*	Bancroft, 2010
Providing detailed directions to tourist attractions	Availability of city/regional map *Rate 1 - 5*	A city map will assist with detailed directions to tourist attractions *Strongly disagree – Strongly agree*	Lin *et al.*, 2010
		Directions influence your interest in visiting tourist attractions *Strongly disagree – Strongly agree*	Chiang, King & Nguyen, 2012
	Providing directions improve hotel service *Rate 1 - 5*	The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service *Strongly disagree – Strongly agree*	Akbaba, 2006
Provision of tourist attraction information	Information sources: guidebooks, brochures, newspapers, and magazines	How likely are you to use guidebooks, brochures, newspapers, and magazines?	Gursoy & Umbreit, 2004

	Rank order	*Very unlikely – Very likely*	
	Information source: Internet *Rate 1 - 5*	How likely are you to use the Internet as an information source? *Very unlikely – Very likely*	Chiang *et al.*, 2012; Ramkissoon & Uysal, 2011
	Availability of pamphlets in the hotel reception area *Rate 1 - 10*	Tourist attraction information sources should be available at the hotel's front office *Strongly disagree – Strongly agree*	Ortega & Rodriquez, 2007
	Information sources influences travel behaviour *Statement/Comment*	Tourist attraction information sources influence your interest in visiting tourist attractions *Strongly disagree – Strongly agree*	Chiang *et al.*, 2012

INTEREST IN TOURIST ATTRACTIONS			
Range of tourist attractions	Tourist attractions provide value-add to MICE events *Statement/Comment*	The availability of tourist attractions adds value to your visit *Strongly disagree – Strongly agree*	Wan, 2011
	Availability of tourist attractions to increase the interest of business tourists *Rate 1 - 5*	The availability of tourist attractions increases your interest in visiting Pretoria *Strongly disagree – Strongly agree*	Terzi, Sakas & Seimenis, 2013
	Importance of nearby tourist attractions. *Rate 1 – 7*	To what extent are you interested in visiting tourist attractions? *Very uninterested – Very interested*	Robinson & Callan, 2005
	Tourist attractions of interest to business tourists: events, golf courses, museums, nightlife, restaurants, sports events, shopping malls, and wildlife. *Rate 1 - 5*	How likely are you to visit the following tourist attractions: events, golf courses, museums, nightlife, restaurants, sports events, shopping malls, and wildlife? *Very unlikely – Very likely*	Chiang *et al.*, 2012; Nelson & Rys, 2000; Terzi *et al.*, 2013; Visser, 2007; Wan, 2011; Xue & Cox, 2008
Security	High level of security at tourist attractions is important *Statement*	How important is the level of security at tourist attractions? *Very unimportant – Very important*	Rittichainuwat & Chakraborty, 2012
	The presence of security personnel increases the level of security *Statement*	How important is the presence of security personnel? *Very unimportant – Very important*	Boakye, 2012

	Lack of crowding management decreases the level of security *Statement*	How important is effective crowd control? *Very unimportant – Very important*	Boakye, 2012
	Touring city during daytime *Rate 1 – 5*	To what extent do you consider it safe to visit tourist attractions during the day? *Very unsafe – Very safe*	George, 2003
	Walking streets after dark *Rate 1 – 5*	To what extent do you consider it safe to visit tourist attractions at night? *Very unsafe – Very safe*	George, 2003
Authenticity	To enjoy culture in its cultural/historical setting *Strongly disagree – Strongly agree*	To what extent are you interested in experiencing the culture of Pretoria? To what extent are you interested in experiencing the history of Pretoria? *Very uninterested – Very interested*	Shin, 2009
	The community displays a destination's culture *Statement*	The community should display the culture of Pretoria *Strongly disagree – Strongly agree*	Brown, 2013
	Museums have documented history *Rate 1 – 5*	Museums should display the history of Pretoria *Strongly disagree – Strongly agree*	Ramkissoon & Uysal, 2011
	Township tours will enable tourists to experience a destination's culture *Statement*	A township tour will let you experience the culture of Pretoria *Strongly disagree – Strongly agree*	Rogerson, 2012
Hotel's location	Availability of tourist attractions within the proximity of a hotel's location. *Rate 1 – 5*	How important is the availability of tourist attractions within the proximity of a hotel's location? *Very unimportant – Very important*	Fawzy, 2010
	Availability of public transport facilities within the proximity of a hotel's location. *Rate 1 – 5*	How important is the hotel's location's proximity to public transport facilities? *Very unimportant – Very important*	Xue & Cox, 2008
	Tourist attractions that are not situated near the hotel are not likely to be visited. *Statement*	How likely are you to visit tourist attractions not situated near the hotel? How likely are you to visit tourist attractions situated near the hotel? *Very unlikely – Very likely*	Visser, 2007
	The importance of public	How likely are you to use public	Lew & McKecher, 2006

	transport network in the movement of business tourists *Statement*	transport when visiting tourist attractions? *Very unlikely – Very likely*	
VISITING INTENTIONS			
Visiting intentions	I intend to visit a festival *Rate 1 – 7*	Do you intend to visit tourist attractions? *Definitely not – Definitely yes*	Hutchinson, Lai & Wang, 2009
	Encourage others to visit *Rate 1 - 7*	How likely are you to ask others to join you when you visit tourist attractions? *Very unlikely – Very likely*	Chang & Polonsky, 2012
	I intend to save time and money to revisit tourist attractions *Rate 1 – 5*	To what extent are you willing to spend money on visiting tourist attractions? To what extent are you willing to make time to visit tourist attractions? *Very unwilling – Very willing*	Song, You, Reisinger, Lee & Lee, 2014

Appendix 5: Detailed feedback from the pilot study participants

The pilot study feedback was used to revise the final questionnaire prior to conducting this study's fieldwork (as noted in Section 3.3.2.2).

Participants	Comments
Participant A **(industry respondent)**	The way in which questions 2, 3 and 4 of the questionnaire are phrased makes it seem as though the core duties of front office staff are the following: • To arrange visits to tourist attractions (question 2). • To provide detailed directions to tourist attractions (question 3). • To provide tourist attraction information (question 4). I would suggest that you consider rephrasing questions 2, 3 and 4 of the questionnaire to reflect the ability of a front office staff to perform the identified functions as an expected service/s and not a core duty. It is however interesting to know that the provision of tourist attraction information, directions to tourist attractions and arranging visits to tourist attractions are services that can be expected from a hotel front office. Questions 21 and 22 are similar, even though they phrased differently. Consider to either replace anyone of the two with a different question or remove anyone of the two questions. Question 32.a. should be removed as there are no cultural museums in Pretoria. Consider including a question/s which investigate the importance of township tours as means of experiencing the culture of Pretoria. I wish you all the best with your study.
Participant B	I agree with Participant A on the need to consider rephrasing questions 2, 3 and 4 of the

(industry respondent)	questionnaire to reflect the ability of a front office staff to perform those functions as an expected service, when needed by hotel guests, and not a core duty.
	I would suggest that you first let the participants scan through question 24 for the purpose of having an idea of the types of tourist attractions before they [participants] start to complete the questionnaire. This might have a positive influence on the response of the participants.
	I understand what the study seeks to accomplish and I always thought that such services can only be expected from the tour guides.
	The study is very interesting and I would like to wish you all the best with it.
Participant C **(industry respondent)**	The manner in which questions 2, 3 and 4 are phrased makes the identified front office services seem like the main duties of hotel front office staff. As a result, questions 2, 3 and 4 are likely to receive a low score from the participants. The participants might struggle to understand the identified questions. The identified questions seem easy to understand for individuals with the front office service background.
	Questions 4 and 15 seem to be similar. Question 4 is "A hotel employee should be able to provide you with tourist attraction information" and question 15 is "Do you consider it a duty of a hotel employee to provide you with tourist attraction information". I would like to suggest that you remove or replace question 15 with a different question as question 4 is already sufficient for investigating what the two questions seek to investigate.
	I would again like to suggest that you remove question 19 or replace it with a different question.
	Question 33 is likely to confuse the participants. By asking participants "to what extent do you agree that museums should display the modern-day era" without making reference to a particular museum, participants will be likely to "disagree". Consider removing question 33 as the question more suitable for a study that investigates a specific authentic museum and does

	not fit in with the nature of the current study. The rest of the questions seem to be suitable for the current study.
Participant D **(industry respondent)**	A part of my, as a concierge, job involves arranging hotel guests' visits to tourist attractions (question 2), providing hotel guests with directions to tourist attractions (question 3) and providing hotel guests with tourist attraction information (question 4). In a hotel that is without a concierge, the identified duties/services are performed by front office staff. I only perform the identified duties or services upon the request of a hotel guest. The three front office services which you intend to investigate are relevant to what the study seeks to accomplish. But I would however like to suggest that you add the words "upon request" to questions 2, 3 and 4, e.g. "a hotel employee should be able to provide you with tourist attraction information upon your request". By phrasing questions 2, 3 and 4 in this manner, respondents will be more likely to agree that the identified services may be expected from the hotel. I agree that a front office staff may be expected to be informed about tourist attractions in Pretoria (Question 7) as having such knowledge enables a hotel staff to deliver a good service to hotel guests. It is also important for a hotel employee to be familiar with the local tour operators. I would like to suggest that you rethink the inclusion of question 11c, which investigates the importance of "providing alternative routes to use" when providing directions to tourist attractions. In a practice, the provision of alternative routes might confuse hotel guests who are not familiar with Pretoria. As a result, a hotel staffmember ensures that the provided directions easy to understand. Just to comment on question 17, which seeks to investigate the importance of different tourist attraction information sources, the most common tourist attractions information sources are brochure, internet and newspapers. Brochures, internet and newspapers are the most preferred information sources for hotel guests. It is however important to note that brochures are displayed at concierge desk of this particular hotel.

	Question 20 is not easy to understand, please consider rephrasing it. Questions 21, 22 and 23 are the same, they just phrased differently. I would suggest that you remove or replace two of those questions. The identified types of tourist attractions, in Pretoria, are the tourist attractions that hotel guests usually want to visit.
	The rest of the questions seem to be relevant, but I can only give my input the identified front office services and the type of tourist attractions usually visited by hotel guests.
	Good luck with your research project. The questionnaire is adequate, in the context of front office services and interest in tourist attractions, for what the study seeks to accomplish. Just consider the proposed changes.
Participant E **(industry respondent)**	Considering the nature of the current study, I can only give my input in questions which seek to investigate front office services. The identified front office services that the current study seeks to investigate are performed by the front office staff upon the request of a hotel guest. Questions 2, 3 and 4 are suitable for this kind of study. Question 11 is suitable for investigating the provision of directions to tourist attractions. A city map is important when providing directions and the hotel front office should always have city map for the purpose of making the provision of directions easier, therefore the inclusion of question 14 is relevant. Question 17 is also important for investigating the importance of various tourist attraction information sources that can be expected from the hotel. The hotel that I am currently working for uses brochures, internet and newspapers, the brochures are kept at the hotel reception and the newspapers are placed in the lobby.

	The different types of tourist attractions identified in Question 24 are sufficient for this study. The identified types of tourist attractions are of interest to hotel guests and we have arranged hotel guests' visits to them.
	I find the questionnaire adequate for the proposed study and I wish you all the best with your project. I am impressed with the layout of the questionnaire.
Participant F **(language editor)**	The 5-point Likert scale would be more suitable, than a 7-point Likert scale, for the current study. The participant information sheet does not inform the participants of the differences between points 2, 3, 5 and 6 of the measurement scale. Consider stating the difference between all seven points of the 7-point Likert scale. As it is, the questions are not easy to understand as a participant has to read one question at least twice before answering and the questionnaire will therefore take more time to complete. If possible, rephrase all the questions into statements; this will make it easy for the participants to understand the questions and to complete the questionnaire. Avoid the usage of multiple measurement scales (e.g. strongly agree – strongly disagree, totally important – totally unimportant) in one sub-section of the questionnaire, this may slow the flow of the questionnaire completion as participants will have to read one question at least twice before answering. Try to use a single measurement scale per sub-section for the purpose of speeding up the questionnaire completion and making it easy for participants to understand the questions. The proposed changes are to ensure the reliability of the data to be collected.
Participant G **(statistician)**	I have taken time to go through the objectives and literature for the current study, and I am convinced that the questionnaire is adequate for the study. The questionnaire is suitable for collecting data that will enable the employment of the statistical techniques to be used in this study.

	This is an interesting study.
Participant H **(university lecturer)**	I would like to suggest a cautious and minimal usage of the "definitely no – definitely yes" response scales. A Section A item phrased "hotel employees should deliver a prompt service" is vague; consider replacing it with a different item. Avoid including hotel service items which are already known to be of high importance, those items will obviously receive a high score/rating from participants.
Participant I **(tourism research expert)**	The questionnaire seems too long to be administered by business tourists when checking-out of the hotel. Business tourists are not likely to have sufficient time to complete the questionnaire. I would like to suggest that a different research approach be considered. The questionnaire seems quite long to be completed in 15 minutes, please verify the questionnaire completion duration.
Participant J **(tourism research expert)**	Careful attention has to be given to the region that this study intends to focus on. The title of the study makes reference to Pretoria, but question 13 of the questionnaire investigates the likelihood of business tourists in visiting a "gambling" tourist attraction type and used Morula Sun Casino as an example. Morula Sun Casino is situated in the Tshwane region and not Pretoria.

Appendix 6: The final questionnaire

This questionnaire was revised on the basis of the feedback from the pilot study participants (see Appendix 5;as discussed in Section 3.3.2.2).

QUESTIONNAIRE: DOMESTIC BUSINESS TOURIST AND TOURIST ATTRACTIONS
PARTICIPANT INFORMATION SHEET

Dear prospective participant

My name is Sello Nthebe, and I am conducting research towards a Master's degree in Tourism Management in the Department of Transport Economics, Logistics and Tourism at the University of South Africa (Unisa). You are hereby invited to participate in a study titled: ***The moderating effect of business tourists in the prediction of tourist attraction intention: The case of a three-star hotel in Pretoria, South Africa***. The aim of this study is to determine the interest of domestic business tourists in visiting tourist attractions in Pretoria while staying at a three-star hotel, such as the Holiday Inn Express in Sunnypark, Pretoria.

Your participation in this study is of the utmost importance to the researcher, and only involves completion of the enclosed questionnaire. Completion will take approximately 15 minutes.

Participation is voluntary and anonymous. If you do decide to take part, you will be given this information sheet to keep, and be asked to sign the enclosed written consent form. There is no penalty or loss of benefit for non-participation. You are free to withdraw from this study at any time and without giving a reason; however, it will not be possible to withdraw from the study once you have completed and submitted the questionnaire. Only the researcher, supervisors, and statisticians will have access to the questionnaire responses. A report of this study may be submitted for publication and presented at academic conferences, but the individual participants will remain anonymous.

The completed questionnaires will be stored by the researcher until completion of the study, and then be destroyed. This study has received written approval from the Research Ethics Committee of the College of Economic and Management Sciences, Unisa.

If you would like to be informed of the final research findings or any aspect of this study, please contact me, Sello Nthebe, on 50973908@mylife.unisa.ac.za. Should you have concerns about the way in which the research is being conducted, you may contact Dr Swart at swartmp@unisa.ac.za or Professor van Zyl at vzylc@unisa.ac.za.

Instructions for completion

This questionnaire contains questions concerning your interest in visiting tourist attractions in Pretoria. You are requested to answer questions by drawing a cross **(X)** on the number that best fits your response. Please decide the extent to which your answer reflects your perception by using the following scale:

Example:

1.	The availability of a range of tourist attractions influences your interest in visiting Pretoria.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**

If you *strongly disagree* that **the availability of a range of tourist attractions influences your interest in visiting Pretoria**, you should cross **(X) 1.** If you *disagree*, you should cross **(X)2** and if you *slightly disagree,* you should cross **(X)3.** If you *neither agree nor disagree*, you should cross **(X)4**. If you *slightly agree***,** you should cross **(X) 5**.If you *agree*, you should cross **(X)6**and if you *strongly agree*, you should cross **(X)7.**

Please read each question carefully and select an answer that best reflects your opinion and possible behaviour. This questionnaire consists of the following sections:

Section A: Screening Questions
Section B: Tourist Segmentation Details
Section C: Tourist Perception of Hotel Employee s
Section D: Tourist Attractions
Section E: Intent to visit tourist attractions

Thank you for taking time to read this information sheet and for participating in this study.

CONSENT TO PARTICIPATE IN THIS STUDY

I, as a participant in this study, confirm that the person asking my consent to take part in this research has told me about the nature, procedure, potential benefits, and anticipated inconvenience of participation.

- I have read (or had explained to me) and understood the study as explained in the information sheet.

- I understand that my participation is voluntary, and that I am free to withdraw at any time, without penalty.

- I am aware that the findings of this study will be anonymously processed into a research report, journal publications, and/or conference proceedings.

- I am aware that the completed questionnaires will be stored by the supervisors for a period of five years, in a locked filing cabinet at the university, for future academic purposes, and then destroyed.

Signature: _____   Date: _____

SECTION A: SCREENING QUESTIONS

Please answer all the questions by crossing **(X)** the relevant block.

1. What is the purpose of your visit to Pretoria?

_____

The following question relates only to participants who are visiting Pretoria for the purpose of attending a meeting, conference, exhibition, or are sent by the employer for work-related activities. If you are visiting Pretoria for a different purpose, please return the questionnaire to the fieldworker. Thank you.

2. As what type of tourist would you classify yourself?

Select only **one** option

Domestic tourist(A resident of South Africa who travels to Pretoria)	
International tourist(An individual who travels across borders to Pretoria)	

If you have classified yourself as an **international tourist**, please return the questionnaire to the fieldworker. If you are a **domestic tourist**, please continue with completion of the questionnaire. Thank you.

Section B and the remainder of this questionnaire only pertain to a participant who is classified as a **domestic tourist**.

SECTION B: TOURIST SEGMENTATION DETAILS

3. What is your gender?

Select only **one** option

Male	
Female	

4. What is your age category?

Select only **one** option

18 – 33	
34 – 49	
50 – 65	

5. In which province do you live?

Select only **one** option

Eastern Cape	
Free State	
Gauteng	
KwaZulu-Natal	
Limpopo	
Mpumalanga	
Northern Cape	
North West	
Western Cape	

SECTION C: TOURIST PERCEPTION OF HOTEL EMPLOYEES

	This section of the questionnaire explores your perception on the role of hotel employees in the front office.			
1.	Hotel employees should deliver services that meet your expectations.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
2.	Hotel employees should be able to deliver the following front office services upon your request:			
2.a	Arrange your visit to tourist attractions.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
2.b	Provide you with detailed directions to tourist attractions.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
2.c	Provide you with tourist attraction information.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
3.	Hotel employees should be quick to respond to enquiries related to tourist attractions.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
	The following statements explore your view of the ability of hotel employees to arrange your visit to a tourist attraction.			
4.	Hotel employees should…			
4.a	… be well-informed about the tourist attractions in Pretoria.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
4.b	… be able to recommend tourist attractions to you.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
4.c	… arrange a visit to a tourist attraction according to your demands.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
4.d	… be able to arrange transport for you to visit a tourist attraction.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
5.	A hotel shuttle service or tour operator should always be punctual.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
	The following statements explore your view on detailed directions to a tourist attraction in Pretoria.			
6.	Indicate the level of importance of the following elements of detailed directions to tourist attractions.			
6.a	Easy to understand.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
6.b	Estimated travel duration.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
7.	A city map will assist with detailed directions to tourist attractions.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
8.	Directions influence your interest in visiting a tourist attraction.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
9.	The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**

The following statements explore your view of the ability of hotel employees to provide you with information on tourist attractions.				
10.	Indicate the likelihood that you would use the following sources of tourist attraction information.			
10.a	Brochures	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.b	Guidebooks	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.c	Internet	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.d	Travel magazines	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.e	Newspapers	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.f	Other	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
10.g	If you selected *Other*, please specify.			
11.	Sources of tourist attraction information…			
11.a.	… should be available at the hotel's front office.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
11.b	… influence your interest in visiting tourist attractions.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**

SECTION D: TOURIST ATTRACTIONS

The following questions investigate your interest in visiting tourist attractions in Pretoria.				
12.	To what extent are you interested in visiting tourist attractions in Pretoria?	**Very uninterested**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very interested**
13.	Indicate the likelihood that you would visit the following tourist attractions in Pretoria:			
13.a	Events (e.g., Jazz Indaba Festival, held throughout the year)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.b	Golf courses (e.g., Pretoria Country Club)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.c	Museums (e.g., Freedom Park Museum)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.d	Nightlife (e.g., Hatfield Square)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.e	Restaurants (e.g., Ocean Basket)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.f	Sports events (e.g., a rugby match)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.g	Shopping malls (e.g., Menlyn Park)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.h	Wildlife (e.g., Wonderboom Nature Reserve)	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.i	Other	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
13.j	If you selected **Other**, please specify.			
14.	The availability of tourist attractions…			
14.a.	… influences your interest in visiting Pretoria.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
14.b	… adds value to your visit.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**

	The following questions relate to security at tourist attractions in Pretoria.			
15.	How important is a high level of security at tourist attractions?	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
16.	How important are the following elements of security at tourist attractions?			
16.a	The presence of security personnel.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
16.b	Effective crowd control.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
17.	To what extent do you consider it safe to visit tourist attractions in Pretoria …			
17.a	… during the day?	**Very unsafe**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very safe**
17.b	… at night?	**Very unsafe**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very safe**
	The following questions explore your perceptions of the display of culture and history of Pretoria.			
18.	To what extent are you interested in experiencing the …			
18.a	… culture of Pretoria?	**Very uninterested**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very interested**
18.b	… history of Pretoria?	**Very uninterested**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very interested**
19.	The community should represent the culture of Pretoria.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
20.	Museums should display the history of Pretoria.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
21.	A township tour will let you experience the culture of Pretoria.	**Strongly disagree**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Strongly agree**
	The following questions investigate the impact of a hotel's location on your interest in visiting tourist attractions.			
22.	How important are the following elements of a hotel's location?			
22.a	Proximity to tourist attractions.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
22.b	Proximity to public transport facilities.	**Very unimportant**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very important**
23.	How likely are you to…			
23.a	… visit tourist attractions situated near the hotel?	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
23.b	… visit tourist attractions that are not situated near the hotel?	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
23.c	… use public transport when visiting tourist attractions?	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**

SECTION E: INTENT TO VISIT TOURIST ATTRACTIONS

	The following questions investigate your intent to visit tourist attractions in Pretoria.			
24.	Do you intend to visit tourist attractions?	**Definitely not**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Definitely**
25.	How likely are you to ask others to join you when you visit tourist attractions?	**Very unlikely**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very likely**
26.	To what extent are you willing to…			
26.a	… spend money on visiting tourist attractions?	**Very unwilling**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very willing**
26.b	… make time to visit tourist attractions?	**Very unwilling**	1 – 2 – 3 – 4 – 5 – 6 – 7	**Very willing**

Thank you for completing this questionnaire. Kindly return the questionnaire to the fieldworker.

Appendix 7: Fieldwork information sheet

As highlighted in Section 3.5.2, the fieldwork information sheet was used to provide fieldworkers with the information on how the fieldwork was to be conducted. The information sheet starts by stating the dates when and address where the fieldwork information sheet will be issued to each fieldworker, then the details of each fieldworker. The letter to the fieldworkers concluded the fieldwork information sheet.

FIELDWORK INFORMATION SHEET- 2014

Venue: Hotel restaurant

Address: Elected hotel where the fieldwork will be conducted [To ensure the confidentiality of a hotel, the hotel address will not be provided in this document]

Dates	Times

Below is an outline of the fieldworkers and instructions to the fieldworkers.

1. Head fieldworker:

Mr. Sello Nthebe

2. Hotel's front office staff selected as fieldworkers:

The hotel's front office staff listed below table have been selected to participate in the business tourists and tourist attractions research project.

15 July 2014 – 15 April 2015

Name & Surname	Mobile number	E-mail address	ID number

3. Letter to the fieldworkers

Dear Fieldworker,

Thank you for your willingness to assist with the fieldwork for the **Business Tourists and Tourist Attractions - 2014** research project. You will receive a gratuity of R24.00 per fully completed questionnaire. A total of 270 fully completed questionnaires is required for this research project. Your gratuity will be paid once 270 questionnaires have been fully completed by the domestic business tourists.

The fieldwork will commence on Tuesday, 15th of July 2014 and end on Wednesday, 15th April 2015. Mr Sello Nthebe, the head fieldworker, will supervise you.

We will meet at 13:00 on 07th July 2014, in the hotel restaurant of the elected hotel, to discuss how the fieldwork will be conducted. We are going to meet every Friday in the hotel restaurant for a briefing and discussion on the fieldwork progress.

Dress professionally in the full work uniform during the fieldwork. **Study the questionnaire until you know it off by heart**, and practice on a friend so that you are familiar with the form and know what is required or can be expected.

Take note of the following when conducting the fieldwork:
- I (Sello Nthebe) will ensure that you each have a total of 40 questionnaires every Sunday throughout the duration of the fieldwork.

- I (Mr Sello Nthebe) will also provide each of you with more questionnaires whenever the 40 questionnaires run out during the course of the week.

- You will each be expected to issue as many questionnaires as possible depending on the number of domestic business tourists checking-in each day.

- As the hotel's front office staff, you will be requested to issue questionnaires to participants upon check-in and inform participants that each hotel room has a pen.

- Ask participants to answer all questions in the questionnaire and select persons that are representative of the domestic business tourists in terms of tourist classification, age and gender.

- Upon check-in, grab their attention with your enthusiasm and request them to participate.

- Convince them of the importance of participation.

- Make sure that they have not completed the questionnaire issued by another fieldworker before; they might tell you, but it is better to ask.

- Inform the participants that they welcome to complete the questionnaire during the course of their stay and only return a completed questionnaire to the hotel's reception upon check-out.

- Should a participant wish to complete a questionnaire upon check-in, ask the participant to utilise tables in the hotel lobby for questionnaire completion and return the completed questionnaire to the hotel's reception.

- Because I (Sello Nthebe) work night shift, I will collect completed questionnaires from the hotel reception every night when I come to the hotel for work.

- You will be responsible for the safekeeping of the questionnaires throughout the duration of the fieldwork.

Good luck and enjoy the day.

Mr Sello Nthebe
Researcher

Appendix 8: Scores for items investigating Hotel front office staff

As noted in Section 4.4.1.1, this appendix reports the scores on respondents' perceptions of hotel front office staff.

	HOTEL FRONT OFFICE STAFF								
	Role of hotel employees in front office services.								
		Strongly disagree	**2**	**3**	**4**	**5**	**6**	**Strongly agree**	**Total**
C1	Hotel employees should deliver services that meet your expectations.	3	2	2	16	22	62	175	282
		1.1%	0.7%	0.7%	5.7%	7.8%	22%	62.1%	100%
C2a	Hotel employees should arrange your visits to tourist attractions.	9	8	15	54	61	59	76	282
		3.2%	2.8%	5.3%	19.1%	21.6%	20.9%	27%	100%
C2b	Hotel employees should provide you with detailed directions to tourist attractions.	2	1	11	29	58	66	115	282
		0.7%	0.4%	3.9%	10.3%	20.6%	23.4%	40.8%	100%
C2c	Hotel employees should provide you with tourist attraction information.	1	3	12	30	48	73	115	282
		0.4%	1.1%	4.3%	10.6%	17.0%	25.9%	40.8%	100%
C3	Hotel employees should be quick to respond to enquiries related to tourist attractions.	6	2	14	26	47	68	118	281
		2.1%	0.7%	5%	9.3%	16.7%	24.2%	42%	100%
	Arranging visits to tourist attractions.								
		Very unimportant	**2**	**3**	**4**	**5**	**6**	**Very important**	**Total**
C4a	Hotel employees should be well-informed about the tourist attractions in Pretoria.	3	2	7	27	35	66	142	282
		1.1%	0.7%	2.5%	9.6%	12.4%	23.4%	50.4%	100%
C4b	Hotel employees should be able to recommend tourist attractions.	4	3	13	33	39	71	119	282
		1.4%	1.1%	4.6%	11.7%	13.8%	25.2%	42.2%	100%
C4c	Hotel employees should arrange a visit to a tourist attraction according to your demand.	8	15	16	54	51	71	67	282
		2.8%	5.3%	5.7%	19.1%	18.1%	25.2%	23.8%	100%
C4d	Hotel employees should be able to arrange transport for you to visit a tourist attraction.	10	11	14	49	42	66	90	282
		3.5%	3.9%	5%	17.4%	14.9%	23.4%	31.9%	100%

		Very unimportant	2	3	4	5	6	Very important	Total
C5	A hotel shuttle service or tour operator should always be punctual.	4 1.4%	0 0%	5 1.8%	14 5%	34 12.1%	57 20.3%	167 59.4%	281 100%

Providing detailed directions to tourist attractions.

		Very unimportant	2	3	4	5	6	Very important	Total
C6a	Detailed directions to tourist attractions should be easy to understand.	1 0.4%	0 0%	6 2.1%	16 5.7%	37 13.1%	71 25.2%	151 53.5%	282 100%
C6b	Detailed directions to tourist attractions should include estimated travel duration.	1 0.4%	1 0.4%	7 2.5%	18 6.4%	72 25.5%	84 29.8%	99 35.1%	282 100%

		Strongly disagree	2	3	4	5	6	Strongly agree	Total
C7	A city map will assist with detailed directions to tourist attractions.	2 0.7%	3 1.1%	7 2.5%	25 8.9%	44 15.6%	80 28.4%	121 42.9%	282 100%
C8	Directions influence your interest in visiting a tourist attraction.	3 1.1%	7 2.5%	12 4.3%	32 11.3%	57 20.2%	80 28.4%	91 32.3%	282 100%
C9	The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service.	3 1.1%	2 0.7%	6 2.1%	33 11.7%	33 11.7%	83 29.4%	122 43.3%	282 100%

Providing detailed tourist attraction information

		Very unlikely	2	3	4	5	6	Very likely	Total
C10a	The likelihood that I would use tourist attraction brochures.	3 1.1%	5 1.8%	15 5.3%	34 12.1%	61 21.6%	68 24.1%	96 34%	282 100%
C10b	The likelihood that I would use guidebooks.	5 1.8%	13 4.6%	17 6%	45 16%	54 19.1%	74 26.2%	74 26.2%	282 100%
C10c	The likelihood that I would use the Internet for tourist attraction information.	3 1.1%	2 0.7%	6 2.1%	27 9.6%	32 11.3%	65 23.%	147 52.1%	282 100%
C10d	The likelihood that I would use travel magazines for tourist attraction information.	4 1.4%	10 3.5%	24 8.5%	55 19.5%	56 19.9%	60 21.3%	73 25.9%	282 100%
C10e	The likelihood that I would use newspapers for tourist attraction information.	15 5.3%	23 8.2%	33 11.7%	47 16.7%	70 24.8%	52 18.4%	42 14.9%	282 100%

		Strongly disagree	2	3	4	5	6	Strongly agree	Total
C10f	The likelihood that I would use "Other" tourist attraction information sources.	27 15.9%	5 2.9%	7 4.1%	29 17.1%	31 18.2%	31 18.2%	40 23.5%	170 100%
C11a	Sources of tourist attraction information should be available at the hotel's front office.	1 0.4%	1 0.4%	6 2.1%	14 5%	50 17.7%	66 23.4%	144 51.1%	282 100%
C11b	Sources of tourist attraction information influence your interest in visiting tourist attractions.	4 1.4%	3 1.1%	10 3.5%	21 7.4%	52 18.4%	74 26.2%	118 41.8%	282 100%

Appendix 9: Scores for items C10f and C10g investigating "Other" tourist attraction information sources participants(*n*=45) are likely to use

As noted in Section 4.4.1.1, this appendix reports the scores for Items C10f and C10g.

Items	Very unlikely	Unlikely	Slightly unlikely	Neutral	Slightly likely	Likely	Very likely
Social media	0	0	0	1	1	2	3
	0%	0%	0%	14.3%	14.3%	28.6%	42.9%
Advertising	1	1	0	3	1	0	4
	10%	10%	0%	30%	10%	0%	40%
Word-of-mouth	0	0	0	0	4	8	8
	0%	0%	0%	0%	20%	40%	40%
Tourist information centres	1	0	0	1	1	0	2
	20%	0%	0%	20%	20%	0%	40%
Applications	1	0	0	1	0	1	0
	33.3%	0%	0%	33.3%	0%	33.3%	0%

Appendix 10: Hotel front office staff items' means, medians, standard deviations, sample sizes, missing values, skewness and kurtosis

(see Section 4.4.1.1)

	Items	Sample size	Missing Value	Mean	Median	Mode	Standard deviation	Skewness	Kurtosis
HOTEL FRONT OFFICE STAFF									
Role of hotel employees in front office services.									
C1	Hotel employees should deliver services that meet your expectations.	282	0	6.33	7	7	1.12	-2.24	5.88
C2a	Hotel employees should arrange your visits to tourist attractions.	282	0	5.24	5	7	1.55	-.72	.12
C2b	Hotel employees should provide you with detailed directions to tourist attractions.	282	0	5.83	6	7	1.26	-.10	.69
C2c	Hotel employees should provide you with tourist attraction information.	282	0	5.84	6	7	1.27	-1.02	.48
C3	Hotel employees should be quick to respond to enquiries related to tourist attractions.	281	0	5.78	6	7	1.42	-1.29	1.40
Arranging visits to tourist attractions.									
C4a	Hotel employees should be well-informed about the tourist attractions in Pretoria.	282	0	6.03	7	7	1.27	-1.47	2.02
C4b	Hotel employees should be able to recommend tourist attractions.	282	0	5.80	6	7	1.39	-1.93	1.00
C4c	Hotel employees should arrange a visit to a tourist attraction according to your demand.	282	0	5.15	5	6	1.59	-.72	-.16
C4d	Hotel employees should be able to arrange transport for you to visit a tourist attraction.	282	0	5.34	6	7	1.64	-.89	.07
C5	A hotel shuttle service or tour operator should always be punctual.	281	1	6.25	7	7	1.17	-2.2	4.88

Providing detailed directions to tourist attractions.								
C6a	Detailed directions to tourist attractions should be easy to understand.	282	0	6.21	7	7	1.07	-1.50	2.32
C6b	Detailed directions to tourist attractions should include estimated travel duration.	282	0	5.86	6	7	1.10	-.94	1.08
C7	A city map will assist with detailed directions to tourist attractions.	282	0	5.94	6	7	1.23	-1.31	1.71
C8	Directions influence your interest in visiting a tourist attraction.	282	0	5.61	6	7	1.37	-1.03	.74
C9	The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service.	282	0	5.94	6	7	1.26	-1.35	1.79
Providing detailed tourist attraction information								
C10a	The likelihood that I would use tourist attraction brochures.	282	0	5.60	6	7	1.38	-.91	.411
C10b	The likelihood that I would use guidebooks.	282	0	5.30	6	6	1.53	-.78	-.03
C10c	The likelihood that I would use the Internet for tourist attraction information.	282	0	6.07	7	7	1.26	-1.54	2.34
C10d	The likelihood that I would use travel magazines for tourist attraction information.	282	0	5.20	5	7	1.52	-.54	-.44
C10e	The likelihood that I would use newspapers for tourist attraction information.	282	0	4.62	5	5	1.69	-.43	-.63
C10f	The likelihood that I would use "Other" tourist attraction information sources.	170	112	4.68	5	7	2.05	-6.3	-.78
C11a	Sources of tourist attraction information should be available at the hotel's front office.	282	0	6.14	7	7	1.10	-1.38	2.02
C11b	Sources of tourist attraction information influence your interest in visiting tourist attractions.	282	0	5.87	6	7	1.32	-1.36	1.89

Appendix 11: Scores for items investigating interest in tourist attractions

(see Section 4.4.1.2)

	INTEREST IN TOURIST ATTRACTIONS Interest in visiting tourist attractions in Pretoria.								
	Items	**Very uninterested**	**2**	**3**	**4**	**5**	**6**	**Very interested**	**Total**
D12	Extent to which you are interested in visiting tourist attractions in Pretoria.	3 1.1%	6 2.1%	23 8.2%	35 12.4%	69 24.5%	74 26.2%	72 25.5%	282 100%
		Very unlikely	**2**	**3**	**4**	**5**	**6**	**Very likely**	**Total**
D13a	Likelihood of attending events in Pretoria.	14 5%	9 3.2%	32 11.3%	43 15.2%	53 18.8%	69 24.5%	62 22%	282 100%
D13b	Likelihood of visiting golf courses in Pretoria.	54 19.1%	32 11.3%	51 18.1%	57 20.2%	35 12.4%	26 9.2%	27 9.6%	282 100%
D13c	Likelihood of visiting museums in Pretoria.	11 3.9%	14 5%	19 6.7%	40 14.2%	60 21.3%	66 23.4%	72 25.5%	282 100%
D13d	Likelihood of experiencing nightlife in Pretoria.	36 12.8%	26 9.2%	29 10.3%	49 17.4%	43 15.2%	40 14.2%	59 20.9%	282 100%
D13e	Likelihood of visiting restaurants in Pretoria.	11 3.9%	8 2.8%	13 4.6%	32 11.4%	48 17.1%	73 26.0%	96 34.2%	281 100%
D13f	Likelihood of attending sports events in Pretoria.	27 9.6%	9 3.2%	17 6.0%	46 16.3%	46 16.3%	52 18.4%	85 30.1%	282 100%
D13g	Likelihood of visiting shopping malls in Pretoria.	7 2.5%	3 1.1%	15 5.3%	29 10.3%	47 16.7%	65 23%	116 41.1%	282 100%
D13h	Likelihood of experiencing wildlife in Pretoria.	11 3.9%	15 5.3%	14 5%	42 14.9%	46 16.3%	53 18.8%	101 35.8%	282 100%
D13i	Likelihood of visiting "Other" tourist attractions in Pretoria.	15 11.9%	5 4%	8 6.3%	23 18.3%	19 15.1%	15 11.9%	41 32.5%	126 100%
		Strongly disagree	**2**	**3**	**4**	**5**	**6**	**Strongly agree**	**Total**

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D14a	Availability of tourist attractions influences your interest in visiting Pretoria.	9 3.2%	14 5%	14 5.0%	41 14.5%	46 16.3%	67 23.8%	91 32.3%	282 100%
D14b	Availability of tourist attractions adds value to visiting Pretoria.	6 2.1%	14 5%	11 3.9%	28 9.9%	49 17.4%	70 24.8%	104 36.9%	282 100%

Security at tourist attractions in Pretoria.

		Very unimportant	2	3	4	5	6	Very important	Total
D15	Importance of a high level of security at tourist attractions	0 0%	1 0.4%	7 2.5%	12 4.3%	26 9.2%	42 14.9%	194 68.8%	282 100%
D16a	Important of the presence of security personnel at tourist attractions.	0 0%	1 0.4%	4 1.4%	17 6%	38 13.5%	46 16.3%	176 62.4%	282 100%
D16b	Important of effective crowd control at tourist attractions?	3 1.1%	1 0.4%	10 3.5%	17 6%	36 12.8%	59 20.9%	156 55.3%	282 100%

		Very unsafe	2	3	4	5	6	Very safe	Total
D17a	The extent to which you consider it safe to visit tourist attractions in Pretoria during the day.	3 1.1%	3 1.1%	7 2.5%	34 12.1%	62 22.1%	60 21.4%	112 39.9%	281 100%
D17b	The extent to which you consider it safe to visit tourist attractions in Pretoria at night.	31 11.1%	25 8.9%	43 15.4%	64 22.9%	47 16.8%	29 10.4%	41 14.6%	280 100%

The display of culture and history of Pretoria.

		Very uninterested	2	3	4	5	6	Very interested	Total
D18a	Extent to which you are interested in experiencing the culture of Pretoria.	10 3.5%	12 4.3%	20 7.1%	57 20.2%	58 20.6%	62 22%	63 22.3%	282 100%
D18b	Extent to which you are interested in experiencing the history of Pretoria.	8 2.8%	8 2.8%	18 6.4%	46 16.3%	49 17.4%	78 27.7%	75 26.6%	282 100%

		Strongly disagree	2	3	4	5	6	Strongly agree	Total
D19	The community should represent the culture of Pretoria.	7 2.5%	7 2.5%	15 5.3%	52 18.4%	59 20.9%	67 23.8%	75 26.6%	282 100%

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		Very unimportant	2	3	4	5	6	Very important	Total
D20	Museums should display the history of Pretoria.	4 1.4%	5 1.8%	7 2.5%	36 12.8%	45 16.0%	72 25.5%	113 40.1%	282 100%
D21	A township tour will let you experience the culture of Pretoria.	5 1.8%	8 2.8%	16 5.7%	36 12.8%	50 17.7%	68 24.1%	99 35.1%	282 100%

Hotel's location									
		Very unimportant	**2**	**3**	**4**	**5**	**6**	**Very important**	**Total**
D22a	Importance of the proximity of the hotel to tourist attractions.	3 1.1%	4 1.4%	10 3.5%	36 12.8%	65 23.0%	71 25.2%	93 33%	282 100%
D22b	Importance of the proximity of the hotel to public transport facilities.	7 2.5%	5 1.8%	8 2.8%	35 12.4%	63 22.3%	60 21.3%	104 36.9%	282 100%
		Very unlikely	**2**	**3**	**4**	**5**	**6**	**Very likely**	**Total**
D23a	Likelihood to visit tourist attractions situated near the hotel.	2 0.7%	8 2.8%	17 6%	29 10.3%	49 17.4%	72 25.5%	105 37.2%	282 100%
D23b	Likelihood to visit tourist attractions that are not situated near the hotel.	10 3.5%	19 6.7%	35 12.4%	40 14.2%	62 22%	63 22.3%	53 18.8%	282 100%
D23c	Likelihood to use public transport when visiting tourist attractions.	45 16%	27 9.6%	37 13.1%	51 18.1%	44 15.6%	35 12.4%	43 15.2%	282 100%

Appendix 12: Respondents' scores for Items D13i and D13j investigating "Other" tourist attractions respondents (*n*=47) are likely to visit

(see Section 4.4.1.2)

Items	Very unlikely	Unlikely	Slightly unlikely	Neutral	Slightly likely	Likely	Very likely
Monuments	0	0	0	0	1	0	2
	0%	0%	0%	0%	33.3%	0%	66.7%
Townships	0	0	0	1	0	1	4
	0%	0%	0%	16.7%	0%	16.7%	66.7%
Sports and recreation facilities	0	1	1	4	3	2	14
	0%	4%	4%	16%	12%	8%	56%
Church events	0	0	0	0	0	0	3
	0%	0%	0%	0%	0%	0%	100%
Adventure	0	0	0	0	0	0	2
	0%	0%	0%	0%	0%	0%	100%
Tourism trails	0	0	0	1	1	0	3
	0%	0%	0%	20%	20%	0%	60%
Military airport	0	0	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	100%
Soccer matches	0	0	0	1	1	0	1
	0%	0%	0%	33.3%	33.3%	0%	33.3%

Appendix 13: Interest in tourist attractions *items' means, medians, standard deviations, sample sizes, missing values, skewness and kurtosis*

(see Section 4.4.1.2)

INTEREST IN TOURIST ATTRACTIONS Interest in visiting tourist attractions in Pretoria.									
	Items	Sample size	Missing Value	Mean	Median	Mode	Standard deviation	Skewness	Kurtosis
D12	Extent to which you are interested in visiting tourist attractions in Pretoria.	282	0	5.38	6	6	1.40	-.74	.06
D13a	Likelihood of attending events in Pretoria.	282	0	5.01	5	6	1.68	-.68	-.31
D13b	Likelihood of visiting golf courses in Pretoria.	282	0	3.61	4	4	1.89	.21	-.97
D13c	Likelihood of visiting museums in Pretoria.	282	0	5.16	5	7	1.65	-.81	-.06
D13d	Likelihood of experiencing nightlife in Pretoria.	282	0	4.39	5	7	2.02	-.27	-1.13
D13e	Likelihood of visiting restaurants in Pretoria.	281	0	5.49	6	7	1.60	-1.15	.74
D13f	Likelihood of attending sports events in Pretoria.	282	0	5.02	5	7	1.90	-.78	-.40
D13g	Likelihood of visiting shopping malls in Pretoria.	282	0	5.71	6	7	1.48	-1.22	1.10
D13h	Likelihood of experiencing wildlife in Pretoria.	282	0	5.34	6	7	1.72	-.89	-.10
D13i	Likelihood of visiting "Other" tourist attractions in Pretoria.	126	156	4.87	5	7	2.03	-.61	-.78
D14a	Availability of tourist attractions influences your interest in visiting Pretoria.	282	0	5.36	6	7	1.65	-.93	.08

D14b	Availability of tourist attractions adds value to visiting Pretoria.	282	0	5.57	6	7	1.56	-1.14	.62

Security at tourist attractions.

D15	Importance of a high level of security at tourist attractions.	282	0	6.42	7	7	1.03	-1.91	3.11
D16a	Importance of the presence of security personnel at tourist attractions.	282	0	6.31	7	7	1.04	-1.45	1.44
D16b	Importance of an effective crowd control at tourist attractions.	282	0	6.13	7	7	1.25	-1.67	2.75
D17a	Extent to which you consider it safe to visit tourist attractions in Pretoria during the day.	281	1	5.77	6	7	1.31	-1.02	.90
D17b	Extent to which you consider it safe to visit tourist attractions in Pretoria at night.	280	2	4.15	4	4	1.84	-.07	-.90

Display of culture and history of Pretoria.

D18a	Extent to which you are interested in experiencing the culture in Pretoria.	282	0	5.05	5	7	1.60	-.64	-.18
D18b	Extent to which you are interested in experiencing the history of Pretoria.	282	0	5.32	6	6	1.54	-.87	.21
D19	The community should represent the culture of Pretoria.	282	0	5.30	6	7	1.50	-.78	.21
D20	Museums should display the history of Pretoria.	282	0	5.77	6	7	1.37	-1.19	1.18
D21	A township tour will let you experience the culture of Pretoria.	282	0	5.55	6	7	1.50	-.98	.37

Hotel's location.

D22a	Importance of the proximity of the hotel to tourist attractions.	282	0	5.63	6	7	1.32	-.92	.69

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D22b	Importance of the proximity of the hotel to public transport facilities.	282	0	5.62	6	7	1.45	-1.12	1.09
D23a	Likelihood to visit tourist attractions situated near the hotel.	282	0	5.66	6	7	1.42	-1.01	.35
D23b	Likelihood to visit tourist attractions that are not situated near the hotel.	282	0	4.87	5	6	1.67	-.52	-.60
D23c	Likelihood to use public transport when visiting tourist attractions.	282	0	4.06	4	4	1.10	-.08	-1.15

Appendix 14: Scores for items investigating visiting intentions

(see Section 4.4.1.3)

VISITING INTENTIONS									
	Items	Definitely not	2	3	4	5	6	Definitely yes	Total
E24	Do you intend to visit tourist attractions?	16 5.7%	14 5%	14 5%	35 12.4%	64 22.7%	54 19.1%	85 30.1%	282 100%
		Very unlikely	2	3	4	5	6	Very likely	Total
E25	Likelihood to ask others to join you when visiting tourist attractions.	11 3.9%	12 4.3%	13 4.6%	33 11.7%	58 20.6%	73 25.9%	82 29.1%	282 100%
		Very unwilling	2	3	4	5	6	Very willing	Total
E26a	Extent to which you are willing to spend money on visiting tourist attractions.	8 2.8%	10 3.5%	16 5.7%	39 13.8%	69 24.5%	74 26.2%	66 23.4%	282 100%
E26b	Extent to which you are willing to make time to visit tourist attractions.	7 2.5%	11 3.9%	22 7.8%	35 12.4%	64 22.7%	68 24.1%	75 26.6%	282 100%

Appendix 15: Business tourists' visiting intentions *items' means, medians, standard deviations, sample sizes, missing values, skewness and kurtosis*

(see Section 4.4.1.3)

BUSINESS TOURISTS' VISITING INTENTIONS									
	Items	Sample size	Missing Value	Mean	Median	Mode	Standard deviation	Skewness	Kurtosis
E24	Do you intend to visit tourist attractions?	282	0	5.20	5	7	1.75	-.89	-.00
E25	How likely are you to ask others to join when visiting tourist attractions?	282	0	5.35	6	7	1.62	-1.03	.45
E26a	Extent to which you are willing to spend money on visiting tourist attractions.	282	0	5.26	5	6	1.51	-.89	.40
E26b	Extent to which you are willing to make time to visit tourist attractions.	282	0	5.28	6	7	1.56	-.82	.05

Appendix 16: Pearson's product-moment correlation coefficients for 22 items (Listwise) investigating hotel front office staff (*n*=282)

As noted in Section 4.4.2.1.1, the items that achieved a *p* of .30 and above are highlighted in grey.

Items	C1	C2a	C2b	C2c	C3	C4a	C4b	C4c	C4d	C5	C6a	C6b
C1 Hotel employees should deliver services that meet your expectations.	1											
C2a Hotel employees should arrange your visits to tourist attractions.	.30**	1										
C2b Hotel employees should provide you with detailed directions to tourist attractions.	.37**	.63**	1									
C2c Hotel employees should provide you with tourist attraction information.	.40**	.61**	.83**	1								
C3 Hotel employees should be quick to respond to enquiries related to tourist attractions.	.30**	.57**	.67**	.72**	1							
C4a Hotel employees should be well informed about the tourist attractions in Pretoria.	.35**	.49**	.58**	.60**	.65**	1						
C4b Hotel employees should be able to recommend tourist attractions.	.32**	.45**	.53**	.56**	.64**	.76**	1					
C4c Hotel employees should arrange a visit to a tourist attraction according to your demand.	.25**	.62**	.51**	.49**	.58**	.57**	.60**	1				
C4d Hotel employees should be able to arrange transport for you to visit a tourist attraction.	.21**	.57**	.53**	.52**	.58**	.60**	.56**	.76**	1			
C5 A hotel shuttle service or tour operator should always be punctual.	.38**	.210**	.36**	.39**	.31**	.47**	.43**	.34**	.41**	1		
C6a Detailed directions to tourist attractions should be easy to understand.	.34**	.29**	.33**	.37**	.37**	.49**	.46**	.37**	.35**	.43**	1	
C6b Detailed directions to tourist attractions should include estimated travel duration.	.22**	.33**	.29**	.33**	.37**	.45**	.43**	.38**	.37**	.30**	.74**	1
C7 A city map will assist with detailed directions to tourist attractions.	.27**	.15**	.25**	.26**	.33**	.36**	.36**	.20**	.22**	.41**	.58**	.54**
C8 Directions influence your interest in visiting a tourist attraction.	.16**	.15**	.24**	.22**	.27**	.32**	.36**	.27**	.20**	.23**	.42**	.38**
C10a The likelihood that I would use tourist attraction brochures.	.32**	.25**	.20**	.23**	.16**	.22**	.24**	.22**	.17**	.27**	.40**	.35**
C10b The likelihood that I would use tourist attraction guidebooks.	.13*	.14*	.14*	.14*	.12*	.10	.18**	.12*	.14*	.20**	.27**	.242**
C10c The likelihood that I would use the Internet for tourist attraction information.	.29**	.10	.22**	.24**	.18**	.28**	.24**	.16**	.17**	.30**	.36**	.35**
C10d The likelihood that I would use travel magazines for tourist attraction information.	.20**	.19**	.18**	.12*	.18**	.17**	.20**	.19**	.18**	.14*	.24**	.28**
C10e The likelihood that I would use newspapers for tourist attraction information.	.14*	.18**	.13*	.07	.03	.10	.16**	.22**	.15**	.18**	.11	.16**
C11a Sources of tourist attraction information should be available at the hotel's front office.	.28**	.33**	.36**	.41**	.36**	.54**	.45**	.39**	.39**	.42**	.61**	.52**
C11b Sources of tourist attraction information influence your interest in visiting tourist attractions.	.22**	.26**	.34**	.29**	.32**	.38**	.42**	.39**	.34**	.33**	.49**	.42**

Appendix 16 (cont.)

	C7	C8	C9	C10a	C10b	C10c	C10d	C10e	C11a	C11b
C1 Hotel employees should deliver services that meet your expectations.	.26**	.16**	.22**	.31**	.13*	.29**	.20**	.14*	.28**	.21**
C2a Hotel employees should arrange your visits to tourist attractions.	.15*	.15**	.41**	.24**	.13*	.10	.19**	.18**	.32**	.25**
C2b Hotel employees should provide you with detailed directions to tourist attractions.	.25**	.24**	.40**	.20**	.14*	.22**	.18**	.13*	.36**	.33**
C2c Hotel employees should provide you with tourist attraction information.	.25**	.21**	.41**	.22**	.13*	.24**	.12*	.07	.41**	.28**
C4a Hotel employees should be well informed about the tourist attractions in Pretoria.	.36**	.32**	.52**	.22**	.10	.28**	.17**	.10	.54**	.38**
C4b Hotel employees should be able to recommend tourist attractions.	.36**	.36**	.52**	.24**	.18**	.24**	.20**	.16**	.45**	.42**
C4c Hotel employees should arrange a visit to a tourist attraction according to your demand.	.20**	.27**	.50**	.22**	.12*	.16**	.19**	.22**	.39**	.39**
C5 A hotel shuttle service or tour operator should always be punctual.	.41**	.23**	.31**	.27**	.20**	.30**	.14*	.18**	.42**	.33**
C6a Detailed directions to tourist attractions should be easy to understand.	.58**	.42**	.50**	.40**	.27**	.36**	.24**	.11	.61**	.49**
C6b Detailed directions to tourist attractions should include estimated travel duration.	.54**	.38**	.54**	.35**	.24**	.35**	.28**	.16**	.52**	.42**
C7 A city map will assist with detailed directions to tourist attractions.	1									
C8 Directions influence your interest in visiting a tourist attraction.	.45**	1								
C10a The likelihood that I would use tourist attraction brochures.	.38**	.18**	.25**	1						
C10b The likelihood that I would use tourist attraction guidebooks.	.39**	.22**	.23**	.66**	1					
C10c The likelihood that I would use the Internet for tourist attraction information.	.33**	.28**	.31**	.31**	.30**	1				
C10d The likelihood that I would use travel magazines for tourist attraction information.	.35**	.15**	.22**	.51**	.57**	.30**	1			
C10e The likelihood that I would use newspapers for tourist attraction information.	.16**	.12*	.10	.40**	.43**	.18**	.55**	1	.22**	.25**
C11a Sources of tourist attraction information should be available at the hotel's front office.	.45**	.42**	.44**	.40**	.36**	.36**	.31**	.22**	1	
C11b Sources of tourist attraction information influence your interest in visiting tourist attractions.	.43**	.49**	.40**	.32**	.33**	.31**	.37**	.25**	.64**	1

*. Correlation is significant at the 0.05 level (2-tailed)

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 17: Pattern matrix of extracted components of Hotel front office staff

(see Section 4.4.2.1.1)

Items	Components (C)		
	C1: Perceived role of hotel front office staff regarding tourist attractions.	C2: Quality and availability of tourist attraction information and directions.	C3: Utilisation of sources of tourist attraction information.
C2b Hotel employees should provide you with detailed directions to tourist attractions.	.87		
C2a Hotel employees should arrange your visits to tourist attractions.	.87		
C2c Hotel employees should provide you with tourist attraction information.	.86		
C3 Hotel employees should be quick to respond to enquiries related to tourist attractions.	.82		
C4d Hotel employees should be able to arrange transport for you to visit a tourist attraction.	.80		
C4c Hotel employees should arrange a visit to a tourist attraction according to your demand.	.78		
C4a Hotel employees should be well informed about the tourist attractions in Pretoria.	.66		
C4b Hotel employees should be able to recommend tourist attractions.	.62		
Reliability (α)		**.92**	
C6a Detailed directions to tourist attractions should be easy to understand.		.86	
C7 A city map will assist with detailed directions to tourist attractions.		.80	
C8 Directions influence your interest in visiting a tourist attraction.		.79	
C6b Detailed directions to tourist attractions should include estimated travel duration.		.78	
C11a Sources of tourist attraction information should be available at the hotel's front office.		.64	
C11b Sources of tourist attraction information influence your interest in visiting tourist attractions.		.61	

Items	Components (C)		
C9 The ability of hotel employees to provide directions to a tourist attraction improves the hotel's service.		.55	
Reliability (α)		**.87**	
C10e The likelihood that I would use newspapers for tourist attraction information.			.81
C10d The likelihood that I would use travel magazines for tourist attraction information.			.81
C10b The likelihood that I would use guidebooks for tourist attraction information.			.79
C10a The likelihood that I would use brochures for tourist attraction information.			.71
Reliability (α)			**.81**

Appendix 18: Pearson's product-moment correlation coefficients for 18 items (Listwise) investigating interest in tourist attractions (*n*=282)

As noted in Section 4.4.2.2.1, the items that achieved a *p* of .30 and above are highlighted in grey.

Items	D12	D14a	D14b	D15	D16a	D16b	D17a	D17b	D18a	D18b	D19	D20	D21	D22a	D22b	D23a	D23b	D23c
D12 To what extent are you interested in visiting tourist attractions in Pretoria?	1																	
D14a Availability of tourist attractions influences your interest in visiting Pretoria.	.51**	1																
D14b Availability of tourist attractions adds value to visiting Pretoria.	.55**	.82**	1															
D15 How important is a high level; of security at tourist attractions?	.32**	.32**	.33**	1														
D16a How important is the presence of security personnel at tourist attractions?	.26**	.27**	.27**	.79**	1													
D16b How important is effective crowd control at tourist attractions?	.28**	.25**	.28**	.64**	.72**	1												
D17a Extent to which you consider visiting tourist attractions in Pretoria during the day.	.37**	.40**	.36**	.36**	.33**	.32**	1											
D17b Extent to which you consider visiting tourist attractions in Pretoria at night.	.29**	.22**	.19**	.00	-.00	.02	.33**	1										
D18a Extent to which you are interested in experiencing the culture in Pretoria.	.52**	.40**	.44**	.18**	.13*	.20**	.40**	.32**	1									

Items	D12	D14a	D14b	D15	D16a	D16b	D17a	D17b	D18a	D18b	D19	D20	D21	D22a	D22b	D23a	D23b	D23c
D18b Extent to which you are interested in experiencing the history of Pretoria.	.47**	.40**	.40**	.22**	.18**	.23**	.44**	.27**	.73**	1								
D19 The community should represent the culture of Pretoria.	.41**	.51**	.46**	.22**	.23**	.26**	.39**	.21**	.55**	.56**	1							
D20 Museums should display the history of Pretoria.	.34**	.43**	.41**	.30**	.28**	.39**	.40**	.13*	.53**	.57**	.59**	1						
D21 A township tour will let you experience the culture of Pretoria.	.41**	.40**	.45**	.24**	.23**	.19**	.30**	.23**	.42**	.42**	.53**	.47**	1					
D22a Importance of the proximity of the hotel to tourist attractions.	.43**	.47**	.45**	.37**	.37**	.37**	.34**	.21**	.38**	.33**	.45**	.53**	.40**	1				
D22b Importance of the proximity of the hotel to public transport facilities.	.31**	.39**	.34**	.26**	.28**	.37**	.33**	.25**	.41**	.37**	.42**	.52**	.43**	.65**	1			
D23a Likelihood to visit tourist attractions situated near the hotel.	.45**	.53**	.54**	.40**	.35**	.34**	.36**	.22**	.37**	.43**	.43**	.53**	.47**	.55**	.47**	1		
D23b Likelihood to visit tourist attractions that are not situated near the hotel.	.40**	.43**	.43**	.19**	.14*	.11	.35**	.32**	.37**	.38**	.36**	.25**	.44**	.27**	.29**	.35**	1	
D23c Likelihood to use public transport when visiting tourist attractions.	.29**	.35**	.28**	-.07	-.04	.07	.21**	.41**	.34**	.35**	.27**	.19**	.30**	.22**	.36**	.29**	.44**	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed)

Appendix 19: Pattern matrix of extracted components of Interest in tourist attractions

As noted in Section 4.4.2.2.1, oblique rotation with Promax rotation was used to categorise each extracted component in the context of correlating items.

Items	Components			
	D1: Interest in tourist attractions in Pretoria.	**D2: Importance of security at tourist attractions.**	**D3: Interest in culture and history of Pretoria.**	**D4: Impact of proximity of hotel to tourist attractions and transport facilities.**
D14b Availability of tourist attractions adds value to visiting Pretoria.	.89			
D14a Availability of tourist attractions influences your interest in visiting Pretoria.	.86			
D23b Likelihood to visit tourist attractions that are not situated near the hotel.	.66			
D12 To what extent are you interested in visiting tourist attractions in Pretoria?	.60			
Reliability (α)	**.82**			
D16a How important is the presence of security personnel at tourist attractions?		.96		
D15 How important is a high level; of security at tourist attractions?		.91		
D16b How important is effective crowd control at tourist attractions?		.84		
Reliability (α)		**.88**		
D18b Extent to which you are interested in experiencing the history of Pretoria.			.92	
D18a Extent to which you are interested in experiencing the culture in Pretoria.			.88	
D19 The community should represent the culture of Pretoria.			.54	
Reliability (α)			**.85**	
D22b Importance of the proximity of the hotel to public transport facilities.				.91
D22a Importance of the proximity of the hotel to tourist attractions.				.84

Items	Components			
	D1: Interest in tourist attractions in Pretoria.	**D2: Importance of security at tourist attractions.**	**D3: Interest in culture and history of Pretoria.**	**D4: Impact of proximity of hotel to tourist attractions and transport facilities.**
D20 Museums should display the history of Pretoria.			.48	.56
D23a Likelihood to visit tourist attractions situated near the hotel.				.48
Reliability (α)				**.79**

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Appendix 20: SEM results for Hotel front office staff construct

The SEM results for the *Hotel front office staff* construct will first be reported in the context of three components (*Perceived role of hotel front office staff regarding tourist attractions*, *Quality and availability of tourist attraction information and directions*, and *Utilisation of sources of tourist attraction information*). The current appendix will conclude with the SEM results of a complete model comprising all three components.

The reporting of SEM results for all models in the current appendix pertaining to the three components investigating Hotel front office staff will be limited to model estimation and identification in the context of *df*, *p*, and X^2. None of the models in the current appendix were subjected to convergence as part of model estimation. However, the model comprising the three components of *Hotel front office staff* was subjected to model estimation and identification, as well as evaluation for fit, using RMSEA, CFI, and GFI.

The CFA results for the **M**odel for Perceived **R**ole of **H**otel Front Office Staff Regarding **T**ourist **A**ttractions (M_{RHTA}) are reported first.

1. Perceived role of hotel front office staff regarding tourist attractions (M_{RHTA}^1).

M_{RHTA}^1 achieved *df* = 20 and a *p* $\leq$ .05. M_{RHTA}^1 was then modified to reduce the *df* for the purpose of improving the model's identification and estimation results. The modifications resulted in a new model (M_{RHTA}^2). M_{RHTA}^2 met the identification criteria by achieving *df* = 19 and a *p* $\leq$ .05. Table 31.1 depicts M_{RHTA}^2's modification indices for covariance.

Table 1. M_{RHTA}^{2}'s modification indices for covariance

	M.I.	Par Change
eC4c <--> eC4d	74.651	.660
eC4a <--> eC4b	60.198	.368
eC2c <--> eC4d	18.489	-.231
eC2c <--> eC4c	30.481	-.289
eC2c <--> eC4b	8.236	-.128
eC2c <--> eC4a	5.507	-.092
eC2c <--> eD3	5.505	.094
eC2b <--> eC4d	10.233	-.174
eC2b <--> eC4c	16.022	-.212
eC2b <--> eC4b	16.230	-.183
eC2b <--> eC4a	7.221	-.106
eC2b <--> eC2c	89.631	.352
eC2a <--> eC4c	12.187	.260
eC2a <--> eC4b	14.791	-.245
eC2a <--> eC4a	9.520	-.172
eC2a <--> eC2b	5.907	.129

As depicted by Table 1, above, the automated modification search proposed a modification to improve the covariance between items C2b and C2c, in order to achieve $df = 19$ for M_{RHTA}^{2}.

M_{RHTA}^{2} was then modified to reduce the df for the purpose of improving the model's identification and estimation results. The modifications resulted in a new model (M_{RHTA}^{3}). M_{RHTA}^{3} achieved $df = 18$ and a $p \leq .05$. Table 2 depicts M_{RHTA}^{3}'s modification indices for covariance.

Table 2. $M_{RHTA}{}^3$'s modification indices for covariance

			M.I.	Par Change
C4c	<-->	C4d	57.730	.53
C4b	<-->	C4d	4.17	-.12
C4a	<-->	C4c	8.21	-.14
C4a	<-->	C4b	47.04	.30
D3	<-->	C4d	6.76	-.15
D3	<-->	C4c	6.45	-.14
C2c	<-->	C4d	4.35	-.09
C2c	<-->	C4c	9.24	-.13
C2c	<-->	D3	14.87	.13
C2a	<-->	C4c	9.37	.22
C2a	<-->	C4b	19.54	-.27
C2a	<-->	C4a	11.23	-.18
C2a	<-->	C2b	8.51	.13

As depicted in Table 2, above, the automated modification search proposed a modification to improve the covariance between items C4c and C4d in order to achieve $df = 18$ for $M_{RHTA}{}^3$.

$M_{RHTA}{}^3$ was modified to reduce the df for the purpose of improving the model's identification and estimation results. The modifications resulted in a new model ($M_{RHTA}{}^4$). $M_{RHTA}{}^4$ achieved $df = 16$ and a $p \leq .05$. Tables 3 and 4 depict $M_{RHTA}{}^4$'s modification indices for covariance.

Table 3. $M_{RHTA}{}^4$'s modification indices for covariance

	M.I.	Par Change
C4a <--> C4b	41.55	.28
C2c <--> D3	10.10	.11
C2b <--> C4b	4.47	-.07
C2a <--> C4c	11.61	.22
C2a <--> C4b	17.97	-.26
C2a <--> C4a	10.97	-.18
C2a <--> C2b	9.43	.14

Table 4. $M_{RHTA}{}^4$'s modification indices for covariance

	M.I.	Par Change
C4b <--> C4c	9.48	.15
C4a <--> C4d	5.75	.10
C2c <--> C4c	4.74	-.08
C2c <--> D3	6.50	.08
C2a <--> C4c	10.09	.20
C2a <--> C4b	4.78	-.12
C2a <--> D3	6.22	-.14
C2a <--> C2b	6.34	.11

As depicted in Tables 3 and 4, above, the automated modification search proposed a modification to improve the covariance between items C4a and C4b (depicted in Table 3 in Appendix 20), as well as items C2a and C4c (depicted in Table 4 in Appendix 20), in order to achieve $df = 16$ for $M_{RHTA}{}^4$.

$M_{RHTA}{}^4$ was then modified to reduce the df for the purpose of improving the model's identification results. The modifications resulted in a new model ($M_{RHTA}{}^5$). $M_{RHTA}{}^5$ achieved $df = 15$ and a $p \leq .05$. Table 5 depicts $M_{RHTA}{}^5$'s modification indices for covariance.

Table 5. $M_{RHTA}{}^5$'s modification indices for covariance

	M.I.	Par Change
C4b <--> C4c	14.04	.18
C4a <--> C4d	4.5	.09
C2c <--> D3	5.0	.07
C2a <--> C4d	4.1	.13
C2a <--> C4b	6.9	-.15
C2a <--> D3	4.7	-.12
C2a <--> C2b	7.3	.12

As depicted in Table 5, the automated modification search proposed a modification to improve the covariance between items C4b and C4c in order to achieve *df* = 15 for $M_{RHTA}{}^5$.

$M_{RHTA}{}^5$, depicted in Figure 1 was subjected to convergence as part of the model identification and estimation phase. Only the final model comprising all constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) was converged.
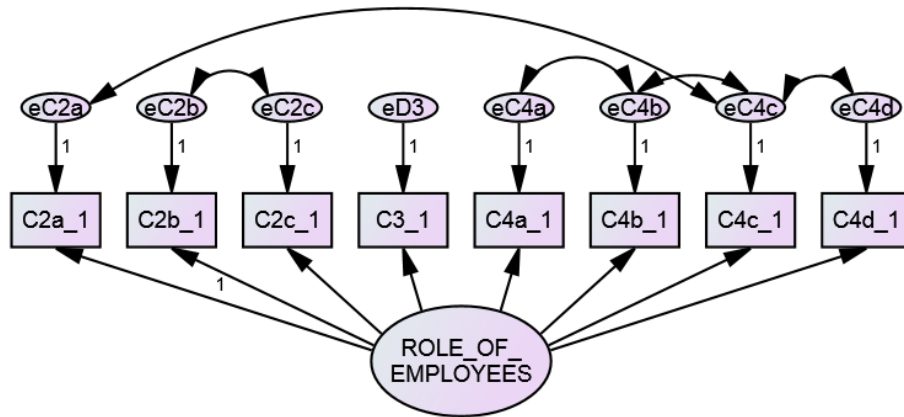
Figure 1. $M_{RHTA}{}^5$

Table 6 depicts the estimated unstandardized regression weights for $M_{RHTA}{}^5$.

Table 6. $M_{RHTA}{}^5$'s estimated unstandardized regression weights

			Estimate	S.E.	C.R.	P
C2a	<---	ROLE OF HOTEL FRONT	1.00			
C2b	<---	ROLE OF HOTEL FRONT	.89	.07	12.27	***
C2c	<---	ROLE OF HOTEL FRONT	.93	.07	12.66	***
C3	<---	ROLE OF HOTEL FRONT	1.09	.08	13.26	***
C4a	<---	ROLE OF HOTEL FRONT	.87	.07	11.97	***
C4b	<---	ROLE OF HOTEL FRONT	.90	.08	11.37	***
C4c	<---	ROLE OF HOTEL FRONT	.99	.08	12.33	***
C4d	<---	ROLE OF HOTEL FRONT	1.06	.09	11.30	***

Table 7 depicts the estimated standardised regression weights for $M_{RHTA}{}^5$.

Table 7. $M_{RHTA}{}^5$'s estimated standardised regression weights

			Estimate
C2a	<---	ROLE OF HOTEL FRONT	.71
C2b	<---	ROLE OF HOTEL FRONT	.78
C2c	<---	ROLE OF HOTEL FRONT	.81
C3	<---	ROLE OF HOTEL FRONT	.85
C4a	<---	ROLE OF HOTEL FRONT	.76
C4b	<---	ROLE OF HOTEL FRONT	.72
C4c	<---	ROLE OF HOTEL FRONT	.69
C4d	<---	ROLE OF HOTEL FRONT	.71

Table 8 depicts the estimated variances in $M_{RHTA}{}^5$.

Table 8. $M_{RHTA}{}^5$'s estimated variances

	Estimate	S.E.	C.R.	P
ROLE OF HOTEL FRONT	1.21	.18	6.61	***
C2a	1.18	.11	10.43	***
C2b	.60	.06	9.39	***
C2c	.55	.06	9.03	***
D3	.55	.06	8.15	***
C4a	.67	.06	9.85	***
C4b	.91	.08	10.36	***
C4c	1.28	.11	10.88	***
C4d	1.30	.12	10.38	***

Table 9 depicts the estimated covariances for $M_{RHTA}{}^5$.

Table 9. $M_{RHTA}{}^5$'sestimated covariances

	Estimate	S.E.	C.R.	P
C2b <--> C2c	.30	.05	5.77	***
C4c <--> C4d	.64	.09	6.91	***
C4a <--> C4b	.36	.06	5.87	***
C2a <--> C4c	.26	.07	3.74	***
C4b <--> C4c	.19	.05	3.72	***

Table 10 depicts the estimated correlations for $M_{RHTA}{}^5$.

Table 10. $M_{RHTA}{}^5$'s estimated correlations

	Estimate
C2b <--> C2c	.52
C4c <--> C4d	.50
C4a <--> C4b	.46
C2a <--> C4c	.21
C4b <--> C4c	.17

Table 11 depicts the estimated squared multiple correlations for $M_{RHTA}{}^5$.

Table 11. Estimated squared multiple correlations for $M_{RHTA}{}^5$

	Estimate
C4d	.51
C4c	.48
C4b	.52
C4a	.58
C3	.72
C2c	.65
C2b	.61
C2a	.50

$M_{RHTA}{}^5$ was then evaluated for fit, and achieved the best estimate of $X^2 = 50.09$, indicating that the model ($M_{RHTA}{}^5$) fit the data sufficiently, with RMSEA = .09 indicating a marginal fit, and CFI = .98 and GFI = .86 implying a good fit. Refer to an in-depth discussion of model evaluation (Step 3) in Section 3.3.4.2.2.3. $M_{RHTA}{}^5$ was included in the SEM analysis for the final model comprising three components (*Perceived role of hotel front office staff regarding tourist attractions*, *Quality and availability of tourist attraction information and directions*, and *Utilisation of sources of tourist attraction information*) investigating the *Hotel front office staff* construct.

The CFA results for the **M**odel for Quality and **A**vailability of Tourist Attraction **I**nformation and **D**irections (M_{AID}) are reported next.

2. Quality and availability of tourist attraction information and directions ($M_{AID}{}^1$).

$M_{AID}{}^1$ achieved *df* = 14 and a *p* $\leq$.05. $M_{AID}{}^1$ was then modified to reduce the *df* for the purpose of improving the model's identification results. The modifications resulted in a new model ($M_{AID}{}^2$). $M_{AID}{}^2$ achieved *df* = 12 and a *p* $\leq$.05. Tables 12 and 13 depict modification indices for covariance for $M_{AID}{}^2$.

Table 12. M_{AID}^2's modification indices for covariance

			M.I.	Par Change
C11a	<-->	C11b	37.71	.30
D8	<-->	C11b	13.26	.26
D8	<-->	C9	8.30	.19
C6b	<-->	C11b	14.36	-.17
C6b	<-->	C11a	6.65	-.09
C6b	<-->	D8	8.22	-.14
C6a	<-->	C11b	6.64	-.10
C6a	<-->	C9	4.06	-.07
C6a	<-->	D8	7.86	-.12
C6a	<-->	C6b	21.57	.12

Table 13. M_{AID}^2's modification indices for covariance

			M.I.	Par Change
D8	<-->	C11b	17.91	.28
D8	<-->	C9	10.32	.22
C7	<-->	D8	5.40	.15
C6b	<-->	D8	8.42	-.14
C6a	<-->	C9	6.98	-.10
C6a	<-->	D8	6.88	-.11
C6a	<-->	C6b	8.17	.07

As depicted in Tables 12 and 13, above, the automated modification search proposed a modification to improve the covariance between items C11a and C11b (depicted in Table 12 in Appendix 20), as well as items D8 and C11b (depicted in Table 13 in Appendix 20), in order to achieve $df = 12$ for M_{AID}^2.

M_{AID}^2 was then modified to reduce the df for the purpose of improving the model's identification results. The modifications resulted in a new model (M_{AID}^3). M_{AID}^3 achieved $df = 11$ and a $p \leq .05$. Table 14 depicts the modification indices for covariance in M_{AID}^3.

Table 14. $M_{AID}{}^3$'s modification indices for covariance

	M.I.	Par Change
D8 <--> C9	10.59	.22
C7 <--> D8	5.22	.14
C6b <--> D8	5.07	-.10
C6a <--> C9	7.22	-.10
C6a <--> D8	4.49	-.0
C6a <--> C6b	5.31	.05

As depicted in Table 14, above, the automated modification search proposed a modification to improve the covariance between items D8 and C9 in order to achieve *df* = 11 for $M_{AID}{}^3$.

$M_{AID}{}^3$, depicted in Figure 2 was not subjected to convergence as part of the model identification and estimation phase. Only the final model comprising all constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) was converged.
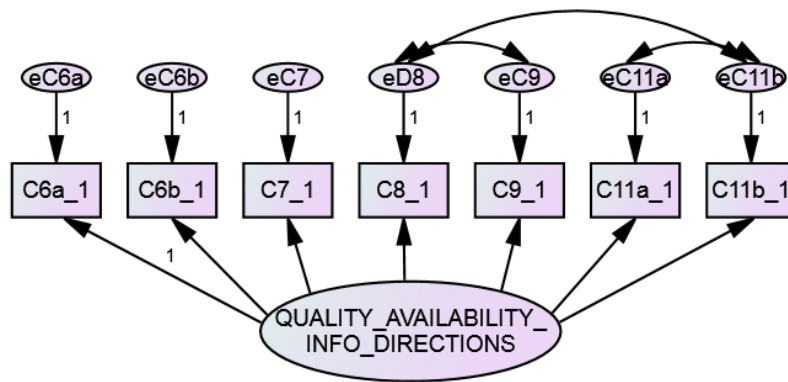
Figure 2. $M_{AID}{}^3$

Table 15 depicts the unstandardized regression weights for M_{AID}^3.

Table 15. M_{AID}^3's estimated unstandardized regression weights

			Estimate	S.E.	C.R.	P
C6b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.97	.05	16.53	***
C7	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.89	.07	12.54	***
C8	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.75	.08	8.93	***
C9	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.83	.07	11.15	***
C11a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.79	.06	12.57	***
C6a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	1.00			
C11b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.80	.08	10.10	***

Table 16 depicts the estimated standardised regression weights for M_{AID}^3.

Table 16. M_{AID}^3's estimated standardised regression weights

			Estimate
C6b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.83
C7	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.67
C8	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.51
C9	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.62
C11a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.68
C6a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.87
C11b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.57

Table 17 depicts the estimated variance in M_{AID}^3.

Table 17. M_{AID}^3's estimated variance

	Estimate	S.E.	C.R.	P
QUALITY AVAILABILITY INFO DIRECTIONS	.87	.09	8.89	***
eC6a	.25	.03	6.65	***
eC6b	.37	.04	8.36	***
eC7	.81	.07	10.58	***
eD8	1.36	.12	11.33	***
eC9	.97	.08	10.91	***

	Estimate	S.E.	C.R.	P
eC11a	.64	.06	10.56	***
eC11b	1.14	.10	11.23	***

Table 18 depicts the estimated covariance matrix for M_{AID}^3.

Table 18. M_{AID}^3's estimated covariance matrix

	Estimate	S.E.	C.R.	P
C11a <--> eC11b	.34	.06	5.79	***
D8 <--> eC11b	.28	.07	4.08	***
D8 <--> eC9	.23	.07	3.19	.00

Table 19 depicts the estimated correlations in M_{AID}^3.

Table 19. M_{AID}^3's estimated correlations

	Estimate
C11a <--> eC11b	.40
D8 <--> eC11b	.23
D8 <--> eC9	.20

Table 20 depicts the estimated squared multiple correlations for M_{AID}^3.

Table 20. Estimated squared multiple correlations for M_{AID}^3

	Estimate
C11b	.33
C11a	.46
C9	.38
C8	.27
C7	.46
C6b	.68
C6a	.77

$M_{AID}{}^3$ was then evaluated for fit, and achieved the best estimate of $X^2 = 28.73$, indicating that the model ($M_{AID}{}^3$) fit the data sufficiently, with RMSEA = .08 indicating a marginal fit, and CFI = .98 and GFI = .98 implying a good fit. Refer to an in-depth discussion of model evaluation (Step 3) in Section 3.3.4.2.2.3. $M_{AID}{}^3$ was included in the SEM analysis for the final model comprising three components (*Perceived role of hotel front office staff regarding tourist attractions*, *Quality and availability of tourist attraction information and directions*, and *Utilisation of sources of tourist attraction information*) investigating the *Hotel front office staff* construct.

The CFA results for the **M**odel of **U**tilisation of Sources of **T**ourist **A**ttraction Information are reported next.

3. Utilisation of sources of tourist attraction information (M_{UTA}).

$M_{UTA}{}^1$ achieved *df* = 2 and a *p* $\leq$.05. $M_{UTA}{}^1$ was then modified to reduce the *df* for the purpose of improving the model's identification results. The modifications resulted in a new model ($M_{UTA}{}^2$). $M_{UTA}{}^2$ achieved *df* = 1 and an insignificant *p* = .93. Table 21 depicts $M_{UTA}{}^2$'s modification indices for covariance.

Table 21. $M_{UTA}{}^2$'s modification indices for covariance

	M.I.	Par Change
C10d <--> C10e	20.31	.44
C10a <--> C10b	5.00	.13

As depicted in Table 21, the automated modification search proposed a modification to improve the covariance between items C10d and C10e in order to achieve *df* = 1 for $M_{UTA}{}^2$.

$M_{UTA}{}^2$ was not subjected to convergence as part of the model estimation phase. Only the final model comprising all constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) was converged. Figure 3 depicts $M_{UTA}{}^2$.

Figure 3. M_{UTA}^2

Table 22 depicts the unstandardized regression weights for M_{UTA}^2.

Table 22. M_{UTA}^2's estimated unstandardized regression weights

	Estimate	S.E.	C.R.	P
C10b <--- UTILISATION OF INFO SOURCES	1.21	.10	11.50	***
C10d <--- UTILISATION OF INFO SOURCES	.93	.08	10.47	***
C10e <--- UTILISATION OF INFO SOURCES	.80	.10	7.89	***
C10a <--- UTILISATION OF INFO SOURCES	1.00			

Table 23 depicts the estimated standardised regression weights for M_{UTA}^2.

Table 23. M_{UTA}^2's estimated standardised regression weights

	Estimate
C10b <--- UTILISATION OF INFO SOURCES	.85
C10d <--- UTILISATION OF INFO SOURCES	.66
C10e <--- UTILISATION OF INFO SOURCES	.51
C10a <--- UTILISATION OF INFO SOURCES	.78

Table 24 depicts the estimated variance in $M_{UTA}{}^2$.

Table 24. $M_{UTA}{}^2$'s estimated variance

	Estimate	S.E.	C.R.	P
UTILISATION OF INFO SOURCES	1.15	.16	6.88	***
C10a	.74	.10	7.32	***
C10b	.61	.12	4.76	***
C10d	1.27	.13	9.76	***
C10e	2.11	.19	10.89	***

Table 25 depicts the estimated covariance matrix for $M_{UTA}{}^2$.

Table 25. $M_{UTA}{}^2$'s estimated covariance matrix

	Estimate	S.E.	C.R.	P
C10d <--> eC10e	.54	.12	4.47	***

Table 26 depicts the correlation estimates for $M_{UTA}{}^2$.

Table 26. $M_{UTA}{}^2$'s correlation estimates

	Estimate
C10d <--> C10e	.33

Table 27 depicts the estimated squared multiple correlations for $M_{UTA}{}^2$.

Table 27. Estimated squared multiple correlations for $M_{UTA}{}^2$

	Estimate
C10e	.26
C10d	.44
C10b	.73
C10a	.60

$M_{UTA}{}^2$ was then evaluated for fit, and achieved the best estimate of $X^2 = .01$, indicating that $M_{UTA}{}^2$ fit the data sufficiently, with RMSEA = .00 indicating an acceptable fit, and CFI = .00 and GFI = 1.00 implying a perfect fit. Refer to an in-depth discussion of

model evaluation in Section 3.3.4.2.2.3. M_{UTA}^2 was included in the SEM analysis for the final model comprising three components (*Perceived role of hotel front office staff regarding tourist attractions*, *Quality and availability of tourist attraction information and directions*, and *Utilisation of sources of tourist attraction information*) investigating the *Hotel front office staff* construct.

The CFA results for the complete model investigating the *Hotel front office staff* construct are reported next.

4. CFA results for *Hotel front office staff* construct

The current section reports the SEM results for the *Hotel front office staff* construct and the **M**odel for **H**otel **F**ront **O**ffice **S**taff (M_{HFOS}). M_{HFOS} comprises M_{RHTA}^5, M_{AID}^3, and M_{UTA}^2.

The initial model (M_{HFOS}^1) achieved *df* = 140 and a *p* $\leq$.05, indicating a significant estimation for fit. $M_{HFOS}^{1'}$ was then modified to reduce the *df* for the purpose of improving the model's identification results. The modifications resulted in a new model (M_{HFOS}^2). M_{HFOS}^2 achieved *df* = 139 and a *p* $\leq$.05. Table 28 depicts the modification indices for covariance in M_{HFOS}^2.

Table 28. M_{HFOS}^2's modification indices for covariance

			M.I.	Par Change
C11b	<-->	C10d	7.97	.17
C9	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	8.14	-.12
C9	<-->	ROLE OF EMPLOYEES	27.30	.28
C7	<-->	UTILISATION OF INFO SOURCES	8.70	.18
C7	<-->	C10b	8.16	.16
C7	<-->	D8	6.79	.16
C6b	<-->	C10b	7.28	-.12
C6a	<-->	UTILISATION OF INFO SOURCES	4.12	-.08

			M.I.	Par Change
C6a	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	4.16	.05
C6a	<-->	ROLE OF HOTEL FRONT	4.502	-.07
C6a	<-->	C10b	4.84	-.09
C6a	<-->	C10a	6.36	.09
C6a	<-->	C9	6.28	-.09
C6a	<-->	C6b	15.37	.10
C4d	<-->	D8	4.06	-.13
C4c	<-->	C10e	5.44	.17
C4c	<-->	C10b	4.58	-.12
C4a	<-->	UTILISATION OF INFO SOURCES	6.01	-.11
C4a	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	13.47	.11
C4a	<-->	C10b	8.29	-.13
C4a	<-->	C11b	4.20	-.08
C4a	<-->	C11a	16.65	.13
D3	<-->	C10e	7.95	-.20
D3	<-->	C10d	4.27	.11
D3	<-->	C7	4.35	.10
C2c	<-->	C10d	5.05	-.09
C2c	<-->	C10a	4.50	.08
C2c	<-->	C11b	6.77	-.09
C2c	<-->	C11a	6.58	.07
C2c	<-->	D3	6.64	.08
C2b	<-->	C11b	6.51	.09
C2a	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	6.46	-.12
C2a	<-->	D8	4.16	-.15
C2a	<-->	C7	5.77	-.15
C2a	<-->	C4d	4.41	.14
C2a	<-->	C2b	7.93	.12

As depicted in Table 28, the automated modification search proposed a modification to improve the covariance between items C6a and C6b in order to achieve $df = 139$ for M_{HFOS}^2.

M_{HFOS}^2 was then modified to reduce the df for the purpose of improving the model's identification results. The modifications resulted in a new model (M_{HFOS}^3). M_{HFOS}^3 achieved $df = 138$ and a $p \leq .05$. Table 29 depicts M_{HFOS}^3's modification indices for covariance.

Table 29. M_{HFOS}^3's modification indices for covariance

	M.I.	Par Change
C10e <--- C4c	4.20	.10
C10d <--- C11b	4.49	.10
C10b <--- C6b	7.05	-.15
C10b <--- C6a	5.44	-.13
C10b <--- C4c	5.68	-.09
C10b <--- C4a	8.57	-.14
C10a <--- C6a	6.240	.13
C10a <--- C2c	4.39	.09
C10a <--- C2a	4.87	.08
C11b <--- C10d	8.53	.10
C11a <--- C4a	7.28	.09
C9 <--- ROLE OF HOTEL FRONT	10.15	.17
C9 <--- C4d	16.20	.14
C9 <--- C4c	16.26	.14
C9 <--- C4b	8.10	.11
C9 <--- C4a	7.02	.12
C9 <--- C3	7.07	.10
C9 <--- C2c	4.70	.09
C9 <--- C2b	4.37	.09
C9 <--- C2a	10.53	.12
C8 <--- C4d	4.28	-.08

			M.I.	Par Change
C8	<---	C2a	4.47	-.09
C7	<---	ROLE OF HOTEL FRONT	4.57	-.11
C7	<---	C10b	6.12	.09
C7	<---	C4d	8.08	-.09
C7	<---	C4c	12.35	-.12
C7	<---	C2c	4.66	-.09
C7	<---	C2a	12.72	-.13
C6a	<---	C10e	5.29	-.05
C4c	<---	C10e	4.25	.06
C4b	<---	C10b	4.81	.07
C4a	<---	C11a	13.04	.14
C4a	<---	C6a	4.93	.09
C3	<---	C10e	7.23	-.08
C3	<---	C10a	4.01	-.07
C3	<---	C11a	6.35	-.12
C2c	<---	C10d	4.72	-.05
C2b	<---	C2a	4.03	.05
C2a	<---	C8	5.70	-.11
C2a	<---	C7	6.42	-.13
C2a	<---	C2b	6.10	.13

As depicted in Table 29, above, the automated modification search proposed the freeing of the parameter between items C9 and *Role of hotel front* in order to achieve reduced *df* = 138 for $M_{HFOS}{}^3$.

Only the final model comprising all the constructs, *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*) was converged. Figure 4 depicts $M_{HFOS}{}^3$.
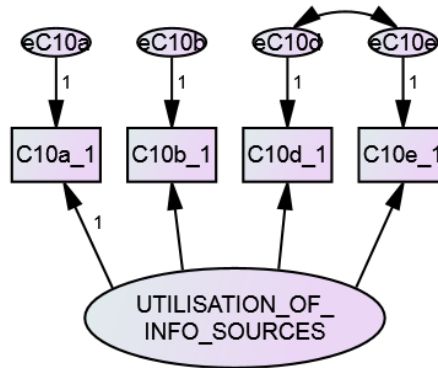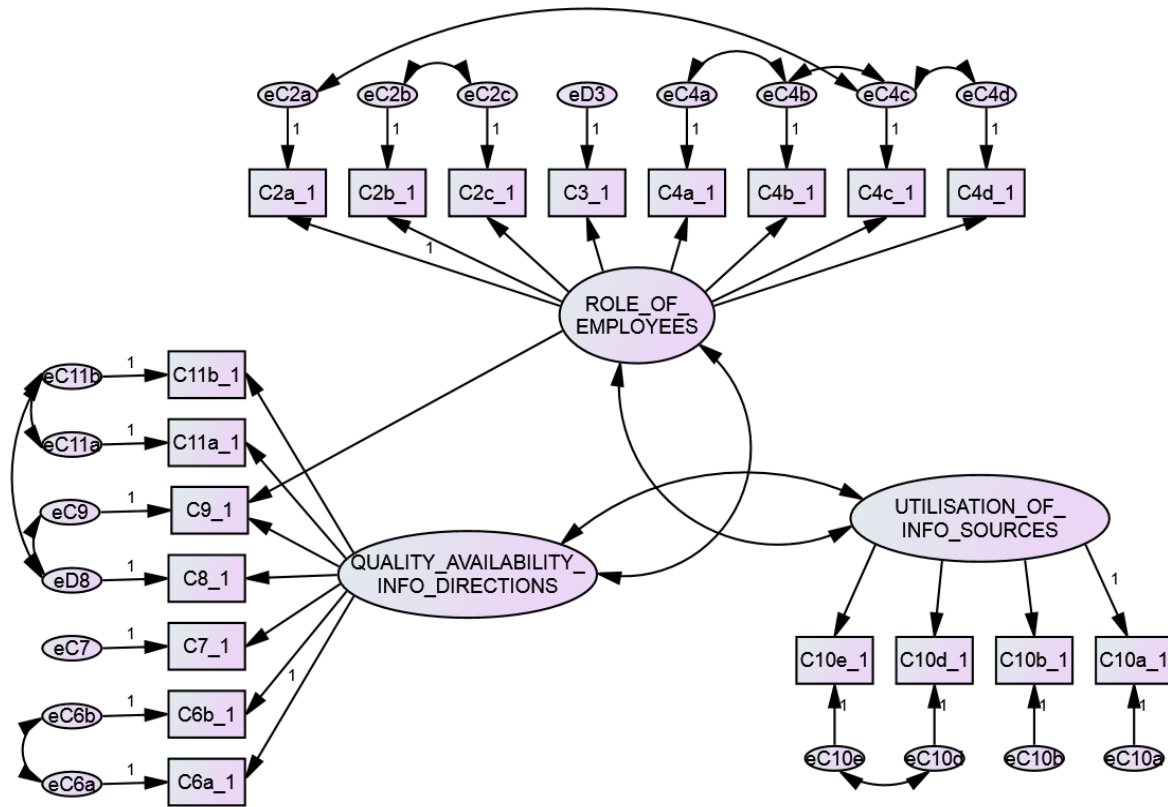
Figure 4. $M_{HFOS}{}^3$'s framework

Table 30 depicts the estimated unstandardized regression weights for $M_{HFOS}{}^3$.

Table 30. $M_{HFOS}{}^3$'s estimated unstandardized regression weights

			Estimate	S.E.	C.R.	P
C2a	<---	ROLE OF HOTEL FRONT	1.00			
C2b	<---	ROLE OF HOTEL FRONT	.88	.07	11.88	***
C2c	<---	ROLE OF HOTEL FRONT	.92	.07	12.26	***
C3	<---	ROLE OF HOTEL FRONT	1.09	.08	12.94	***
C4a	<---	ROLE OF HOTEL FRONT	.92	.07	12.22	***
C4b	<---	ROLE OF HOTEL FRONT	.95	.08	11.62	***
C4c	<---	ROLE OF HOTEL FRONT	1.03	.08	12.46	***
C4d	<---	ROLE OF HOTEL FRONT	1.10	.09	11.39	***
C6b	<---	QUALITY AVAILABILITY INFO	.95	.05	16.14	***

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			Estimate	S.E.	C.R.	P
		DIRECTIONS				
C7	<---	QUALITY AVAILABILITY INFO DIRECTIONS	1.02	.08	11.66	***
C8	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.89	.10	8.94	***
C9	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.63	.10	6.02	***
C11a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.95	.07	12.20	***
C6a	<---	QUALITY AVAILABILITY INFO DIRECTIONS	1.00			
C11b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.99	.09	10.30	***
C10b	<---	UTILISATION OF INFO SOURCES	1.13	.09	12.61	***
C10d	<---	UTILISATION OF INFO SOURCES	.91	.08	10.81	***
C10e	<---	UTILISATION OF INFO SOURCES	.76	.09	7.87	***
C10a	<---	UTILISATION OF INFO SOURCES	1.00			
C9	<---	ROLE OF EMPLOYEES	.38	.07	4.91	***

Table 31 depicts the estimated standardized regression weights for $M_{HFOS}{}^{3}$.

Table 31. $M_{HFOS}{}^{3}$'s estimated standardized regression weights

			Estimate
C2a	<---	ROLE OF HOTEL FRONT	.70
C2b	<---	ROLE OF HOTEL FRONT	.76
C2c	<---	ROLE OF HOTEL FRONT	.79
C3	<---	ROLE OF HOTEL FRONT	.83
C4a	<---	ROLE OF HOTEL FRONT	.79
C4b	<---	ROLE OF HOTEL FRONT	.74
C4c	<---	ROLE OF HOTEL FRONT	.71
C4d	<---	ROLE OF HOTEL FRONT	.73
C6b	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.73
C7	<---	QUALITY AVAILABILITY INFO DIRECTIONS	.70

	Estimate
C8 <--- QUALITY AVAILABILITY INFO DIRECTIONS	.55
C9 <--- QUALITY AVAILABILITY INFO DIRECTIONS	.42
C11a <--- QUALITY AVAILABILITY INFO DIRECTIONS	.74
C6a <--- QUALITY AVAILABILITY INFO DIRECTIONS	.79
C11b <--- QUALITY AVAILABILITY INFO DIRECTIONS	.63
C10b <--- UTILISATION OF INFO SOURCES	.83
C10d <--- UTILISATION OF INFO SOURCES	.67
C10e <--- UTILISATION OF INFO SOURCES	.50
C10a <--- UTILISATION OF INFO SOURCES	.80
C9 <--- ROLE OF HOTEL FRONT	.33

Table 32 depicts the estimated variance in $M_{HFOS}{}^3$.

Table 32. $M_{HFOS}{}^3$'s estimated variance

	Estimate	S.E.	C.R.	P
ROLE OF HOTEL FRONT	1.18	.182	6.50	***
QUALITY AVAILABILITY INFO DIRECTIONS	.71	.096	7.46	***
UTILISATION OF INFO SOURCES	1.23	.168	7.36	***
C2a	1.21	.11	10.60	***
C2b	.65	.06	9.89	***
C2c	.60	.06	9.60	***
D3	.59	.06	8.76	***
C4a	.60	.06	9.62	***
C4b	.84	.08	10.18	***
C4c	1.24	.11	10.81	***
C4d	1.25	.12	10.37	***
C6a	.41	.05	8.15	***
C6b	.55	.06	9.08	***
C7	.75	.07	9.88	***
D8	1.29	.11	10.97	***
C9	.83	.07	10.82	***

	Estimate	S.E.	C.R.	P
C11a	.54	.05	9.37	***
C11b	1.01	.09	10.40	***
C10a	.67	.09	7.18	***
C10b	.72	.11	6.36	***
C10d	1.25	.12	9.89	***
C10e	2.13	.19	10.99	***

Table 33 depicts the estimated covariance matrix for $M_{HFOS}{}^3$.

Table 33. $M_{HFOS}{}^3$'s estimated covariance matrix

			Estimate	S.E.	C.R.	P
ROLE OF HOTEL FRONT	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	.57	.08	6.86	***
ROLE OF HOTEL FRONT	<-->	UTILISATION OF INFO SOURCES	.33	.08	3.70	***
QUALITY AVAILABILITY INFO DIRECTIONS	<-->	UTILISATION OF INFO SOURCES	.53	.08	6.55	***
C2b	<-->	C2c	.35	.05	6.51	***
C4c	<-->	C4d	.60	.09	6.70	***
C4a	<-->	C4b	.29	.05	5.25	***
C2a	<-->	C4c	.26	.07	3.70	***
C4b	<-->	C4c	.17	.05	3.49	***
C11a	<-->	C11b	.24	.05	4.26	***
D8	<-->	C11b	.24	.07	3.53	***
D8	<-->	C9	.20	.06	3.01	.003
C10d	<-->	C10e	.55	.12	4.60	***
C6a	<-->	C6b	.19	.04	4.20	***

Table 34 depicts the estimated correlations for $M_{HE}{}^3$.

Table 34. $M_{HE}{}^3$'s estimated correlations

			Estimate
ROLE OF HOTEL FRONT	<-->	QUALITY AVAILABILITY INFO DIRECTIONS	.62
ROLE OF HOTEL FRONT	<-->	UTILISATION OF INFO SOURCES	.27
QUALITY AVAILABILITY INFO DIRECTIONS	<-->	UTILISATION OF INFO SOURCES	.56
C2b	<-->	C2c	.56
C4c	<-->	C4d	.48
C4a	<-->	C4b	.41
C2a	<-->	C4c	.21
C4b	<-->	C4c	.17
C11a	<-->	C11b	.32
D8	<-->	C11b	.21
D8	<-->	C9	.19
C10d	<-->	C10e	.33
C6a	<-->	C6b	.39

Table 35 depicts the estimated squared multiple correlations for $M_{HFOS}{}^3$.

Table 35. Estimated squared multiple correlations for $M_{HFOS}{}^3$

	Estimate
C10e	.26
C10d	.45
C10b	.69
C10a	.64
C11b	.40
C11a	.54
C9	.47
C8	.31
C7	.49

	Estimate
C6b	.54
C6a	.63
C4d	.53
C4c	.505
C4b	.561
C4a	.623
C3	.704
C2c	.627
C2b	.588
C2a	.493

The correlation estimate for item C8 improved from $r = .27$ (refer to Table 20 in the current appendix) to $r = .31$, and item C10e decreased further, from $r = .26$ (refer to Table 27 in the current appendix) to $r = .25$. The r for item C10e was monitored in the final model comprising of three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*).

$M_{HFOS}{}^3$ was then evaluated for fit, and achieved the best estimate of $X^2 = 304.31$, indicating that $M_{HFOS}{}^3$ fit the data sufficiently, with RMSEA = .06 indicating an acceptable fit, and CFI = .95 and GFI = .90 implying a good fit. Refer to an in-depth discussion of model evaluation (Step 3) in Section 3.3.4.2.2.3. $M_{HFOS}{}^3$ was included in the SEM analysis for the final model comprising three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*).

Appendix 21: CFA results for the Interest in tourist attractions construct

The CFA results for *Interest in tourist attractions* are reported in the context of four components (*Interest in visiting tourist attractions in Pretoria*, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*). The current appendix concludes with the CFA results of a complete model comprising all four components.

The reporting of SEM results for all models in the current appendix pertaining to the four components investigating *Interest in tourist attractions* are limited to model estimation and identification in the context of *df*, *p*, and X^2. None of the models in the current appendix were subjected to convergence as part of model estimation. However, the model comprising four components investigating *Interest in tourist attractions* was subjected to model estimation and identification, as well as evaluation for fit in terms of RMSEA, CFI, and GFI.

The CFA results for the **M**odel of **I**nterest in **T**ourist **A**ttractions in **P**retoria (M_{ITAP}) are reported first.

1. Interest in visiting tourist attractions in Pretoria (M_{ITAP}).

$M_{ITAP}{}^{1}$ achieved *df* = 2 and a *p* $\leq$.05. Table 36 depicts the estimated squared multiple correlation in $M_{ITAP}{}^{1}$.

Table 36. Estimated squared multiple correlations for $M_{ITAP}{}^{1}$

	Estimate
D23b	.24
D14b	.85
D14a	.78
D12	.36

Table 36 indicates a correlation estimate below the minimum *r* = .30 for items D23b.Thus $M_{ITAP}{}^{1}$ was modified to improve the correlation estimate for item D23b for the

purpose of improving the model's identification results. The modifications resulted in a new model (M_{ITAP}^2). M_{ITAP}^2 achieved $df = 1$ and a $p \leq .05$. Table 2 depicts the estimated squared multiple correlations for M_{ITAP}^2.

Table 37. M_{ITAP}^2's estimated squared multiple correlations

	Estimate
D12 <--> D23b	.18

As depicted in Table 37, the automated modification search proposed the constraining of items D12 and D23b in order to improve M_{ITAP}^2's identification results. The achieved correlation estimate between the constrained items D12 and D23b was below the minimum $r = .30$, but achieved a reduced $df = 1$ for M_{ITAP}^2. Item D23b was retained and monitored in the final causal model comprising all three constructs *Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*). Figure 5 depicts M_{ITAP}^2.
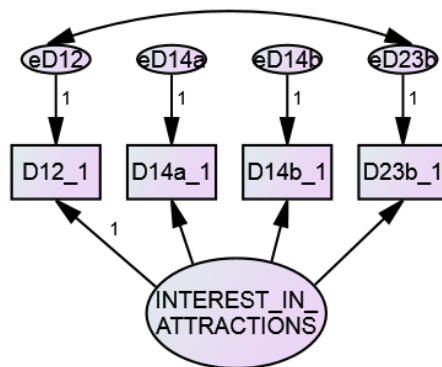
Figure 5. M_{ITAP}^2's framework

Table 38, next page, depicts the estimated unstandardised regression weights for M_{ITAP}^2.

Table 38. M_{ITAP}^2's estimated unstandardized regression weights

	Estimate	S.E.	C.R.	P
D12 <--- ATTRACTIONS IN PRETORIA	1.00			
D14a <--- ATTRACTIONS IN PRETORIA	1.75	.16	10.75	***
D14b <--- ATTRACTIONS IN PRETORIA	1.74	.16	10.65	***
D23b <--- ATTRACTIONS IN PRETORIA	.95	.12	7.60	***

Table 39 depicts the estimated standardised regression weights for M_{ITAP}^2.

Table 39. M_{ITAP}^2's estimated standardised regression weights

	Estimate
D12 <--- ATTRACTIONS IN PRETORIA	.59
D14a <--- ATTRACTIONS IN PRETORIA	.88
D14b <--- ATTRACTIONS IN PRETORIA	.92
D23b <--- ATTRACTIONS IN PRETORIA	.47

Table 40 depicts the estimated variance for M_{ITAP}^2.

Table 40. M_{ITAP}^2's estimated variance

	Estimate	S.E.	C.R.	P
ATTRACTIONS IN PRETORIA	.68	.13	5.25	***
D12	1.26	.11	11.17	***
D14a	.59	.11	5.19	***
D14b	.33	.10	3.18	.00
D23b	2.14	.18	11.49	***

Table 41 depicts the estimated covariance matrix for M_{ITAP}^2.

Table 41. M_{ITAP}^2's estimated covariance matrix

	Estimate	S.E.	C.R.	P
D12 <--> D23b	.29	.10	2.76	.00

Table 42 depicts the estimated squared multiple correlations for M_{ITAP}^2.

Table 42. M_{ITAP}^2's estimated squared multiple correlations

	Estimate
D23b	.22
D14b	.862
D14a	.781
D12	.353

As depicted in Table 42, item D23b achieved a correlation estimate below the minimum $r = .30$, and was monitored in the final model investigating the *Interest in tourist attractions* construct.

M_{ITAP}^2 was then evaluated for fit, and achieved the best estimate of $X^2 = .61$, indicating that M_{ITAP}^2 fit the data sufficiently, with RMSEA = .00 indicating an acceptable fit, and CFI = 1.00 and GFI = 1.00 implying a perfect fit. Refer to an in-depth discussion of model evaluation in Section 3.3.4.2.2.3. M_{ITAP}^2 was included in the SEM analysis for the final model comprising four components (*Interest in tourist attractions in Pretoria*, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*) investigating the *Interest in tourist attractions* construct.

The CFA results for the **M**odel of Importance of **S**ecurity at **T**ourist **A**ttractions (M_{STA}) are reported next.

2.   Importance of security at tourist attractions (M_{STA})

M_{STA}^1 achieved *df* = 0, and thus the *p* could not be computed. Figure 6, next page, depicts M_{STA}^1.
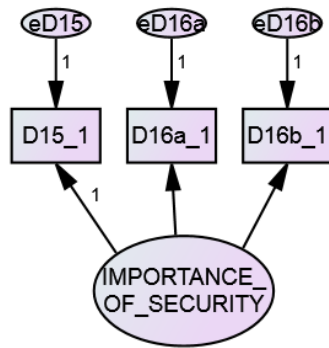
Figure 6. M$_{STA}$[1]'s framework

Table 43 depicts the estimated squared multiple correlations for M$_{STA}$[1].

Table 43. Estimated squared multiple correlations for M$_{STA}$[1]

	Estimate
D16b	.58
D16a	.90
D15	.70

Table 44 depicts the estimated unstandardized regression weights for M$_{STA}$[1].

Table 44. M$_{STA}$[1]'s estimated unstandardized regression weights

		Estimate	S.E.	C.R.	P
D15	<--- IMPORTANCE OF SECURITY	1.00			
D16a	<--- IMPORTANCE OF SECURITY	1.15	.06	17.73	***
D16b	<--- IMPORTANCE OF SECURITY	1.10	.07	15.04	***

Table 45 depicts the estimated standardised regression weights for M$_{STA}$[1].

Table 45. M$_{STA}$[1]'s estimated standardised regression weights

	Estimate
D15 <--- IMPORTANCE OF SECURITY	.84
D16a <--- IMPORTANCE OF SECURITY	.95
D16b <--- IMPORTANCE OF SECURITY	.76

Table 46 depicts the estimated variance for M_{STA}^{1}.

Table 46. M_{STA}^{1}'s estimated variance

	Estimate	S.E.	C.R.	P
IMPORTANCE OF SECURITY	.74	.08	8.29	***
D15	.31	.03	8.03	***
D16a	.10	.03	2.67	.01
D16b	.63	.06	9.95	***

Table 47 depicts the modification indices for covariance in M_{STA}^{1}.

Table 47. M_{STA}^{1}'s modification indices for covariance

	M.I.	Par Change
C11a <--> C11b	37.71	.31
D8 <--> C11b	13.26	.26
D8 <--> C9	8.30	.19
C6b <--> C11b	14.36	-.17
C6b <--> C11a	6.65	-.09
C6b <--> D8	8.22	-.14
C6a <--> C11b	6.64	-.10
C6a <--> C9	4.06	-.07
C6a <--> D8	7.86	-.12
C6a <--> C6b	21.57	.12

As depicted in Table 47, the automated modification search proposed a modification that would result in a covariance of .31 between items C11a and C11b in order to improve M_{STA}^{1}'s identification results. The proposed modifications were not considered, as the *df* = 0 indicated that the data fit the model perfectly. Proposed modifications were only considered when there was a need to improve the complete model investigating the *Interest in tourist attractions* construct.

M_{STA}^{1} was then evaluated for fit, and achieved the best estimate of X^2 = .0, indicating that M_{STA}^{1} fit the data sufficiently, with RMSEA = .77 indicating an acceptable fit, and

CFI = 1.00 and GFI = 1.00 implying a perfect fit. Refer to an in-depth discussion of model evaluation (Step 3) in Section 3.3.4.2.2.3. $M_{STA}{}^1$ was included in the SEM analysis for the final model comprising four components (*Interest in visiting tourist attractions in Pretoria*, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*) investigating the *Interest in tourist attractions* construct.

The CFA results for the **M**odel of **I**nterest in **C**ulture and **H**istory of Pretoria (M_{ICH}) are reported next.

3.   Interest in culture and history of Pretoria (M_{ICH})

$M_{ICH}{}^1$ achieved *df* = 2 and *p* $\leq$.05.

$M_{ICH}{}^{1'}$ was then modified to reduce the *df* for the purpose of improving the model's identification results.   The modifications resulted in a new model ($M_{ICH}{}^2$). $M_{ICH}{}^2$ achieved *df* = 1 and a *p* $\leq$.05.   Table 48 depicts $M_{ICH}{}^{2'}$s modifications indices for covariance.

Table 48. $M_{ICH}{}^{2'}$s modification indices for covariance

	M.I.	Par Change
D19 <--> D20	18.436	.31

As depicted in Table 48, the automated modification search proposed the constraining of items D19 and D20 in order to achieve a reduced *df* = 1 for $M_{ICH}{}^2$. Figure 7, next page, depicts $M_{ICH}{}^2$.
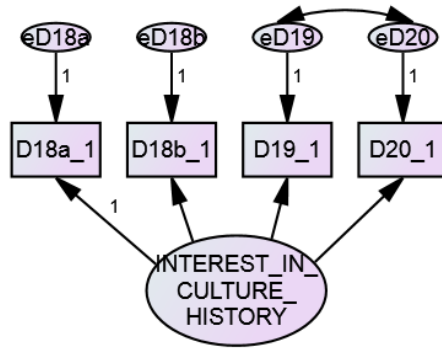
Figure 7. M$_{ICH}^{2}$'s framework

Table 49 depicts the estimated squared multiple correlations for M$_{ICH}^{2}$.

Table 49. M$_{ICH}^{2}$'s estimated squared multiple correlations

	Estimate
D20	.41
D19	.42
D18b	.76
D18a	.70

Table 50 depicts the estimated unstandardized regression weights for M$_{ICH}^{2}$.

Table 50. M$_{ICH}^{2}$'s estimated unstandardized regression weights

	Estimate	S.E.	C.R.	P
D18a <--- INTEREST IN CULTURE HISTORY	1.00			
D18b <--- INTEREST IN CULTURE HISTORY	1.00	.07	14.20	***
D19 <--- INTEREST IN CULTURE HISTORY	.72	.06	11.13	***
D20 <--- INTEREST IN CULTURE HISTORY	.66	.06	10.98	***

Table 51, next page, depicts the estimated standardised regression weights for M$_{ICH}^{2}$.

Table 51. $M_{ICH}{}^2$'s estimated standardised regression weights

		Estimate
D18a <--- INTEREST IN CULTURE HISTORY		.83
D18b <--- INTEREST IN CULTURE HISTORY		.87
D19 <--- INTEREST IN CULTURE HISTORY		.65
D20 <--- INTEREST IN CULTURE HISTORY		.64

Table 52 depicts the estimated variance for $M_{ICH}{}^2$.

Table 52. $M_{ICH}{}^2$'s estimated variance

	Estimate	S.E.	C.R.	P
INTEREST IN CULTURE HISTORY	1.78	.22	7.90	***
D18a	.76	.11	6.64	***
D18b	.55	.10	5.19	***
D19	1.28	.12	10.38	***
D20	1.09	.10	10.43	***

Table 53 depicts the estimated covariance matrix for $M_{ICH}{}^2$.

Table 53. $M_{ICH}{}^2$'s estimated covariance matrix

	Estimate	S.E.	C.R.	P
D19 <--> D20	.36	.08	4.18	***

Table 54 depicts the covariance estimates for $M_{ICH}{}^2$.

Table 54. $M_{ICH}{}^2$'s covariance estimates

	Estimate
D19 <--> D20	.30

$M_{ICH}{}^2$ was then evaluated for fit, and achieved the best estimate of X^2 = .44, indicating that $M_{ICH}{}^2$ fit the data sufficiently, with RMSEA = .00 indicating an acceptable fit, and CFI = 1.00 and GFI = 1.00 implying a perfect fit. Refer to an in-depth discussion of model evaluation in Section 3.3.4.2.2.3. $M_{ICH}{}^2$ was included in the SEM analysis for the final model comprising four components (*Interest in visiting tourist attractions in*

Pretoria, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*) investigating the *Interest in tourist attractions* construct.

The CFA results for the **m**odel of Impact of **P**roximity of Hotel to **T**ourist Attractions and Transport **F**acilities (M_{PTF}) are reported next.

4.   Impact of proximity of hotel to tourist attractions and transport facilities (M_{PTF})

M_{PTF}^{1} achieved $df = 0$, and thus the p could not be computed. Figure 8 depicts M_{PTF}^{1}.
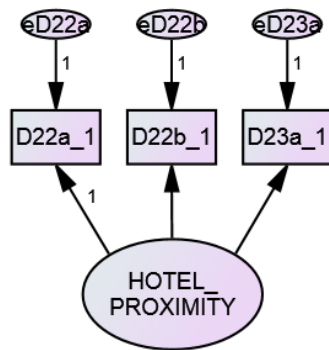
Figure 8. M_{PTF}^{1}'s framework

Table 55 depicts the estimated squared multiple correlations for M_{PTF}^{1}.

Table 55. Estimated squared multiple correlations for M_{PTF}^{1}

	Estimate
D23a	.40
D22b	.55
D22a	.77

Table 56 depicts the estimated unstandardized regression weights for M_{PTF}^1.

Table 56. M_{PTF}^1'sestimatedunstandardized regression weights

	Estimate	S.E.	C.R.	P
D22a <--- HOTEL PROXIMITY	1.00			
D22b <--- HOTEL PROXIMITY	.92	.09	10.08	***
D23a <--- HOTEL PROXIMITY	.77	.08	9.32	***

Table 57depicts the estimated standardised regression weights for M_{PTF}^1.

Table 57. M_{PTF}^1'sestimated standardised regression weights

	Estimate
D22a <--- HOTEL PROXIMITY	.87
D22b <--- HOTEL PROXIMITY	.74
D23a <--- HOTEL PROXIMITY	.63

Table 58 depicts the estimated variance for M_{PTF}^1.

Table 58. M_{PTF}^1's estimated variance

	Estimate	S.E.	C.R.	P
OTEL PROXIMITY	1.34	.18	7.43	***
D22a	.40	.11	3.47	***
D22b	.94	.12	7.60	***
D23a	1.20	.12	9.91	***

M_{PTF}^1 was then evaluated for fit, and achieved the best estimate of X^2 = .00, indicating that M_{PTF}^1 fit the data sufficiently, with RMSEA = .56 indicating an acceptable fit, and CFI = 1.00 and GFI = 1.00 implying a perfect fit. Refer to an in-depth discussion of model evaluation in Section 3.3.4.2.2.3. M_{PTF}^1 was included in the SEM analysis for the final model comprising four components (*Interest in tourist attractions in Pretoria*, *Importance of security at tourist attractions*, *Interest in culture and history of Pretoria*, and *Impact of proximity of hotel to tourist attractions and transport facilities*) investigating the *Interest in tourist attractions* construct.

The CFA results for the complete model investigating the *Interest in tourist attractions* construct is reported next.

5.   CFA results for the *Interest in tourist attractions* construct

The current section reports the CFA results for *Interest in tourist attractions* and the **M**odel for **I**nterest in **T**ourist **A**ttractions (M_{ITA}). M_{ITA} comprises $M_{ITAP}{}^{2}$, $M_{STA}{}^{1}$, $M_{ICH}{}^{2}$, and $M_{PTF}{}^{1}$.

The initial model ($M_{ITA}{}^{1}$) achieved *df* = 69 and a *p* $\leq$.05, indicating a significant estimation of fit. Table 59 depicts the estimated squared multiple correlations for $M_{ITA}{}^{1}$.

Table 59. $M_{ITA}{}^{1}$'s estimated squared multiple correlations

	Estimate
D16b	.60
D16a	.86
D15	.72
D20	.49
D19	.50
D18b	.68
D18a	.67
D23b	.24
D14b	.82
D14a	.80
D12	.38
D23a	.53
D22b	.52
D22a	.64

As depicted in Table 59, item D23b still achieved a squared multiple correlation estimate below the minimum *r* = .30 (refer to Table 42), and was monitored in the final

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causal model comprising all three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*). M_{ITA}^{1} was modified to reduce the *df*. The modifications resulted in a new model (M_{ITA}^{2}). M_{ITA}^{2} achieved *df* = 67 and a *p* $\leq$.05. Table 60 depicts the modification indices for covariance in M_{ITA}^{2}.

Table 60. M_{ITA}^{2}'s modification indices for covariance

		M.I.	Par Change
D15 <--> ATTRACTIONS IN PRETORIA		4.03	.05
D20 <--> INTEREST IN CULTURE HISTORY		8.04	-.18
D20 <--> ATTRACTIONS IN PRETORIA		4.06	-.08
D20 <--> HOTEL PROXIMITY		27.54	.26
D20 <--> D16b		10.59	.16
D19 <--> INTEREST IN CULTURE HISTORY		4.37	-.14
D19 <--> INTEREST IN ATTRACTIONS		7.91	.12
D18b <--> INTEREST IN CULTURE HISTORY		5.73	.14
D18b <--> HOTEL PROXIMITY		8.55	-.14
D18a <--> D20		4.55	-.13
D18a <--> D18b		12.48	.21
D23b <--> INTEREST IN CULTURE HISTORY		5.01	.21
D14a <--> D19		9.32	.18
D14a <--> D18a		9.02	-.17
D12 <--> INTEREST IN CULTURE HISTORY		15.01	.28
D12 <--> ATTRACTIONS IN PRETORIA		10.13	-.14
D12 <--> D18a		14.46	.26
D12 <--> D14a		4.65	-.12
D23a <--> ATTRACTIONS IN PRETORIA		13.41	.16
D23a <--> HOTEL PROXIMITY		9.74	-.15
D23a <--> D15		5.75	.09
D23a <--> D20		4.19	.13
D23a <--> D18a		4.61	-.14
D22b <--> ATTRACTIONS IN PRETORIA		8.85	-.13
D22b <--> D16b		9.46	.16

	M.I.	Par Change
D22b <--> D15	6.04	-.09
D22b <--> D20	4.90	.14
D22b <--> D14b	7.93	-.15
D22b <--> D23a	5.50	-.16
D22a <--> D20	4.56	.11
D22a <--> D18b	13.03	-.20
D22a <--> D22b	12.27	.20

As depicted in Table 60, the automated modification search proposed the constraining of items D18a and D18b in order to achieve a reduced $df = 67$ for M_{ITA}^2. Figure 9 depicts M_{ITA}^2.
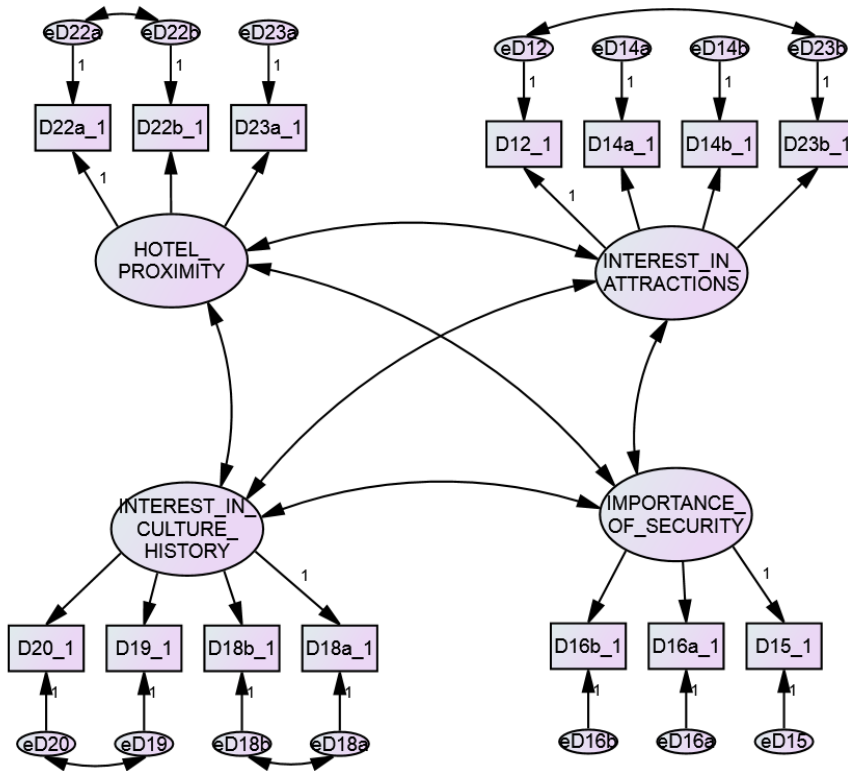
Figure 9. M_{ITA}^2's framework

Table 61 depicts the estimated squared multiple correlations for $M_{ITA}{}^2$.

Table 61. Estimated squared multiple correlations for $M_{ITA}{}^2$

	Estimate
D23b	.24
D16b	.60
D16a	.86
D15	.73
D20	.68
D19	.63
D18b	.48
D18a	.44
D14b	.81
D14a	.80
D12	.37
D23a	.58
D22b	.39
D22a	.52

As depicted in Table 61, item D23b still achieved a correlation estimate below the minimum $r = .30$ (refer to Table 58), and was monitored in the final causal model comprising all three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*).

Table 62 depicts the estimated unstandardized regression weights for $M_{ITA}{}^2$.

Table 62. $M_{ITA}{}^2$'s estimated unstandardized regression weights

			Estimate	S.E.	C.R.	P
D22a	<---	HOTEL PROXIMITY	1.00			
D22b	<---	HOTEL PROXIMITY	.95	.07	12.10	***
D23a	<---	HOTEL PROXIMITY	1.12	.09	11.45	***
D12	<---	ATTRACTIONS IN PRETORIA	1.00			

			Estimate	S.E.	C.R.	P
D14a	<---	ATTRACTIONS IN PRETORIA	1.72	.15	11.37	***
D14b	<---	ATTRACTIONS IN PRETORIA	1.64	.14	11.39	***
D18a	<---	INTEREST IN CULTURE HISTORY	1.00			
D18b	<---	INTEREST IN CULTURE HISTORY	.99	.06	14.45	***
D19	<---	INTEREST IN CULTURE HISTORY	1.11	.11	9.84	***
D20	<---	INTEREST IN CULTURE HISTORY	1.06	.10	10.10	***
D15	<---	IMPORTANCE OF SECURITY	1.00			
D16a	<---	IMPORTANCE OF SECURITY	1.10	.05	18.69	***
D16b	<---	IMPORTANCE OF SECURITY	1.10	.07	15.50	***
D23b	<---	ATTRACTIONS IN PRETORIA	.95	.12	7.85	***

Table 63 depicts the estimated standardised regression weights for M_{ITA}^2.

Table 63. M_{ITA}^2's estimated standardised regression weights

			Estimate
D22a	<---	HOTEL PROXIMITY	.72
D22b	<---	HOTEL PROXIMITY	.63
D23a	<---	HOTEL PROXIMITY	.76
D12	<---	ATTRACTIONS IN PRETORIA	.61
D14a	<---	ATTRACTIONS IN PRETORIA	.89
D14b	<---	ATTRACTIONS IN PRETORIA	.90
D18a	<---	INTEREST IN CULTURE HISTORY	.67
D18b	<---	INTEREST IN CULTURE HISTORY	.69
D19	<---	INTEREST IN CULTURE HISTORY	.79
D20	<---	INTEREST IN CULTURE HISTORY	.82
D15	<---	IMPORTANCE OF SECURITY	.85
D16a	<---	IMPORTANCE OF SECURITY	.92
D16b	<---	IMPORTANCE OF SECURITY	.77

	Estimate
D23b <--- ATTRACTIONS IN PRETORIA	.49

Table 64 depicts the estimated variance for M_{ITA}^2.

Table 64. M_{ITA}^2's estimated variance

	Estimate	S.E.	C.R.	P
HOTEL PROXIMITY	.91	.14	6.44	***
ATTRACTIONS IN PRETORIA	.73	.13	5.48	***
INTEREST IN CULTURE HISTORY	1.14	.19	5.84	***
IMPORTANCE OF SECURITY	.77	.09	8.59	***
D22a	.82	.09	9.05	***
D22b	1.26	.12	10.11	***
D23a	.84	.10	8.42	***
D12	1.21	.10	11.13	***
D14a	.51	.08	6.05	***
D14b	.44	.07	5.78	***
D18a	1.40	.14	9.88	***
D18b	1.22	.12	9.60	***
D19	.80	.12	6.24	***
D20	.59	.10	5.57	***
D15	.28	.03	7.85	***
D16a	.14	.03	4.27	***
D16b	.61	.06	9.90	***
D23b	2.10	.18	11.47	***

Table 65 depicts the estimated covariance matrix for M_{ITA}^2.

Table 65. M_{ITA}^2's estimated covariance matrix

			Estimate	S.E.	C.R.	P
HOTEL PROXIMITY	<-->	INTEREST IN CULTURE HISTORY	.84	.12	6.97	***
HOTEL PROXIMITY	<-->	IMPORTANCE OF SECURITY	.46	.07	6.33	***
HOTEL PROXIMITY	<-->	ATTRACTIONS IN PRETORIA	.62	.09	6.80	***
INTEREST IN CULTURE HISTORY	<-->	IMPORTANCE OF SECURITY	.34	.07	4.71	***
INTEREST IN ATTRACTIONS	<-->	INTEREST IN CULTURE HISTORY	.59	.09	6.10	***
ATTRACTIONS IN PRETORIA	<-->	IMPORTANCE OF SECURITY	.28	.05	4.87	***
D19	<-->	D20	-.12	.09	-1.37	.17
D12	<-->	D23b	.24	.10	2.41	.01
D18a	<-->	D18b	.65	.11	5.84	***
D22a	<-->	D22b	.37	.08	4.38	***

Table 66 depicts the estimated correlations for M_{ITA}^2.

Table 66. M_{ITA}^2's estimated correlations

			Estimate
HOTEL PROXIMITY	<-->	INTEREST IN CULTURE HISTORY	.82
HOTEL PROXIMITY	<-->	IMPORTANCE OF SECURITY	.55
HOTEL PROXIMITY	<-->	INTEREST IN ATTRACTIONS	.75
INTEREST IN CULTURE HISTORY	<-->	IMPORTANCE OF SECURITY	.36
ATTRACTIONS IN PRETORIA	<-->	INTEREST IN CULTURE HISTORY	.64
ATTRACTIONS IN PRETORIA	<-->	IMPORTANCE OF SECURITY	.37
D19	<-->	D20	-.18
D12	<-->	D23b	.15
D18a	<-->	D18b	.50

			Estimate
D22a	<-->	D22b	.36

M_{ITA}^2 was then evaluated for fit, and achieved the best estimate of X^2 = 173.24, indicating that M_{ITA}^2 fit the data, with RMSEA = .08 indicating a close fit, and CFI = .95 and GFI = .92 implying a good fit. Refer to an in-depth discussion of model evaluation in Section 3.6.3.2. M_{ITA}^2 was included in the SEM analysis for the final model comprising three constructs (*Hotel front office staff*, *Interest in tourist attractions*, and *Business tourists' visiting intentions*).

Appendix 22: Model for **B**usiness **T**ourists' **I**ntentions of **V**isiting **T**ourist **A**ttractions (M$_{BTIVTA}$) **estimation of fit.**

The current appendix reports the data for M$_{BTIVTA}$^{1} and M$_{BTIVTA}$^{2}. The data for M$_{BTIVTA}$^{1} is reported first.

Figure 4.20 depicts M$_{BTIVTA}$^{1}'s component structure and standardised regression weights (see Section 4.4.2.2).

As noted in Section 4.4.2.2, M$_{BTIVTA}$^{1} was modified to remove the path illustrating the direct effect of *Hotel front office staff* on *Business tourists' visiting intentions*. The modified M$_{BTIVTA}$^{1} resulted in M$_{BTIVTA}$^{2}. Refer to Figure 4.21 for M$_{BTIVTA}$^{2}'s component structure, and to Table 4.10 for the standardised regression weights thereof. Table 67, provides the estimated unstandardized regression weights.

Table 67. M$_{BTIVTA}$^{2}'s estimated unstandardized regression weights

			Estimate	S.E.	C.R.	P
TOURIST ATTRACTIONS	<---	HOTEL FRONT STAFF	.64	.10	6.23	***
ROLE OF HOTEL FRONT	<---	HOTEL FRONT STAFF	1.00			
QUAL AVAIL DIRECTIONS INFO	<---	HOTEL FRONT STAFF	1.10	.12	8.89	***
RANGE ATTRACTIONS	<---	TOURIST ATTRACTIONS	.91	.10	8.39	***
AUTHENTICITY	<---	TOURIST ATTRACTIONS	1.09	.12	8.56	***
HOTE LOCATION	<---	TOURIST ATTRACTIONS	1.00			
SECURITY AT ATTRACTIONS	<---	HOTEL FRONT STAFF	.79	.10	7.69	***
INTENT TO VISIT ATTRs	<---	TOURIST ATTRACTIONS	1.36	.14	9.50	***
D22a	<---	HOTE LOCATION	1.00			
D22b	<---	HOTE LOCATION	.92	.08	11.34	***
D23a	<---	HOTE LOCATION	1.19	.10	10.92	***

			Estimate	S.E.	C.R.	P
D12	<---	RANGE ATTRACTIONS	1.00			
D14a	<---	RANGE ATTRACTIONS	1.65	.13	11.90	***
D14b	<---	RANGE ATTRACTIONS	1.59	.13	11.99	***
D18a	<---	AUTHENTICITY	1.00			
D18b	<---	AUTHENTICITY	.98	.06	14.73	***
D19	<---	AUTHENTICITY	1.04	.09	11.33	***
D20	<---	AUTHENTICITY	.93	.08	11.12	***
D15	<---	SECURITY AT ATTRACTIONS	1.00			
D16a	<---	SECURITY AT ATTRACTIONS	1.07	.05	19.32	***
D16b	<---	SECURITY AT ATTRACTIONS	1.08	.06	15.66	***
C2a	<---	ROLE OF HOTEL FRONT	1.00			
C2b	<---	ROLE OF HOTEL FRONT	.89	.07	11.89	***
C2c	<---	ROLE OF HOTEL FRONT	.93	.07	12.26	***
C3	<---	ROLE OF HOTEL FRONT	1.10	.08	12.91	***
C4a	<---	ROLE OF HOTEL FRONT	.92	.07	12.14	***
C4b	<---	ROLE OF HOTEL FRONT	.95	.08	11.56	***
C4c	<---	ROLE OF HOTEL FRONT	1.02	.08	12.34	***
C4d	<---	ROLE OF HOTEL FRONT	1.09	.09	11.24	***
C6b	<---	QUAL AVAIL DIRECTIONS INFO	.96	.06	16.23	***
C7	<---	QUAL AVAIL DIRECTIONS INFO	.97	.08	10.90	***
C9	<---	QUAL AVAIL DIRECTIONS INFO	1.02	.09	11.22	***
C11a	<---	QUAL AVAIL	.95	.07	12.07	***

			Estimate	S.E.	C.R.	P
		DIRECTIONS INFO				
C6a	<---	QUAL AVAIL DIRECTIONS INFO	1.00			
C11b	<---	QUAL AVAIL DIRECTIONS INFO	1.04	.09	10.78	***
E24	<---	INTENT TO VISIT ATTRs	1.00			
E25	<---	INTENT TO VISIT ATTRs	.91	.04	19.96	***
E26a	<---	INTENT TO VISIT ATTRs	.92	.04	19.77	***
E26b	<---	INTENT TO VISIT ATTRs	.95	.04	19.60	***

Table 68 reports M_{BTIVTA}^2's estimated variance (as noted in Section 4.4.2.2).

Table 68. M_{BTIVTA}^2's estimated variance

	Estimate	S.E.	C.R.	P
Hotel front staff	.55	.11	4.70	***
Tourist attractions	.47	.08	5.34	***
Qual	.01			
Role	.61	.10	5.91	***
Range	.19	.04	4.18	***
Security	.43	.05	7.73	***
Authenticity	.42	.09	4.62	***
Hotel	.16	.06	2.70	.01
Intent	.85	.12	6.87	***
D22a	.86	.09	9.07	***
D22b	1.35	.13	10.21	***
D23a	.77	.10	7.28	***
D12	1.16	.10	11.08	***
D14a	.55	.08	6.89	***
D14b	.43	.07	6.13	***

	Estimate	S.E.	C.R.	P
D18a	1.27	.13	9.54	***
D18b	1.13	.12	9.37	***
D19	.85	.10	8.36	***
D20	.77	.08	8.80	***
D15	.26	.03	7.71	***
D16a	.16	.03	5.15	***
D16b	.61	.06	9.98	***
C2a	1.22	.11	10.62	***
C2b	.64	.06	9.81	***
C2c	.59	.06	9.50	***
D3	.58	.067	8.65	***
C4a	.61	.06	9.63	***
C4b	.84	.08	10.18	***
C4c	1.25	.11	10.88	***
C4d	1.27	.12	10.43	***
C6a	.43	.04	8.83	***
C6b	.56	.05	9.52	***
C7	.85	.08	10.48	***
C9	.85	.08	10.34	***
C11a	.56	.05	9.73	***
C11b	.97	.09	10.33	***
E24	.85	.09	9.31	***
E25	.76	.09	7.95	***
E26a	.40	.05	7.41	***
E26b	.44	.06	7.29	***

As noted in Section 4.4.2.2, Table 69, next page, depicts the estimated correlations for $M_{BTIVTA}{}^2$.

Table 69. M_{BTIVTA}^2's estimated correlations

			Estimate
D18a	<-->	D18b	.45
D22a	<-->	D22b	.40
C2b	<-->	C2c	.55
C4c	<-->	C4d	.49
C4a	<-->	C4b	.41
C2a	<-->	C4c	.21
C4b	<-->	C4c	.17
C11a	<-->	C11b	.31
E24	<-->	E25	.25
E25	<-->	E26b	-.28
C6a	<-->	C6b	.41

Table 70 depicts M_{BTIVTA}^2's estimated covariance matrix (as noted in Section 4.4.2.2).

Table 70. M_{BTIVTA}^2's estimated covariance matrix

			Estimate	S.E.	C.R.	P
D18a	<-->	D18b	.54	.10	5.28	***
D22a	<-->	D22b	.43	.09	4.88	***
C2b	<-->	C2c	.34	.05	6.36	***
C4c	<-->	C4d	.62	.09	6.82	***
C4a	<-->	C4b	.29	.05	5.27	***
C2a	<-->	C4c	.26	.07	3.79	***
C4b	<-->	C4c	.17	.05	3.55	***
C11a	<-->	C11b	.23	.05	4.12	***
E24	<-->	E25	.20	.07	2.65	.01
E25	<-->	E26b	-.16	.05	-3.12	.00
C6a	<-->	C6b	.20	.04	4.71	***

As noted in Section 4.4.2.2, Table 71 depicts M_{BTIVTA}^2's convergence matrix.

Table 71. M_{BTIVTA}^2'sconvergence matrix

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	21		-1.58	9999.00	6633.34	0	9999.00
1	23		-.68	2.05	4807.83	19	.51
2	15		-.26	1.20	3477.01	5	.93
3	11		-.28	1.14	2555.82	5	.84
4	5		-.18	1.17	1672.25	5	.94
5	1		-.91	.89	1407.07	5	.52
6	0	7421.57		.47	1147.05	5	.97
7	0	526.17		.73	1059.99	5	.00
8	0	297.58		.71	936.80	2	.00
9	0	303.08		.61	854.63	1	1.11
10	0	415.65		.33	844.10	1	1.14
11	0	529.63		.11	843.27	1	1.06
12	0	537.35		.02	843.26	1	1.01
13	0	538.77		.00	843.26	1	1.00

Table 72, next page, illustrates the estimated squared multiple correlations for M_{BTIVTA}^2.

Table 72. Estimated squared multiple correlations for $M_{BTIVTA}{}^2$

	Estimate
HOTEL FRONT STAFF	.00
TOURIST ATTRACTIONS	.33
INTENT TO VISIT ATTRs	.60
QUAL AVAIL DIRECTIONS INFO	.98
ROLE OF HOTEL FRONT	.47
SECURITY AT ATTRACTIONS	.44
AUTHENTICITY	.66
RANGE ATTRACTIONS	.75
HOTE LOCATION	.80
E26b	.81
E26a	.82
E25	.70
E24	.71
C11b	.43
C11a	.53
C9	.45
C7	.43
C6b	.53
C6a	.61
C4d	.52
C4c	.49
C4b	.56
C4a	.62
C3	.71
C2c	.63
C2b	.59
C2a	.48
D16b	.60
D16a	.84

	Estimate
D15	.75
D20	.58
D19	.61
D18b	.52
D18a	.49
D14b	.82
D14a	.79
D12	.40
D23a	.61
D22b	.35
D22a	.50