DETERMINANTS OF COASTAL TOURISM: THE CASE OF MUANDA TERRITORY IN THE DEMOCRATIC REPUBLIC OF CONGO

by

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Declaration

I declare that the dissertation entitled Determinants of Coastal Tourism: the case of Muanda Territory - Democratic Republic of Congo is my work. All the sources I used or quoted have been indicated and acknowledged through complete references.

I further declare that I submitted the dissertation to originality checking software and that it falls within the accepted requirements for originality.

I further declare that I have not previously submitted this work, or part of it, for examination at Unisa for another qualification or at any other higher education institution.

(Refer to Appendix B for the Turnitin digital slip.)

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Mansanga Nadine Kisema

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To God be the Glory, the master of times and circumstances. He is the first and the last, the beginning and the end - Revelation 21:6.

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ABSTRACT

African countries take advantage of the blue economy to boost their local economies. Consequently, countries with coastlines, such as the Democratic Republic of Congo (DRC), can develop strategies for coastal tourism. This study examined the determinants of coastal tourism in the Muanda territory of the DRC. Therefore, it identified determinants (i.e., push, pull, and constraint factors) using exploratory factor analysis, investigated the relationship between these factors (i.e., Pearson's r), and compared group differences (i.e., *t*-tests and ANOVAs). *Interest*, *relaxation and enjoyment*, *escape*, *miscellaneous* and *novelty* (i.e., push factors) and *marine environment*, *new experience*, *exploration, culture experience* and *environment quality* (i.e., pull factors) were important travel motivations for travelling to the DRC. *Costs* and *mobility* were identified as constraints. Based on the results, recommendations for both public and private sectors were made (e.g., marketing campaigns focusing on the most important travel motivations; focusing on demographic and behavioural characteristics).

KEYWORDS: Sustainable tourism, blue economy, coastal tourism, marine tourism, travel motivations, travel constraints, Democratic Republic of Congo.

OKUCASHUNIWE

Amazwe ase-Afrika asebenzisa ithuba lomnotho oluhlaza ukuthuthukisa umnotho wawo wasekhaya. Ngakho-ke, amazwe anogu, njengeRiphabhuliki Yentando Yeningi yase*Congo* (DRC), angasungula amasu okuvakasha ogwini. Lolu cwaningo luhlole okunqunyiwe kwezokuvakasha zasogwini endaweni yase-Muanda e-DRC. Ngakho-ke, ihlonze izinqumo (okungukuthi, ukusunduza, ukudonsa, kanye nezici ezivimbelayo) isebenzisa ukuhlaziya isici sokuhlola, yaphenya ubudlelwano phakathi kwalezi zici (okungukuthi, i-*Pearson's r*), futhi yaqhathanisa umehluko weqembu (okungukuthi, ukuhlolwa kwe-*t* kanye nama-*ANOVA*). *Intshisekelo, ukuphumula nokuzijabulisa, ukuphunyuka, ingxubevange kanye nobusha* (okungukuthi, izici eziphushayo) *kanye nemvelo yasolwandle, ulwazi olusha, ukuhlola, ulwazi lwamasiko kanye nekhwalithi yemvelo* (okungukuthi, izici ezidonsayo) kwakuyizisusa ezibalulekile zohambo lokuya e-DRC. Izindleko kanye nokuhamba kuhlonzwe njengezithiyo. Ngokusekelwe emiphumeleni, iziphakamiso zazo zombili izinhlaka zikahulumeni nezizimele zenziwa (isb., imikhankaso yokumaketha egxile ekugqugquzeleni okubaluleke kakhulu kokuhamba; egxile ezicini zezibalo zabantu kanye nokuziphatha).

AMAGAMA ASEMQOKA: Ezokuvakasha ezisimeme; umnotho oluhlaza; ezokuvakasha zasogwini; izisusa zokuhamba; izithiyo zokuhamba; IRiphabhuliki yentando yeningi yaseCongo.

KGUTSUFATSO

Dinaha tsa Aforika di sebedisa monyetla wa ho sebedisa disebediswa tsa mawatle ho hodisa/matlafatsa moruo wa tsona wa lehae. Ka lebaka leo, dinaha tse mabopong a lewatle, tse jwalo ka Democratic Republic of Congo (DRC), di ka etsa mawa a ho ntlafatsa ditshebeletso tsa boithabiso tse fuwang bahahlaodi dibakeng tse mabopong a mawatle. Phuputso ena e hlahlobile mabaka a susumetsang bohahlaodi ba mabopong a lewatle naheng ya Muanda, DRC. Kahoo, e hlwaile mabaka a susumetsang (k.h.r, a kgothalletsang baahi ho fallela dinaheng tse ding le a hohelang baahi ba dinaha tse ding ho etela naheng e nngwe, le mabaka a thibelang bofalli) ho sebediswa mokgwa wa diphuputso o thusang ho batlisisa dikamano tsa boemo bo ka fetohang ba dintho tse itseng, ka kutlwisiso ya mehopolo e di tsheheditseng (k.h.r Pearson's r), le ho bapisa diphapang tse teng dihlopheng tsena (k.h.r, diteko tsa *t* le diANOVA). *Kgahleho*, *ho iketla le ho natefelwa, ho lokolloha boemong bo itseng, ho ba mefuta e fapaneng le botjha bo sa tlwaelehang* (k.h.r, mabaka a kgothalletsang baahi ho fallela dinaheng tse ding) le *tikoloho ya lewatle*, *ho ba boemong bo botjha*, *ho ithuta karolo e ntjha, ho ithuta le ho ananela botjhaba ba batho ba bang le boemo ba tikoloho* (k.h.r, mabaka a hohelang baahi ba dinaha tse ding naheng e nngwe) e ne e le dintho tsa bohlokwa tse kgothalletsang batho ho etela DRC. *Ditjeo* le *bolokollohi ba ho eta* di hlwailwe e le mabaka a thibelang batho ho tsamaya. Ho itshetlehilwe diphethong tse fumanweng, ho entswe ditshisinyo tse itseng makaleng a moruo a laolwang ke mmuso le makaleng a poraefetea (mohl., ho etsa matsholo a ho bapatsa a shebaneng le dikgothalletso tsa bohlokwa ka ho fetisisa tsa ho eta; tse shebang dintho tse ikgethang tlhophisong ya baahi ho ya ka dilemo, bong, moputso, mangolo a thuto, jj le boitshwaro ba bona).

MANTSWE A BOHLOKWA: Bohahlaodi bo kgonang ho tshehetswa nako e itseng, kgodiso/matlafatso ya moruo ka disebediswa tsa mawatle, ditshebeletso tsa boithabiso tse fuwang bahahlaodi dibakeng tse mabopong a mawatle, ditshebeletso tsa boithabiso lewatleng, dikgothalletso tsa ho nka maeto, dintho tse thibelang batho ho eta, Democratic Republic of Congo

ABBREVIATIONS

ANOVA: One-way analysis of variance

AU: African Union

AUDA-NEPAD: African Union Development Agency

BE: Blue Economy

EFA: Exploratory Factor Analysis

DRC: Democratic Republic of Congo

HSD: Honestly Significant Difference

KMO: Kaiser-Meyer-Olkin

NCTA: National Coastal Tourism Academy

PAF: Principal Axis Factoring

UN: United Nations

UNCSD: United Nations Conference on Sustainable Development

UNECA: United Nation Economic Commission for Africa

UNEP: United Nations Environment Programme

Unisa: University of South Africa

UNWTO: United Nations World Tourism Organisation

SPSS: Statistical Program in Social Sciences

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Chapter 1 : Introduction and background

1.1 Introduction

Different stakeholders are calling for collaborative efforts to rethink the future of Africa (De Ghetto, Gray & Kiggundu, 2016:93). It was against this background that African heads of state and governments launched the African Union (AU) Agenda 2063. Agenda 2063 is a 50-year strategic framework to achieve the continent's goal of inclusive and sustainable development with an African focus (AU, 2021; Ndizera & Muzee, 2018:144). Agenda 2063's vision is "comprehensive, covering issues of identity, self-determination, political independence, and socio-economic development in the context of globalisation" (De Ghetto *et al*., 2016:94). Moreover, the AU should consolidate the democratic government, focusing on short and medium-term peace and security (Hengari & Turiansky, 2014:2).

Since the above vision of Agenda 2063 is global, it holistically views Africa as if each country of Africa were similar to its neighbour in all respects. De Ghetto *et al*. (2016:98) observe that although comprehensive institutions are required to drive the agenda, there are challenges in treating Africa as a single unit of analysis. Although all countries targeted are African, all are at a different stage of development (Ndizera & Muzee, 2018:150). Such differences are likely to confuse the design, implementation, monitoring, and evaluation of the Agenda 2063 action plan (De Ghetto *et al*., 2016:98). It is vital to conduct country-specific studies to determine assets, strengths, and challenges specific to each African country to account for these differences.

The blue economy (BE) is at the centre of Agenda 2063. Such a central position is justified by the fact that more than 70% of the Earth is covered by water, and it is considered the starting point for all life (United Nations Economic Commission for Africa, [UNECA], 2016:2). Additionally, 38 of the 54 African states are coastal and marine zones under African jurisdiction, making marine resources a significant asset for Africa (AUDA-NEPAD, 2021).

The BE is the sustainable use of ocean resources and preserving the health of the oceans' ecosystems (The World Bank, 2017). The BE concept is broad since it covers many issues simultaneously:

> The BE in Africa covers aquatic and marine spaces, including oceans, seas, coasts, lakes, rivers, and underground water, and it comprises a range of productive sectors, such as fisheries, aquaculture, tourism, transport, shipbuilding, energy, bioprospecting, and underwater mining and related activities (UNECA, 2016:5).

Tourism is one of the sectors worth considering for global development in Africa since tourism and recreation contribute towards the local economy in and around the ocean and rivers (UNECA, 2016:6).

When tourism occurs in and around the sea and/or ocean, as the BE suggests, it is referred to as 'marine tourism' and 'coastal tourism'. Marine tourism takes place in the deep oceans with supporting facilities and infrastructure on land, whereas coastal tourism takes place on the offshore coastal waters with supporting facilities and infrastructure also on land (Tegar & Gurning, 2018:128). This study focusses on coastal tourism. Coastal tourism is defined as land-based tourism activities, including sun bathing, swimming, fishing, coastal walking, and other coastal recreation activities occurring on the coast (Tegar & Gurning 2018:128). According to Wesley and Pforr (2010:773), coastal tourism is a broad, dynamic, rapidly increasing, and commercially appealing kind of contemporary tourism that encompasses various tourism, leisure, and recreational orientated infrastructure and activities.

Coastal tourism is a trend - one of the fastest-growing tourism activities (Hana, Noha & Oh, 2015:371; Tegar & Gurning, 2018:128). Padilla, Jurado and Malvárez-García (2016:577) claim that the evolution of several international coastal tourist attractions has transformed them into contemporary, cosmopolitan communities with global characteristics, emphasising the importance of coastal tourism. This means that sustainable management of coastal tourism sites has a positive impact

on the multidimensional development of the area since it is interconnected with many sectors at the same time.

Referring to the Democratic Republic of Congo (DRC), the focus of this study, its geographical position along the Atlantic Ocean, as well as its internal assets such as lakes and rivers that link with the ocean, makes it an attractive opportunity for coastal tourism. However, this study does not claim that coastal tourism is the only kind of tourism probably practised in this country. Instead, it argues that coastal tourism, with associated activities, is one of the major components of tourism in the DRC.

1.2 Research problem

Owing to historical instability in and around DRC, tourism was prevented until 1999. Since then, tourists have mostly been DRC residents and from non-governmental organisations (Maekawa, Lanjouw, Rutagarama & Sharp, 2013:129). Tourism has only been considered an autonomous ministry in DRC since December 2014 (*Petit Futé,* 2015).

African leaders have directed their attention to the BE to boost their countries' economic wealth and reinforce foreign policy (Akpomera, 2020:651). To this effect, countries can develop their own strategic plans to grow coastal tourism because the recreational use of a coastal site tends to grow in the future (Carvache-Franco, Carvache-Franco& Carvache-Franco, 2020:1; Gowreesuntar, 2019:288-289). Bamueneke, Kivilu, Mavemba, and Eyul'Anki (2017:22) explain that the beach is not the only attraction that can attract tourists to DRC; there are also historical and cultural attractions that can be exploited.

In this view, one may argue that the expansion of tourism as an industry, particularly coastal tourism, will require an understanding of practices and elements attached to its development since limited initiatives have taken place in DRC thus far. In the same vein, to increase the demand for coastal tourism in the context of the DRC, it is important to examine the determinants of coastal tourism for tourists. In attempting to identify the determinants of coastal tourism at the Muanda Territory in DRC, the following questions should be answered: What are

the push factors of coastal tourism at the Muanda Territory in DRC? What are the pull factors of coastal tourism at the Muanda Territory in DRC? Which factors constrain coastal tourism at the Muanda Territory in DRC?

1.3 Research Aim and Objectives

The aim and objectives of this study are presented below.

1.3.1 Aim of the study

The current study examines the determinants of coastal tourism at the Muanda Territory in DRC.

1.3.2 Objectives of the study

1. To review the literature on sustainable tourism, marine tourism, coastal tourism, travel motivations (i.e., push and pull factors), and constraints on coastal tourism;
2. To identify different determinants (i.e., push, pull and constraint factors) of coastal tourism at the Muanda Territory in DRC;
   - 2.1 To investigate statistical relationships between push, pull and constraint factors;
   - 2.2 To compare group differences in terms of push, pull and constraint factors;
3. To draw conclusions from and make suggestions regarding the development of coastal tourism at the Muanda Territory in DRC.

1.4 Research method of the study

The research methods used for this study include both primary and secondary research. The latter is discussed first and after that primary research.

1.4.1 Secondary research

This study used secondary research to contextualise the key terms, which include sustainable tourism, coastal tourism, travel motivations, push and pull factors, and constraints. Secondary sources consulted included journal articles, academic books, reports and relevant policies. These sources were accessed through

Unisa's Library (by using scientific databases such as EBSCOhost, Science Direct or Emerald).

1.4.2 Primary research

The use of primary data is an approach where the researcher gathers original data to achieve the research aim of the study by answering the research questions (Adams, Khan & Raeside, 2014:92).

The primary research process followed in this study is discussed below.

1.4.2.1 Research design

The study is empirical (i.e., quantitative), with primary data collected using a questionnaire. Quantitative research is a technique of systematic study that quantifies issues, confirms ideas or investigates relationships (Kumar, 2011:103). This method employs factors that may be measured typically on an instrument to analyse numbered data using statistical procedures (Creswell & Creswell 2018:41).

A research design is a precise plan to investigate a research problem, through which the study addresses the identified research questions (Joyner, Rouse & Glatthorn, 2013:115; Sumerson, 2014). The research design directly impacts the quality of data collected and analysed (Pallant, 2016).

1.4.2.2 Population and sampling plan

The population for this study comprised both local and international tourists visiting the coastal area of DRC from August to November 2020. According to the République Démocratique du Congo (2019a), 25 075 tourists visited the seaside during 2019. A non-probability sampling technique, namely convenience sampling was employed in this study. Convenience sampling is a "non-probability sampling procedure in which the sample obtained comprises those people who are most conveniently available" (Quinlan, Babin, Carr, Griffin & Zikmund, 2019:184).

The guidelines of Krejcie and Morgan (1970:608), which indicate the link between sample size and total population, were used in this investigation. Krejcie and

Morgan's (1970:608) table for determining sample size from a given population reveals that the appropriate sample size for a population (N) of 30 000 is 379 (n). A total of 350 completed questionnaires were obtained for this study and is thus representative of the population (25 075).

1.4.2.3 Research instrument

A suitable questionnaire was designed to address the research aim of the study. The questionnaire consisted of four sections that used both open-ended and close-ended questions:

Section A related to demographic and travel behaviour characteristics, such as gender, age, place of residence, home language, marital status, the highest level of education, occupation, the main purpose to visit the DRC, secondary purpose to visit the DRC, length of stay in the DRC, travel group size, number of people paying for, the type of accommodation used while staying in the DRC, and average spending during a stay in DRC. This section was based on the following authors' work: Awaritefe (2004), Botero, Anfuso, Williams, Zielinski, Silva, Cervantes, Silva, and Cabrera (2013), Carvache-Franco *et al*. (2020), Hung and Petrick (2011), Jeong (2014), Kassean and Gassita (2013), Katsikari, Hatzithomas, Fotiades and Folinas (2021), Klenosky (2002), Kozak (2002), Molera and Albaladejo (2007), Phau, Lee and Quintal (2013), Valls, Gilbert, Orellana and Clavé (2017), and Van der Merwe, Slabbert and Saayman (2011).

Section B required respondents' opinions on push factors to the coast of DRC and was measured on a Likert scale of importance, where 1 = not at all important to 5 = extremely important. The questions in this section were based on Awaritefe (2004), Botero *et al.* (2013), Carvache-Franco *et al.* (2020), Crompton (1979), Jeong (2014), Kassean and Gassita (2013), Kozak (2002), Molera and Albaladejo (2007), Valls *et al.*(2017), and Van der Merwe *et al.* (2011).

Section C contained questions about pull factors to the coast of DRC and was measured on a Likert scale of importance where 1 = not at all important to 5 = extremely important. The questions in this section were based on Awaritefe (2004), Botero *et al.* (2013), Carvache-Franco *et al.* (2020), Jeong (2014),

Kassean and Gassita (2013), Klenosky (2002), Kozak (2002), Molera and Albaladejo (2009), Valls *et al.* (2017), and Van der Merwe *et al.* (2011).

The last section, **Section D**, related to questions on constraints to visit the coast of DRC and was measured the Likert scale of extent where 1 = not at all, to 5 = to a great extent. The questions in this section were based on the works of Alejziak (2013), Chebli and Ben (2020), Clift, Luango and Callister (2002), Crawford, Jackson and Godbey (1991), Gooding, Harb, Binci, Hagos, Alayu and Taye (2020), Huber, Milnes and Hyde (2018), National Coastal Tourism Academy (NCTA,2016), Oh, Draper and Dixon (2009), Pindolia, Garcia, Huang, Fik, Smith and Tatem (2014), Rittichainuwat, Qu and Monggkonvanit (2007), Rusu (2020), Schmidt-Sane, Nielsen, Chikombero, Lubowa, Lwanga, Gamusi, Kabanda and Kaawa-Mafigiri (2020), Um and Crompton (1992), Whitworth (2020), and Zou and Petrick (2017).

1.4.2.4 Research ethics

This research was guided by the ethical guidelines as set out in the Policy on Research Ethics (Unisa, 2016) and was approved before fieldwork started (refer to Appendix C for the ethics certificate (2020_CEMS_DAM_004).

The questionnaire contained a participant information sheet with the following information: the identity of the researcher and supervisors; the aim of the study; the purpose of selecting the prospective respondent; the prospective respondent's role in the study; the expected duration of completing the questionnaire; voluntary participation with no penalty or loss; the benefits of the study; that the study poses minimal risk to the respondent; withdrawal from the study at any moment in time; no compensation or reimbursement possibilities; the period for which records will be kept; ensuring confidentiality; publication possibilities; and how feedback can be obtained. In addition to the participant information sheet, an informed consent document was included. After agreeing to participate, the respondent can proceed to the questions that did not include any sensitive or harmful questions.

1.4.2.5 Pilot test

It was impossible to conduct a pilot study in DRC due to COVID-19 at the time. However, the questionnaire was tested on 10 respondents living in South Africa who have previously visited the coastline in DRC. Minor modifications were made to the questionnaire based on the results and feedback of the respondents (refer to chapter 3 for more detail) and feedback from the statistician.

1.4.2.6 Fieldwork

Owing to the pandemic, the researcher was unable to travel to DRC. As a result, three fieldworkers living in the DRC were selected to conduct the fieldwork on behalf of the researcher.

The fieldworkers were briefed on the study's purpose and the questionnaire's content (i.e., how to apply the screening question, participant information sheet, informed consent, and how questions should be completed) and how to assist respondents if necessary. They were also directed to dress professionally and have an identification tag that informs potential respondents that they are fieldworkers. The fieldworkers were proficient in English and French to assist both domestic and international tourists who might complete the questionnaire. Fieldworkers approached tourists along the coast of DRC between August and November 2020 by introducing themselves and explaining the study's aim. The potential respondent received a hard copy of the questionnaire and was allowed time to read the participant information sheet and, if willing to participate, sign the informed consent. The fieldworker then allowed the respondent to complete the questionnaire. After completion, the fieldworker screened the questionnaire for completeness and directed the respondent's attention to questions that were perhaps excluded. Once this step was complete, the fieldworker thanked the respondent for their time.

1.4.2.7 Data analyses

Completed questionnaires were examined to identify incomplete questionnaires and minimise errors (i.e., data editing). Questions were pre-coded that were built into the design of the questionnaire. Data were captured in Microsoft Excel to import to Statistical Program in Social Sciences (SPSS) for relevant statistical

analyses. Conclusions and recommendations were then drawn from the results obtained from these analyses.

The following statistical analyses were performed in this study: factor analyses, correlations, *t*-tests and one-way analysis of variance (ANOVA's).

Factor analyses were performed on push factors (section B), pull factors (section C), and constraints (section D). Factor analysis helps reduce many variables (i.e., latent variables) into a smaller number of variables that assists with better interpretations (Yong & Pearce, 2013:92). The Kaiser-Meyer-Olkin (Kaiser, 1974), as well as Bartlett's (1954) test of sphericity, were calculated (these should be above 0.6 and $p \leq .05$, respectively) to see if factor analyses could be performed on the three aforementioned sections. After that, the Kaiser Normalisation (above 1) advised on the number of factors to retain (Yong & Pearce, 2013:85). All factors' Cronbach's alpha (greater than 0.6) and inter-item correlation (between 0.2 and 0.4) was calculated (Yusof, Musa & Rahman, 2012:715; Briggs & Cheek, 1986). Finally, each factor's average was calculated and interpreted on the Likert scale on which it was measured.

Correlations were then performed on the factors obtained from the factor analyses. A correlation measures the linear or straight-line relationship between two ordered variables (Meyers, Gamst & Guarino, 2016:124). Pearson's *r* is the statistical test to determine whether there is a relationship between the two variables and how strong that relationship is (Curtis, Comiskey & Dempsey, 2015:3).

In addition to the correlations, group differences were determined on the factors through independent sample *t*-tests and ANOVAs. An **independent-sample *t*-test** is a test to compare the mean value of two different groups of people (Pallant, 2016). Since this test only indicates a difference, Cohen's (1988) d was also calculated to determine the effect size. Like *t*-tests, **ANOVAs** also compare mean scores, however, of more than two groups (Pallant, 2016). A post-hoc test, namely, Tukey's Honestly Significant Difference (HSD), was also conducted to

indicate where the differences between the groups occur. Cohen's (1988) effect size indicated the magnitude of the differences between the groups. (In the case where equal variances could not be confirmed, results from the Brown-Forsythe test and Games-Howell's post-hoc test were reported.)

1.5 Definitions of terms

The following terms are defined to clarify their use throughout this study: tourism, sustainable tourism, blue economy, coastal tourism, travel motivations (i.e., push and pull factors) and travel constraints.

1.5.1 Tourism

"Tourism entails the movement of people to places outside their usual environment for personal or business/professional purposes" (United Nations World Tourism Organisations [UNWTO], 2021). According to Šimková and Holzner (2014:660) and Rahman (2015:14), tourism involves travelling to a destination for pleasure, learning, or commercial activity.

1.5.2 Sustainable tourism

According to Mariani, Cwakon, Buhalis and Vitouladiti (2016:204), sustainable tourism is economically viable and does not destroy the resources (i.e., the physical environment and host community) on which the future of tourism depends. This definition highlights sustainable tourism as opposed to mass tourism. Sustainable tourism considers the current and future economic, social and environmental impacts and addresses the needs of various stakeholders (i.e., visitors, the industry, the environment, and host communities) (Patterson, 2018:5).

1.5.3 Blue economy

The World Bank (2017) defines BE as "sustainable use of ocean resources for economic growth, improved livelihoods and jobs while preserving the health of marine and coastal ecosystem". The blue economy is concerned with separating socio-economic development from environmental degradation and optimising marine resource benefits (Smith-Godfrey, 2016:59). In a concept paper at the United Nations Conference on Sustainable Development (UNCSD, 2012:3), the United Nations explained that BE adopts the same outcome as the green

economy, namely “improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”.

1.5.4 Coastal tourism

Coastal tourism is defined as the range of tourism, leisure and recreational activities that occur in and around coastal zones and waters (Rogerson & Rogerson, 2019:25).

1.5.5 Travel motivation

Chan and Quah (2012:51) assert that travel motivation is generally understood as the force, which drives all actions; it is the basis for all trip-related events (Nikjoo & Ketabi, 2015:588). According to Yousaf, Amin and Santos (2018:202) and Siregar, Firdaus, Haman, Siregar, Muzammil (2019:5), two factors motivate tourists to travel and to make decisions about the destination they want to visit, namely, push and pull factors.

1.5.5.1 Push factors/motives

“Push motives have been thought useful for explaining the desire to go on a vacation” (Crompton, 1979:410). In the most basic level, push factors can be described as intrinsic factors that drive individuals to travel (Yousaf *et al.*, 2018:202), such as recreation, adventure and escape.

1.5.5.2 Pull factors/motives

“Pull motives have been thought useful for explaining the choice of destination” (Crompton, 1979:410). Yousaf *et al*. (2018:202) assert that pull factors are usually associated with destination amenities, such as service quality, infrastructure, and prices.

1.5.6 Travel constraints

According to Khan, Chelliah and Ahmed (2017:4), “travel constraints refer to factors that inhibit continued travel, cause inability to begin travel, result in the inability to maintain or increase frequency of travel”.

1.6 Dissertation outline

This study comprises five chapters.

The **first chapter,** which is the introduction and background of the study, justifies the choice of the topic, explains the problem, followed by the objectives of the study. Thereafter, the research methodology (i.e., research design, population and sampling plan, research instrument, research ethics, pilot test, fieldwork, and data analyses) is explained, and finally, the definition of key terms is provided.

The **second chapter** reviews the literature on sustainable tourism, coastal tourism, travel motivations (i.e., push and pull factors), and constraints. In this chapter, interconnections between the different concepts are presented.

The **third chapter,** the research methodology, deals with the data collection techniques, population, sampling plan, research instrument, and data analysis methods.

The **fourth chapter** presents the study's results.

The study's conclusions and recommendations are presented in the **fifth** and last chapter.

Chapter 2 : Theoretical foundation of coastal tourism

2.1 Introduction

The literature in tourism has already established the relationship between travel motivation and travel constraints (Khan *et al.*, 2017:2). Motivation is the vital force that drives all human behaviour (Jovanovic, Dragin, Armenski, Pavic & Davidovic, 2013:858). Tourism competes with internal or external forces that significantly influence behaviour (Yousaf *et al.,* 2018:197). This is also true for coastal tourism. "Managers of coastal resources may have control over changes to the physical attributes of coastal sites, but they may need to know what attracts a particular type of visitor" (Barry, Rensburg & Hynes, 2011:765).

This chapter aimed to contextualise the literature on sustainable tourism, BE, marine tourism, coastal tourism, travel motivations (i.e., push and pull factors) and constraints influencing the decision to travel to a coastal area. Figure 2.1 illustrates the structure and flow of the literature presented in Chapter 2.

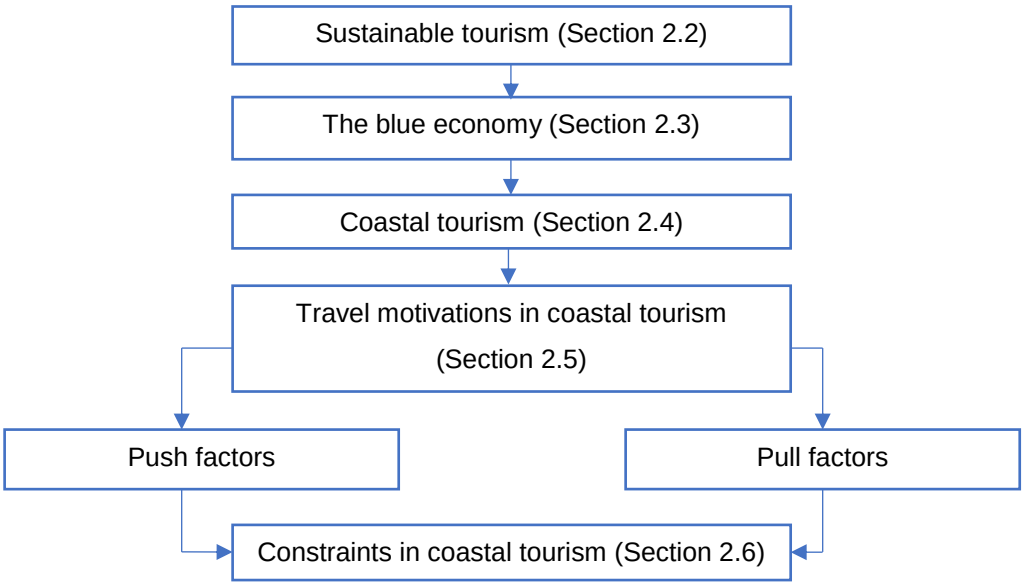


Figure 2.1 - Structure and flow of the literature review

Each aspect in Figure 2.1 is discussed in the sections that follow.

2.2 Sustainable tourism

Tourism can be divided into two main categories: mass tourism and alternative tourism (Fang, 2020). Mass tourism (extreme concentration of tourists) can lead to the degradation of a destination and loss of attractiveness (Theng, Qiong & Tatar, 2015). Because of the social, cultural and ecological impacts of mass tourism, a call for more sustainable practices leads to the concept of alternative tourism (Kim, Park, Reisinger & Lee, 2018). The sustainability principles must apply to all kinds of tourism activities, operations, establishments, and projects, including conventional (mass) and alternative forms.

Sustainable tourism has been defined by the United Nations World Tourism Organisation (UNWTO) and United Nations Environment Program (UNEP) as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (Dvarskas, 2017:164). Therefore, sustainable tourism seeks to use renewable energy, minimise waste, consume less water, conserve culture and biodiversity, generate local income, and reduce poverty (UNEP, 2011:416). Building tourism industries more sustainably will benefit local communities and increase consciousness and support for the suitable use of natural resources (UNEP, 2011:416).

The African Union's Agenda 2063 posits that one of the Sustainable Development Goals (SDGs), goal 17, is key as it encourages countries to "conserve and sustainably use the oceans, sea and marine resources for sustainable development" (UN, 2021). The sustainable usage of ocean resources is captured by the 'blue economy' concept, which is gaining considerable importance across several countries (Doyle, 2018:33).

2.3 The blue economy

The blue economy (BE) adopts the same outcome as the green economy, improved human welfare, social equity, poverty reduction, and economic opportunity while significantly reducing environmental risks and ecological scarcities, specifically for maritime resources (Doyle, 2018:1; UNCSD, 2012:3). Additionally, the BE is referred to as better management of the use of marine

resources as it also refers to “economic growth within the marine sector that does not lead to the degradation of marine ecologies” (Boonstra, Valman & Björkvik, 2018:341). This necessitates an integrated approach that includes sustainable use and management of the BE resources for society. It also aims “to promote the conservation of aquatic and marine ecosystems and sustainable use and management of associated resources and builds on principles of equity, low carbon development, resource efficiency, and social inclusion” (UNECA, 2010:7). The goals of the BE are to balance sustainable economic benefits with long-term ocean health (Keen, Schwarzb & Wini-Simeon, 2018:2).

The BE concept comprises a range of productive sectors, such as fisheries, transport, energy, underwater mining, and tourism (UNECA, 2016:5). When tourism occurs around the sea and/or ocean, as the BE suggests, it is generally referred to as ‘coastal tourism’. Spalding (2016:5) claims that the BE aims to marry economic activities and coastal tourism to develop the economy with minimum negative impacts. To synthesise the above discussion, Figure 2.2 illustrates the phenomenon of mass tourism versus sustainable tourism, where the latter includes coastal tourism.

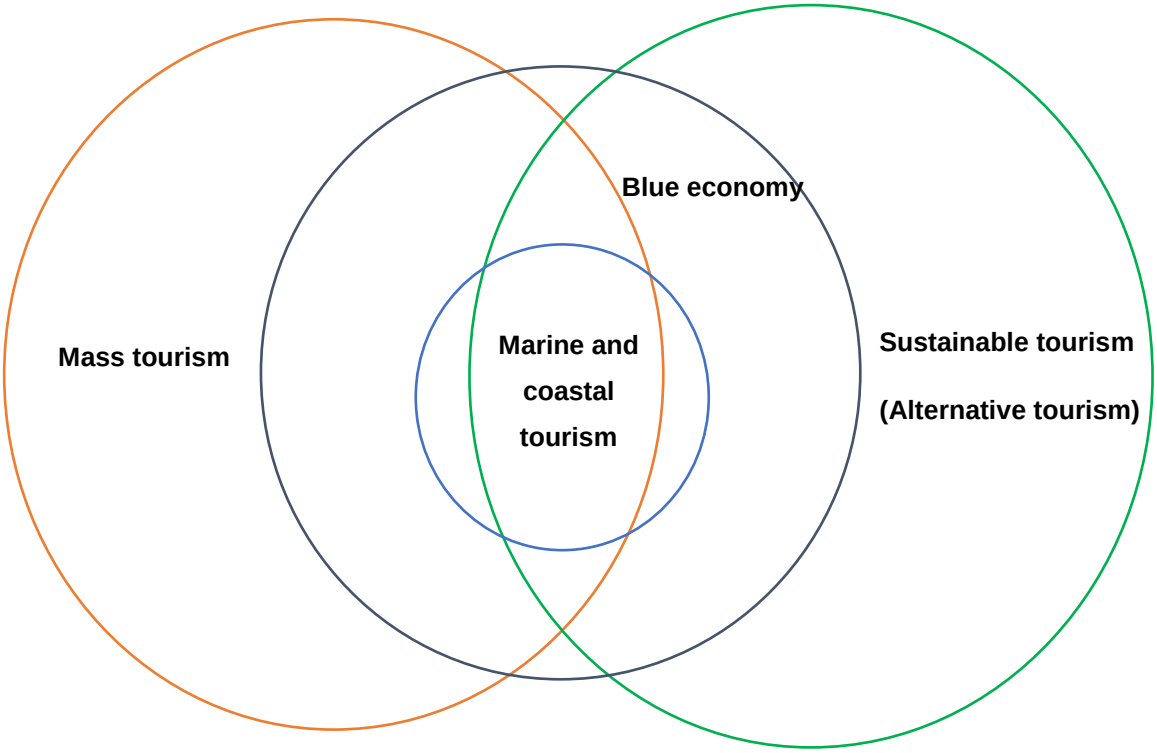


Figure 2.2 - Coastal tourism within the broader framework of tourism

Source: Author’s own compilation

Figure 2.2 contextualised coastal tourism into the broader tourism framework, more specifically sustainable tourism. According to Doyle (2018:33), coastal tourism is a significant sector of the blue economy and is important for countries with coastlines in Africa. Coastal tourism is one of the largest market sectors of tourism globally (Friedrich & Jannik, 2019: vii).

2.4 Coastal tourism

It is important to address the difference between marine and coastal tourism as these two are very closely related. According to Tegar and Gurning (2018:128), marine tourism activities take place in the deep oceans (constitutes mostly sailing and cruising) with their supporting facilities and infrastructure on land. Whereas coastal tourism emerges in coastal zones and offshore coastal waters and includes water-based, beach-based and recreational activities with all relevant facilities and infrastructure found exclusively on land (Hall, 2001:602; Rogerson & Rogerson, 2019:25; Tegar & Gurning, 2018:128-129). For example, marine tourism includes tourism activities in marine areas such as swimming, canoeing, surfing, sport fishing, whale watching, seabirds watching, boating, yachting, nautical sport, voyage tourism to name but a few (De Swart, Van der Haar, Ecorys, Skousen & Zonta, 2018:156; Schoeman, 2016:37). Coastal tourism also includes marine tourism activities and other beach-based and recreation activities such as sun bathing, walking on the beach, kite competitions and other tourism recreation activities that take place in the coastal area such as supply, and manufacturing industries associated with those activities (De Swart *et al*., 2018:156; Hjalager & Kwiatkowski, 2019:2). The focus of this study is on coastal tourism.

A coastal zone is an interface between the sea and the land. It is a favourite area for recreational activities, with the beach as the focal point for various tourist activities (Fraguell *et al*., 2016:882). Coastal tourism is tourism practised on the coastline and is based on the use and consumption of natural resources combined with social and economic values (Fraguell, Marti, Pinto & Coenders, 2016:882). According to Agardy (1993:224) and Ertör and Hadjimichael (2020:2), coastal and ocean areas are of economic importance to many people. They can increase

livelihoods, create jobs, and be demonstrated by commercial and artisanal fishermen, aquaculture, anglers, yachtsmen, surfers, and swimmers, which characterise boundless recreation opportunities. Additionally, coastal areas are a potentially strong lure for attracting tourists who wish to learn (e.g., ecology) and enjoy coastal related activities (e.g., picnics, walking, snorkelling and diving, to name but a few) (Agardy, 1993:224; Laursen, Kaae, Bladt, Petersen, Clausen, Olafsson, Draux & Bregnballe, 2021:6). As key stakeholders in coastal tourism, tourists have diverse needs and motivations to travel to coastal tourism destinations. Coastal tourism suppliers, managers and governments will have to research their markets and investigate tourists' motivations for visiting a coastal destination (Van der Merwe *et al.,* 2011:459; 465).

2.5 Travel motivations in coastal tourism

Patterson (2018:45) posits that it is necessary to understand why people travel at certain times to specific places and why people undertake activities. Previous research suggested that tourists have various travel motivations that influence destination choices (Dayour, 2013:2; Yoo, Yoon, & Park, 2018:170). Generally, motivation is described as an intrinsic state that guides human behaviour to achieve goals. Motivation has also been deemed a cause of human behaviour and can be defined as a state of need that drives an individual to satisfy this need (Li & Cai, 2012:475; Li, Zhang &Cai, 2013:86; Patterson, 2018:45; Pizam, Neumann & Reichel, 1979:195).

Research on travel motivations has been an important topic in tourism literature as it is the basis of obtaining information on tourists' behaviour (Li *et al.*, 2013:86; Patterson, 2018:45). There are many theories and typologies explaining travel motivation.

2.5.1 Theories and typologies of travel motivation

Some of the well-known theories on travel motivation include Gray (1970), Iso-Ahola (1982), Dann (1977; 1981), and Crompton (1979) and are briefly discussed. The theory of travel motivation proposed by Gray (1970:141) mentions two types of tourists: the wanderlust and the sunlust tourists. Wanderlust tourists desire to travel and are interested in meeting different people and experiencing different

cultures. In contrast, sunlust tourists are motivated by the desire for rest, relaxation, and the three S's: sun, sea, and sand (Gray, 1970:141).

Iso-Ahola (1982) researched the two-dimensional leisure motivation theory, namely, escape and seeking. Escape refers to the escape from everyday environments, routine, everyday problems, family environments, tension and stress, whereas seeking refers to seeking rewards. Tourists want to travel to escape from everyday life and seek psychological rewards (Iso-Ahola, 1982).

Dann (1977:186) builds a distinctive contribution to travel motivation by framing it into two domains, namely, the 'push' and 'pull' domains. These two broad domains motivate tourists to travel (push) and be attracted to the desired destination (pull). Intrinsic motivations (push)are psychological needs causing a person to feel a disequilibrium that can be corrected through a tourism experience. Push factors often precede pull factors (Dann, 1977:186). Pull factors are attributes that attract tourists to a specific destination (e.g., beach quality and climate).

Crompton (1979:409) emphasises that travel motivation is vital in understanding a visitor's decision-making process. According to Crompton (1979:427), travel motivation has been theorised as an active process of intrinsic psychological factors (needs and wants) that produce disequilibrium within individuals. Crompton (1979) assert that push factors are the most discussed socio-psychological motivations. On the other hand, pull factors concern the motivations aroused by the destination rather than within the travellers themselves. Crompton's (1979:416) theory includes nine motivational factors, of which seven are socio-psychological motivational factors:

- Escape – getting away from the usual demands of life and having a change from the daily routine
- Prestige – travel may be symbolic of a higher lifestyle
- Exploration and evaluation of self – the opportunity for re-evaluating and discovering more about oneself or for acting out self-images
- Relaxation – the state of being mentally refreshed
- Regression – getting an opportunity to do things outside their usual lifestyle

- Enhancement of kinship relationships – building relationships and bringing family members closer together
- Social interaction – the desire to meet new people in different locations; to exchange views and/or seek permanent relationships

The two external, primary cultural motivation factors are concerned with the destination rather than socio-psychological motivations:

- Education – developing a rounded individual
- Novelty – new experiences

The current study will draw on the 'push' and 'pull' motivational theories as described by Dann (1977; 1981) and Crompton (1979).

2.5.2 Push and pull factors

Travel motivations for different destinations or tourism offerings/products (e.g., leisure travel, festivals and events, parks and nature, shopping, and coastal) may be diverse (Van der Merwe *et al*., 2011:459). According to Battour, Ismail, Battor and Awais (2017:51), many tourism scholars and destination marketers used the push and pull motivation theory to explain why people travel and select a specific tourism destination.

In tourism research studies, push and pull factors are often examined as separate constructs (Phau, Lee & Quintal, 2013:272; Klenosky, 2002:385). Nonetheless, other scholars such as Hung and Petrick (2011:856) have studied them simultaneously. Battour *et al*. (2017:51) and Katsikari, Hatzithomas, Fotiades (2020:6) argue that people are pushed by internal desires to travel. Secondly, they are pulled by external factors such as a destination. According to these authors, these two sets of factors might be independent and interdependent.

Understanding the travel motivations (push and pull factors) of tourists visiting coastal destinations is important for effective planning, development, and management of coastal tourism destinations (Van der Merwe *et al*., 2011:457).

Push factors for coastal tourism are discussed first, followed by a discussion on pull factors.

2.5.2.1 Push factors for coastal tourism

Push factors, as intrinsic motivations, direct the tourist to travel, causing an external search for a suitable tourist destination. Previous studies on push factors for coastal tourism destinations follow.

The investigation of Kozak (2002:225-229) among German and British tourists travelling to Mallorca and Turkey indicated four types of travel motivations: (1) *culture* (i.e., to increase knowledge of the new place, to meet local people), (2) *pleasure-seeking/fantasy* (i.e., to have fun, to mix with fellow tourists, to seek adventure, to get away from daily life), (3) *relaxation* (i.e., to relax, to be emotionally and physically refreshed, to enjoy good weather, to spend time with people cared deeply about), and (4) *physical* (i.e., to be active, to get close to the nature). Relaxation and pleasure-seeking/fantasy were the most significant motivations for both destinations and sample groups.

Awaritefe (2004) analyses major tourism resources and destinations in Nigeria and compares foreign and domestic Nigerian visitors in terms of product selection, activity participation, and travel motivations. Those push factors were discovered: (1) *relaxation/rest*, (2) *games* (handball, football, jogging, hiking, walking), (3)*swimming/fishing/canoeing*, (4) *viewing birds/animals*, (5) *education value of the environment*, (6) *peace/tranquil atmosphere*, (7) *appreciation of natural quality/aesthetics*, (8) *change of environment*, (9)*scenery*, (10) *environment features*, *uniqueness/fascination*, (11) *friendship/social interaction of people*, (12) *welcoming staff/good and prompt services*, (13) *safety/security/ protection*, (14) *low cost at accommodation/food and others items*, (15) *place of comfort/satisfaction*, (16) *location/accessibility/distance or nearness*, (17) *purchase of arts/craftwork*, and (18) *recommendation from friends/acquaintances*.

Molera and Albaladejo (2007:761), in their study on profiling tourists in south-eastern Spain, examined the demand for seaside tourism by using a market segmentation analysis. Different push factors were identified: (1) *relaxation*, (2)

independence and flexibility, (3) *having a good time with family*, (4) *relationship with local people*, (5) *visiting friends*, and (6) *calm atmosphere*. The results confirm that having a good time with family and visiting friends were the most important push factors.

Van der Merwe *et al*. (2011:462-464) determined the travel motivations of tourists to coastal destinations along the Indian Ocean coast of South Africa. Push factors were identified and grouped into three factors: (1) *escape and relaxation* (i.e., to relax, to get away from the regular routine, family recreation/spend time with someone special), (2) *time utilisation* (i.e., explore a new destination, for events in the area, spend time with friends), and (3) *personal attachment* (i.e., grew up spending my holidays at the destination, I own a holiday home at the destination).

Botero *et el*. (2013:882) investigated the preferences of locals and foreign tourists to beaches on the north Caribbean coast of Colombia. Push factors – (1) *a relaxed and family-friendly atmosphere,* and (2) *crowding* – were the most important factors. Other reasons to choose the beach were related to traditional tourist motivations such as (3) *to discover a new place,* (4*) interest in the destination,* and (5) *litter.*

Kassean and Gassita (2013) examined the motivational factors for tourists to Mauritius. The most important push factors were (1) *rest and relaxation*, (2) *nostalgia*, (3) *escape*, (4) *novelty*, (5) *social interaction*, (6) *self-actualisation,* and (7) *recognition/prestige*.

Jeong (2014:300) tested the relationship between push and pull factors of coastal tourists to Seoul, South Korea. The items used in the questionnaire were separated into two dimensions, namely, push-pull motivation and static-active motivation. The study showed two push factors: (1) *escape* (i.e., to escape everyday life, to take a break, to recharge one's batteries, and to seek introspection), and (2) *novelty* (i.e., to experience novelties, to enjoy adventurous activities, to learn something new).

Valls *et al.* (2017:10) investigated the push and pull factors of British tourists visiting a Mediterranean coastal destination. The authors found several push factors: (1) *enjoying* (i.e., holidays, goodness, niceness, relaxation) and (2) *relaxation* (i.e., beach).

Carvache-Franco *et al.* (2020:8) investigated tourist motivations to visit Salinas, a coastal destination in Ecuador. The results showed two push factors: (1) *learning* (i.e., learning languages, traditional dances, knowing flora and fauna), and (2) *novelty* (i.e., seeing things not commonly seen and visiting friends and family).

Using Crompton's (1979:416) categorisation of socio-psychological motivational factors (see section 2.5.1), Table 2.1 summarises the corresponding push factors by the other authors discussed in this section.

Table 2.1 - Summary of push factors for travelling to coastal destinations

Crompton (1979)	Kozak (2002)	Awaritefe (2004)	Molera and Albaladejo (2007)	Van der Merwe *et al.* (2011)	Botero *et al.* (2013)	Kassean and Gassita (2013)	Jeong (2014)	Valls *et al.* (2017)	Carvache-Franco *et al.* (2020)
Education		Education value of the environment							Learning languages; learning traditional dances; knowing flora and fauna
Novelty	Knowledge of new place	Change of environment		Go away; explore a new destination	To discover a new place	Novelty	To experience novelties; to enjoy adventurous activities; to learn something new		Seeing things not commonly seen
Escape	Get away from home, to have fun; to be emotionally and physically refreshed			To get away from routine	Crowding, litter	Escape	To escape everyday life; to take a break; to recharge one's batteries; to seek introspection		
Prestige			Peace/tranquil atmosphere, scenery, to appreciate natural quality of aesthetics	I own a holiday home at the destination		Recognition/prestige			
Exploration and evaluation of self	To get close to nature	To view birds/animals	Independence and flexibility; Environment features; uniqueness/fascination	Interest in a destination and beach reputation		Self-actualisation			
Relaxation	To relax; to be	Relaxation,	Relaxation;	To relax		Rest and	Rest and	Holidays,	

Crompton (1979)	Kozak (2002)	Awaritefe (2004)	Molera and Albaladejo (2007)	Van der Merwe *et al.* (2011)	Botero *et al.* (2013)	Kassean and Gassita (2013)	Jeong (2014)	Valls *et al.* (2017)	Carvache-Franco *et al.* (2020)
	active	rest	calm atmosphere			relaxation	relaxation	goodness, niceness, relaxation	
Regression									Seeing things not commonly seen
Enhancement of kinship relationships			Having a good time with family; visiting friends	Family recreation/spend time with someone special	A relaxed and family-friendly atmosphere				Meeting friends and family
Social interaction	To meet local people; to mix with fellow tourists; to spend time with people who cared deeply about	Friendship/social interaction of people, Recommendation from friends	Relationship with local people	Spend time with friends		Social interaction	Social interaction		
Others	To enjoy good weather; to seek adventure	Swimming, welcoming staff/good and prompt services; safety/security /protection, low cost at accommodation/food and other items; place comfort/satisfaction; purchase of arts/craftwork, location/accessibility/distance or nearness		For events in the area; grew up spending my holidays at the destination	Interest in destination	Nostalgia	Nostalgia		

Table 2.1 summarised the push factors for travelling to coastal destinations. Novelty and relaxation were the most mentioned push factors from authors' work, followed by social interaction, escape and exploration.

Tourists' destination choices are determined not only by their intrinsic motivations (push factors) but also by the destination itself (pull factors) (Yoo *et al*., 2018:173). Pull factors are explained in the following section.

2.5.2.2 Pull factors for coastal tourism

Pull factors are used to describe why an individual chooses a tourism destination (Crompton, 1979:410; Klenosky, 2002:385; Patterson, 2018:49; Shin, Severt & Fjelstul, 2017:494) and represent the attractiveness of the attributes of a tourist destination (Nikjoo & Ketabi, 2015:588; Phau *et al*., 2013:272). Prayag and Ryan (2011:123) argue that pull factors can be measured using a list of destination attributes. Previous studies of pull factors for coastal tourism destinations follow.

Klenosky (2002:386) investigated the pull factors that influenced the destination preference of students in the United States of America (USA). The pull factors included (1) *beaches and other scenic areas*, (2) *natural resources*, (3) *warm climate*, (4) *party atmosphere*, (5) *historical and cultural attractions*, and (6) *feeling welcome*. The results showed that the main pull factors were the beaches, other scenic areas, and warm climate.

The investigation of Kozak (2002:225-229), as previously mentioned, also identified pull factors: (1) *culture* (i.e., to visit historical and cultural sites), and (2) *physical* (i.e., to engage in sports).

Awaritefe (2004) discovered the following pull factors, namely (1) *resort tourism* (i.e., water resort, ecological resort), (2) *urban tourism* (i.e., hotel, amusement park/club, ancient colonial tourism/feature), (3) *cultural/historical tourism* (i.e., museum, historical/archaeological features, festivals/ cultural features), (4) *natural/ ecotourism/park/zoo* (i.e., ecotourism/nature tourism, park/zoo) (5) *adventure tourism*, and (6) *water/beach tourism* (i.e., beaches, rivers/waterfalls).

As previously mentioned, Molera and Albaladejo (2007:761) have also identified pull factors: (1) *calm atmosphere*, (2) *environmental quality and nature*, (3) *attractive landscapes*, (4) *visiting monuments and typical architecture*, (5) *cultural attractions*, (6) *outdoor activities*, (7) *opportunity for children*, (8) *price*, (9) *short travel distance*, (10) *rural life activities*, (11) *traditional food,* and (12) *accommodation*. The results demonstrated that pull factors such as environmental quality and nature, and calm atmosphere, followed by cultural attractions, and outdoor activities, were among the most important.

Van der Merwe *et al*. (2011:464) identified eight items under pull factors, explaining the attributes of the selected coastal destination: (1) *many activities for my children*, (2) *great accommodation and facilities*, (3) *safe holiday destination*, (4) *various attractions in surrounding area*, (5) *association with language and culture of the destination*, (6) *affordable*, (7) *climate*, and (8) *distance to the destination*.

Botero *et al*. (2013:882) investigated the question "Why did you choose this beach?" on the north Caribbean coast of Colombia. The study showed that the seven most important pull factors were (1) *water,* (2) *sand quality*, (3) *facilities*, (4) *security and safety,* (5) *beach reputation,* (6) *proximity,* and (7) *low price*.

As mentioned previously, Kassean and Gassita (2013) found the following pull factors to Mauritius: (1*) accommodation services*, (2) *water sports*, (3) *nightlife*, (4) *entertainment*, (5) *land-based sports*, (6) *attractions*, (7) *fitness and wellness*, (8) *shopping opportunities*, (9) *arts and crafts*, (10) *restaurants*, (11) *local cuisine*, (12) *local beverage*, (13) *climate and weather*, (14) *landscape and scenery*, (15) *flora and fauna*, (16) *beaches*, (17) *exotic atmosphere*, (18) *historical and cultural sites,* and (19) *authentic Mauritius culture*.

Jeong (2014:300) identified the following pull factors: (1) *active marine activities* (i.e., adventurous activities, marine sport, a cruise, and swimming in the ocean), and (2) *static marine activities* (i.e., a beach of scenic beauty, enjoying the clear water and fresh air, and walking along the beach).

The pull factors Valls *et al.* (2017:10) identified were (1) *visiting* (i.e., culture, tourism, shopping), (2) *enjoying* (i.e., entertainment), (3) *holidays* (i.e., holidays, beach), (4) *beaching* (i.e., holidays, beach), and (5) *sunbathing* (i.e., sun).

Carvache-Franco *et al.* (2020) found the following pull factors: (1) *Authentic coastal experience* (i.e., lifestyles and landscape of the coastal population), (2) *heritage and nature* (i.e., fauna, culture and traditions, marine tourism in natural spaces), (3) *physical activities* (i.e., swimming and water sports), and (4) *sun and beach* (i.e., tourist-driven by the sun and beach).

Table 2.2 summarises the pull factors by the authors mentioned in this section.

Table 2.2 - Pull factors for travelling to coastal destinations

Themes identified in the literature	Klenosky (2002)	Kozak (2002)	Awaritefe (2004)	Molera and Albaladejo (2007)	Van der Merwe *et al.*(2011)	Botero *et al.* (2013)	Kassean and Gassita (2013)	Jeong (2014)	Valls *et al.* (2017)	Carvache-Franco *et al.* (2020)
Activities	Party atmosphere	To engage in sports		Opportunity for children, outdoor activities, rural life activities	Many activities for my children; culture		Land-based sports; water sports; nightlife; entertainment; shopping opportunities	Adventurous activities, swimming in the ocean, a cruise, marine sport, walking along the beach	Shopping tourism; entertainment	Swimming, water sports
Hospitality services			Hotels	Accommodation, traditional food	Great accommodation and facilities	Facilities	Accommodation services; restaurants, local cuisine; local beverage			
Attractions	Historical and cultural attractions	To visit historical and cultural sites	Amusement park/club; ancient colonial feature; museum, historical or archaeological features; festival/cultural features	Visiting monuments and typical architecture, cultural attractions	Various attractions in the surrounding area, association with language and culture of the destination		Attractions; arts and crafts; historical and cultural sites, authentic Mauritius culture		Culture	Culture and traditions
Travel distance				Short travel distance	Distance to the destination	Proximity				
Beach, sand and water	Beaches and other scenic areas		Waters resorts, beaches, rivers/water fall			Water, sand quality, scenery	Beaches	Beach of scenic beauty; enjoying the clear water and fresh air	Sun, beach	Sun and beach, marine tourism in natural spaces
Safety and security					Safe holiday destination	Security and safety	Political stable			
Environment	Natural		Ecotourism/n	Environment	Climate		Climate and			Fauna,

Themes identified in the literature	Klenosky (2002)	Kozak (2002)	Awaritefe (2004)	Molera and Albaladejo (2007)	Van der Merwe *et al.*(2011)	Botero *et al.* (2013)	Kassean and Gassita (2013)	Jeong (2014)	Valls *et al.* (2017)	Carvache-Franco *et al.* (2020)
, natural resources	resources; the warm climate		atural tourism, parks/zoo; ecological resorts,	quality and nature, attractive landscapes			weather; landscape and scenery; fauna and fauna			landscape
Atmosphere	Feeling welcome			Calm atmosphere			Exotic atmosphere			Lifestyles
Value for money				Price	Affordable	Low price				
Others			Adventure tourism				Fitness and wellness			

Table 2.2 summarises the pull factors identified from the literature and classified in coastal-related themes for ease of reference. The most cited pull factors were activities and attractions, followed by beach, sand and water, and environment and natural resources.

Um and Crompton (1992:18) posit that beliefs about attributes of the destination (pull factors), which satisfy a potential travel motivation, are termed ‘facilitators’ (push factors). In contrast, those attributes that are not corresponding to motives are termed constraints. Wang (2014:11) noted that travel motivations might vary with changes in an external environment (e.g., exchange rates, the political situations, travel distance, and the visa procedures of the country). Tourists can view these external environmental factors as constraints. For this study, constraints in the context of coastal tourism destinations were investigated.

2.6 Constraints for coastal tourism

The constraint concept was introduced to the leisure field of study during the 1980s (Crawford, Jackson & Godbey, 1991:309; Zou & Petrick, 2017:350) and explains leisure restrictions and non-participation (McCabe, Joldersma & Li, 2010:764; Petrick, Zou and Hung, 2017:308). The notion has been recognised in tourism from two disciplinary approaches: tourism geography and leisure tourism (Huber, Milnes & Hyde, 2018:56).

Travel constraints are factors that inhibit (or prohibit) travel and/or leisure participation, cause inability to travel, and maintain or increase travel frequency (Hung & Petrick, 2011:857; Jackson, 1991:279; Khan *et al*.,2017:4; Petrick *et al.*, 2017:308). Research on constraints in a coastal tourism context is limited. It may be of some value to endeavour to understand which factors constrain tourists to travel to coastal destinations in the DRC. Previous studies on constraints in tourism follow.

Crawford *et al.* (1991:311) describe intrapersonal constraints as physical and psychological individual characteristics, such as (1) *self-confidence*, (2) *depression*, (3) *healing and religiosity*, and (4) *anxiety and stress*.

According to Um and Crompton (1992:18), potential tourists often have (1) *limited knowledge about the destination* that can also prohibit travel. The authors explain that any recreational site is limited or constrained by multiple variables, for example, (2) *cost more money to travel*, (3) *physical accessibility only at certain times*, (4) *climate*, (5) *health problems*, (6) *long time to get there,* (7) *safety problems*, and (8) *not enjoying the place* (Um & Crompton, 1992:22).

Clift *et al.* (2002:180) found those non-participation results from 'internal' factors such as (1) *constrained disposable income* and (2) *a lack of social and cultural relevance*.

Rittichainuwat *et al.* (2007:83) investigated the travel constraints of visitors to Thailand. Leisure constraints included (1) *safety and security* (i.e., threats of AIDS, prostitution, and crime) (2)*lack of attractions* in Thailand, (3) *environment* (i.e.,

pollution, traffic, crowding), (4) *travel barriers* (i.e., long-distance, long time, increase of cost [air, fare, and hotel], unfamiliarity types of food and language barriers), (5) *dissatisfaction, deterioration* (i.e., dissatisfaction in the previous trip, deterioration to tourist attractions in Thailand), and (6) *lack of novelty seeking* (i.e., want to visit other places than Thailand, want to discover unknown experiences in other countries).

Oh *et al.* (2009:120) identified (1) *limited opportunities* and (2) *budget* as constraints for coastal tourists. According to Alejziak (2013:13), individuals are limited by (1) *biological* factors (i.e., sex, age, health, status), (2) *economic* factors (i.e., prices and income), and (3) *social-cultural* factors (i.e., language, type of culture, religion, social status). In a study by the NCTA (2016:19) based on coastal tourism outside London, three reasons why people do not visit the coastal area were identified, namely, (1) *lack of time*, (2) *lack of experience*, and (3) *low awareness*.

According to Petrick *et al.* (2017:308), constraints can be (1) *lack of time*, (2) *lack of money*, (3) *opportunities*, (4) *information contact*, and (5) *bad climate*. Zou and Petrick (2017:350) posit that constraints are external components in the environment, including (1) *a lack of time*, (2) *weather*, (3) *money*, (4) *opportunities*, and (5) *access to information*. Huber *et al.* (2018:59) indicate the (1) *importance of travelling with others*; for example, seniors often prefer to travel with either their spouse or partner, friends, or travel group, and is a constraint if this person is not available. Additionally, (2) *health conditions* constitute a vital factor in seniors' travels decision-making process and are not adequately reflected in existing constraints models (Huber *et al.*, 2018:62).

According to Chebli and Ben (2020:196), tourism continues to be one of the most sensitive and vulnerable sectors to internal and external crises, subject to severe constraints and disaster contexts. Over the last decade, numerous tourist destinations have experienced health crises, for example, MERS-CoV, SARS, Ebola, and Malaria (Chebli & Ben, 2020:196; Gooding, Harb, Binci, Hagos, Alayu & Taye, 2020:12; Pindolia *et al.,* 2014; Rusu, 2020:333; Schmidt-Sane *et al.,* 2020; Whitworth, 2020:2).

Chebli and Ben (2020:196) posit that the world is now facing an unprecedented crisis, which is of international scope, with no tourist destination being safe due to the COVID-19 pandemic. The many negative impacts of this health crisis will affect tourist behaviour (Chebli &Ben, 2020:196; Rusu, 2020:333; Whitworth, 2020).

According to Schmidt-Sane *et al.* (2020:1), the Ebola virus disease in the DRC "was declared a public health emergency of international concern on 17 July 2019. The first case to cross the border into Uganda in June 2019 demonstrates the importance of better understanding border dynamics in a context of Ebola". The authors agree that border communities are economically and socially connected and can spread an Ebola epidemic (Schmidt-Sane *et al.*, 2020:1). Another case of disease that constrains travel to the DRC is Malaria (Pindolia *et al.***,** 2014:4).

Table 2.3 summarises the constraints discussed by the authors mentioned in this section.

Table 2.3 - Constraints for coastal tourism destinations

Authors	Time	Economic	Accessibility, opportunities	Socio-cultural	Health	Environment	Travel experience	Information	Safety and security
Crawford *et al.* (1991)					Self-confidence, depression, heal and religiosity, anxiety and stress				
Um and Crompton (1992)	Long time to get there	Cost more money to travel	Physical accessibility		Health problems	Climate	Not enjoying the place	Limited knowledge	Safety problems
Clift *et al.* (2002)		Constrained disposable income		A lack of social and cultural relevance					
Rittichainuwat *et al.* (2007)	Long time	Increase in cost (air, fare and hotel)	Lack of attractions	Unfamiliar with types of food and language	Threats of AIDS	Pollution, traffic, crowding, deterioration to tourist attractions	Long-distance, dissatisfaction in previous trip, wants to visit other places, want to discover unknown experiences in other countries		Safety, security (threats of prostitution and crime)
Oh *et al.* (2009)		Budget	Limited opportunities						
Alejziak (2013)		Prices and income		Language, a type of culture, religion, social status	Biological factors (sex, age, health, status)				
Pindolia *et al.* (2014)					Malaria				

Authors	Time	Economic	Accessibility, opportunities	Socio-cultural	Health	Environment	Travel experience	Information	Safety and security
NCTA (2016)	Lack of time						Lack of experience	Low awareness	
Petrick *et al.* (2017)	Lack of time	Lack of money	Opportunities			Climate		Information contact	
Zou and Petrick (2017)	Lack of time	Money	Opportunities			Weather		Access to information	
Huber *et al.* (2018)				Importance to travel with others	Health				
Schmidt *et al.* (2020)					Ebola				
Gooding *et al.* (2020)					Ebola				
Whitworth (2020)					COVID-19 Pandemic				
Chebli and Ben (2020)					COVID-19 Pandemic				
Rusu (2020)					COVID-19 Pandemic				

Constraint themes in tourism are identified and summarised in Table 2.3. From this table, it is evident that the constraints preventing tourists from travelling to coastal destinations might include the following:

- Time constraints –inadequate leisure time
- Economic constraints – inadequate financial resources (money) to travel and costs of travel-related services
- Accessibility, opportunity constraints – Lack of attractions and physical accessibility
- Socio-cultural constraints – loss of a partner, unfamiliarity with the culture and language
- Health constraints – refer to psychological condition (e.g., anxiety, stress), health status (e.g., illness) and diseases (e.g., AIDS, COVID-19, Ebola and malaria)
- Environment constraints – climate, weather, pollution
- Travel experience constraints – previous experiences, lack of experience
- Information – lack of information about the destination, low awareness or unawareness of the destination
- Safety and security constraints – crime and prostitution

2.7 Conclusion

Chapter two presents the literature review. The discussion started with contextualising coastal tourism as a form of sustainable tourism and after that, provided an in-depth discussion on travel motivations (i.e., push and pull factors) and constraints that may affect coastal tourism visitation. Variables that motivate tourists to travel to coastal destinations and factors that would attract tourists to a coastal destination were identified. Limited research has been conducted on travel constraints from a coastal tourism perspective. This chapter provided factors that may be applied and be investigated in this study. Chapter three will delve deeper into how these factors (i.e., push, pull and constraints) were measured to answer the research questions posed in chapter one.

Chapter 3 : Research methodology

3.1 Introduction

Any study should have a strong design, collect data, and draw conclusions from analysed data (Albers, 2017:1). This chapter first describes the study area where the primary data were collected. Second, it explains the research design and methodology used to address the aim of this study – to examine the determinants of coastal tourism in DRC. The main steps in the investigation process are shown in Figure 3.1.

STEPS	PRIMARY RESEARCH PROCESS FROM A QUANTITATIVE PERSPECTIVE	APPLICATION TO THE STUDY
STEP 1	Select a research design (Section 3.3)	Quantitative, survey design
STEP 2	Select and develop the sampling plan (Section 3.4)	Probability sampling
STEP 3	Develop the research instrument (Section 3.5)	Self-designed questionnaire
STEP 4	Conduct a pilot test (Section 3.6)	A pilot-test in SA
STEP 5	Fieldwork: data collection (Section 3.7)	Data collection at the DRC coastline
STEP 6	Data processing (Section 3.8)	Data editing (cleaning), data coding and data capturing
STEP 7	Data analysis of results (Section 3.9)	EFA, correlation, *t*-tests and ANOVA
STEP 8	Present research findings of the study	Chapters 4 and 5

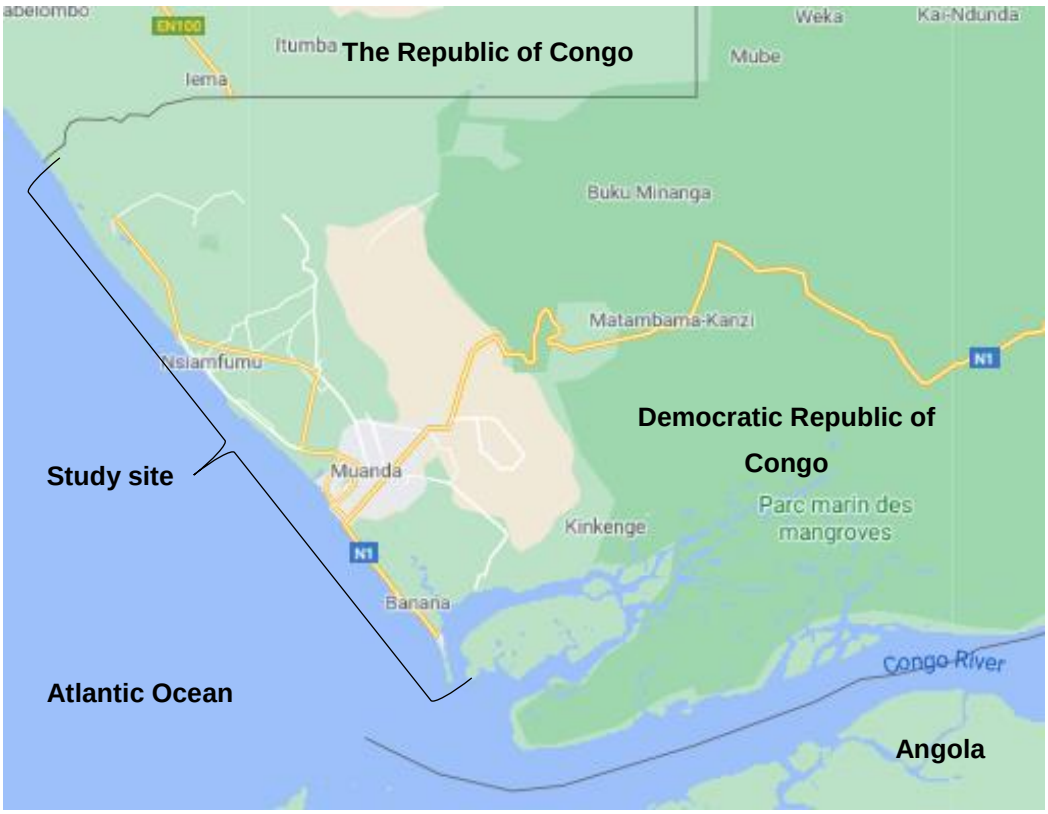
Figure 3.1 - Primary research process

Source: Adapted from Cooper and Schindler (2014:82-86), De Vos, Strydom, Fouché and Delport (2012:74).

3.2 Study site

The territory of Muanda encapsulates DRC's coast, which measures 37 km and is split by two estuaries, namely, Banana and Nsiafumu (République Démocratique du Congo, 2019a). It is situated in the Kongo Central Province, Bas Fleuve District of DRC. The territory of Muanda is an administrative district endowed with legal

personality, created by ordinance nº71/178 of 23 July 1971. According to ordinance nº78/009 of 7 March 1978, it was administratively attached to the city of Boma. DRC's coastline is situated among the Republic of Congo to the north, the town of Boma and the territory of Sekebanza (DRC) to the east, Angola to the south, and the Atlantic Ocean to the west.



Map 2.1 - DRC coastline

Source: Google Maps (2021)

Muanda offers various tourism activities such as canoe trips in the Mangroves that stop over on the ail islands (Kimbwadi). It also allows access to the Banana point (Mouth of the Congo River/Ocean Atlantic) and provides traditional food experiences at the Tonde beach (Petit futé République Démocratique du Congo, 2015:18). Further to this, tourists can enjoy walks to the Muanda city and Banana point; they can view the beauty of the Mangroves forest, observe a panorama view and sunsets over the Atlantic Ocean, and participate in sport fishing (République Démocratique du Congo, 2013:35-36; République Démocratique du Congo. 2019b:16).

Apart from the numerous activities tourists can participate in, they can stay in the Belviour Hotel, a luxurious hotel that offers junior suites and apartments. This hotel has a restaurant and hosts concerts every week on the beach (Anonymous, 2020).

3.3 Research design of the study

Selecting an appropriate research design is step 1 of the research process. According to Bukve (2019:1), a research design is a plan for conducting a research project. It provides solutions to questions that would influence the decision taken by the researcher in terms of the selection of respondents, fieldwork, data analysis, as well as presenting findings (Kumar, 2011:345). An imperative requirement of the study's research design is that the statistics can be used to conclude the topic reliably (Bukve, 2019:91).

3.3.1 Research paradigm

According to Tumba (2014:52), the merit of any scientific research is piloted by a philosophical paradigm. The term paradigm is multifaceted and frequently used in research methods literature (Punch, 2011:27). Denzin and Lincoln (2011:116) posit that paradigms can be defined as human constructions that deal with first principles or last clues that indicate how the researcher constructs meanings embedded in the data. They claim that paradigms are important because they provide views for scientists in a discipline that influences what should be studied and how to interpret the study results (Denzin & Lincoln, 2011:116). Cilliers, Davis and Bezuidenhout (2014:19) explain that researchers adopt a specific way of studying a phenomenon by following a paradigm. The research paradigm that will support this study is positivism.

Social science regarded positivism as a structured technique for combining deductive with actual empirical observations of individual behaviour to identify, confirm and predict established patterns of human activity (De Vos *et al.*, 2012:6). According to Sarantakos (2013:34), positivists see reality as an objective; they concentrate on observation and measurement of social phenomena deductively. A positivist searches for causal explanations and fundamental laws and decreases the whole to the simplest possible elements to help analysis.

3.3.2 Method of data collection

Creswell (2014:32) asserts that a study is likely to be qualitative rather than quantitative or vice versa. According to the author, quantitative research often entails the use of closed questions (quantitative)as opposed to qualitative research that uses open questions. The choice of method must not guide the knowledge goals but rather be a tool to achieve those goals (Bukve, 2019:1). This study used quantitative research using a primary data collection method (i.e., questionnaire).

Quantitative research is numerical research that tests hypotheses or specific research questions by using a research instrument (e.g., questionnaire). This research instrument has structured response categories to produce numbers (Quinlan, *et al*., 2019:106,129) and to test theories objectively by examining the relationship among variables. These variables then can be measured, normally on an instrument, so that numbered data can be analysed using statistical procedures (Creswell & Creswell, 2018:41). This study used a self-designed questionnaire (see section 3.5) to provide numerical data for analysis (see section 3.9) to answer the research questions (see chapter 1).

3.4 The sampling process

After selecting the research design, it is important to know from whom the data will be collected (Step 2 of the research process). The critical question in sampling is whom or what shall be studied, how many will be studied and how respondents are chosen (Vogt, Gardner & Haeffele, 2012:5). The frequent manner for selecting a sample from the population is given in Figure 3.2 and discussed after that.

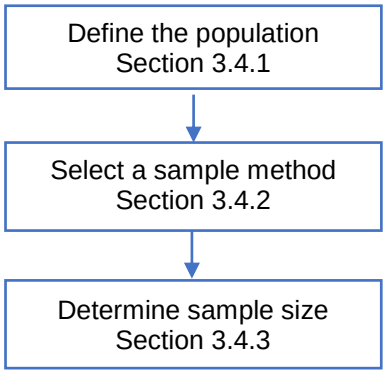


Figure 3.2 - Sampling process

Source: Adapted from Bhattacherjee (2012:65).

3.4.1 Define the population

According to Boswell (2014:180) and Nardi (2016:113), the entire collection of units you want to analyse is called a population. Meyers *et al*., (2017:9) confirm that a population is composed of all units fitting the broader condition of whom or what can be identified to subsume in the research. The survey population for this study was tourists who visited the DRC coastline from August to November in 2020.

Since it is difficult to survey every unit in a population (Nardi, 2016:115), it was necessary to make inferences from a sample.

3.4.2 Selecting a sample method

A non-probability sampling procedure, namely a convenience sample was employed in this study. This sampling technique comprises those people who are most conveniently available (Quinlan *et al.*, 2019:184).

3.4.3 Determine sample size

As indicated in section 3.4.1, the target population of this study comprises tourists visiting the coastline of DRC from August to November 2020. According to the République Démocratique du Congo (2019a), 25 075 tourists visited the seaside during 2019. For this study, the guidelines of Krejcie and Morgan (1970:607) that illustrate the relationship of pattern size to the total population were used:

$$s = X^2NP(1-P) / d^2(N-1) + X^2P(1-P)$$

According to the formula above, a sample(s) of 384 is required to be representative of a population (N) of 1 000 000 (Krejcie & Morgan, 1970:608). For a closer comparison to this study, the authors' calculations also indicate that a sample (s) of 379 is required for a population (N) of 30 000 (Krejcie & Morgan, 1970:608). For this study, 350 completed questionnaires were obtained for a population of 25 075 and thus represent the population.

The next section describes the research instrument.

3.5 The research instrument

Step 3 of the research process relates to the research instrument's design. Kumar (2011:147) asserts that the design of a research instrument is an important phase of a research project as the findings and conclusions are entirely dependent upon the questions. Section 3.5.1 will first deal with ethics considerations for the research, and thereafter (section 3.5.2) the design of the questionnaire will be discussed.

3.5.1 Research ethics considerations

Paoletti, Tomas and Menendez (2013:2) posit that ethics guidelines in social science research are normative. Ethical issues become concrete when the researcher has considered the basic methods of gathering the data and decided from whom they will be gathered (Vogt *et al*., 2012:6).

The ethical review process relates to the protection of participants during the research activities (Paoletti *et al.,*2013:4). Ethical concepts utilised in this research ensured that the rights of the respondents had been protected. Ethical considerations, which were adhered to during the study procedure, are described in the following paragraphs. The research ethics clearance application form was submitted to the relevant departmental research ethics review committee. A research ethics certificate (2020 CEMS DAM 004) was issued as permission to conduct the study (see Appendix C).

Before distributing the questionnaire to the potential respondent, the fieldworker posed a screening question to determine whether the potential respondent is a day visitor or tourist – only tourists qualified to participate in the research. The first page of the questionnaire (i.e., participant information sheet) briefly introduced the researcher, described the aim of the study, voluntary participation, withdrawal at any point in time, the anonymity of the respondent (Bhattacherjee, 2012:137-139), and data protection (Veal, 2017:121). It highlighted that the respondent will not be harmed during the completion of the questionnaire (Veal, 2017:121) and how the results will be reported (Veal, 2017:124). After that, informed consent was obtained before the respondent completed the questionnaire. Informed consent is when respondents indicate their voluntary participation in the research and are aware of the possible risks (Babbie, 2013:34). This research posed minimal risks to respondents as the only foreseeable risk or discomfort was the time the respondent had to complete the questionnaire.

The informed consent question was followed by questions aligned with the study's research objectives and divided into four different sections (see section 3.5.2).

3.5.2 Questionnaire design

A questionnaire is a research tool that consists of a series of questions to collect the standardised answers of the respondents (Bhattacherjee, 2012:74). Leisure and tourism research mostly use questionnaire-based surveys (Veal, 2017:136-137).

A self-designed questionnaire (see Appendix A) was developed to measure the identified constructs: push and pull motivations, and constraints for coastal tourism. These questions were based on previous research, as illustrated in Table 3.1.

Table 3.1 - Construction of the questionnaire

Section of questionnaire	Type of question	Questions based on the work of the following authors
A: Demographic and travel behaviour information	Questions A1-14 consisted of both open-ended and close-ended questions	Awaritefe (2004); Botero *et al.* (2013); Carvache-Franco *et al*. (2020); Hung and Petrick (2011); Jeong (2014); Kassean and Gassita (2013); Katsikari *et al.* (2020); Klenosky (2002); Kozak (2002); Molera and Albaladejo (2007); Phau *et al*. (2013); Valls *et al.* (2017); Van der Merwe *et al.* (2011).
B: Push factors	Questions B1-B25: Close-ended, Likert scale	Awaritefe (2004); Botero *et al. (*2013); Carvache-Franco *et al*. (2020); Crompton (1979); Jeong (2014); Kassean and Gassita (2013); Kozak (2002); Molera and Albaladejo (2007); Valls *et al.* (2017); Van der Merwe *et al.* (2011).
C: Pull factors	Questions C1-C28: Close-ended, Likert scale	Awaritefe (2004); Botero *et al.* (2013); Carvache-Franco *et al*. (2020); Jeong (2014); Kassean and Gassita (2013); Klenosky (2002); Kozak (2002); Molera and Albaladejo (2007); Valls *et al.*(2017); Van der Merwe *et al.* (2011).
D: Constraints	Questions D1-D25: Close-ended, Likert scale	Alejziak (2013); Chebli and Ben (2020); Clift *et al.* (2002); Crawford *et al.* (1991); Gooding *et al*. (2020); Huber *et al*. (2018); NCTA (2016); Oh *et al.* (2009); Pindolia *el al*. (2014); Rittichainuwat *et al*. (2007); Rusu (2020); Schmidt-Sane *et al*. (2020); Um and Crompton (1992); Whitworth (2020); Zou and Petrick *et al.* (2017).

Section A: Comprised 14 questions intended to elicit information about demographic and behavioural information such as gender, age, country of origin, home language, marital status, level of education, occupation, the main purpose and secondary purpose to visit the DRC, length of stay in the DRC, number of people in the travelling group, number of people paying for, the type of accommodation used in the DRC, and average spending during the stay in the DRC. Questions A1, A3, A5-6, A8-9, and A13 were close-ended questions, whereas questions A2, A4, A7, A10-12, and A14 were open-ended.

Section B: The questions in Section B related to motivations (i.e., push factors) of visitors to the DRC coastline. Push factors comprised 25 items and were measured on a Likert scale of importance: 1 = not at all important, 2 = slightly important, 3 = important, 4 = very important and 5 = extremely important.

Section C: The questions in this section included questions relating to the attributes (i.e., pull factors) of the coastline of DRC. Pull factors comprised 28 items, measured on a Likert scale of importance: 1 = not at all important, 2 = slightly important, 3 = important, 4 = very important and 5 = extremely important.

Section D: Questions in this section related to aspects that constrain or inhibit the decision to travel to DRC. This section had 25 items measured on a Likert scale where respondents had to indicate the extent that the inhibitor or constraint had on their decision to travel to DRC (i.e., 1 = not at all, 2 = to a small extent, 3 = to some extent, 4 = to a great extent, and 5 = to a very great extent).

Refer to Appendix A for the questionnaire used in this study. After the questionnaire was developed, it was pilot tested before the actual fieldwork.

3.6 Pilot testing

Pilot testing helps detect potential problems of the research design and/or research instrument and confirms the reliability and validity of the research instrument (Bhattacherjee, 2012:23). It is essential to determine the content validity of a measurement instrument as it provides details to the internal consistency of the items and to adjust questions (Creswell & Creswell, 2018:216).

Pilot surveys are small-scale experiments of a larger survey (Veal, 2017:364). Owing to the COVID-19 pandemic, the researcher couldn't conduct a pilot study in DRC. Therefore, the researcher selected 10 people in South Africa who visited the DRC coastline previously to complete the questionnaire. Based on the feedback obtained from the respondents (Creswell & Creswell, 2018:216) and preliminary analyses done by the statistician, some modifications to the questionnaire were made as discussed below.

3.6.1 Questionnaire modifications

The English and French version of the questionnaire was combined into one document to facilitate easier logistics during fieldwork (i.e., printing only one document would mean the fieldworker would not have a shortage of a specific version) and to eliminate some differences in translation identified. As a result, the questionnaire went for the second round of translation to verify that each question's translation was correct and to refrain from potentially skewing the data. As local people or day visitors may be visiting the coast (i.e., not considered tourists), a screening question was added to ensure that the questionnaire is completed only by tourists.

To cater for all gender identifications, the gender question included an 'other' option as some first world countries are far more advanced in terms of their gender identity than compared to African countries. However, these tourists might be travelling to DRC, so the questionnaire should make provision for this. There are numerous gender identity classifications; however, the researcher opted for 'other' to cover all of these classifications. Conversely, the previous literature reports only on male and female gender identities.

Some respondents were DRC residents and have raised a few concerns in the wording and/or type of some of the questions:

- The question related to the country was consequently changed from an open-ended question to a nominal question with two options to make

provision for domestic (i.e., in DRC) and international tourists (i.e., outside DRC).

- The question about average spending was difficult for some respondents because some of the respondents travelled to DRC for business purposes and their companies paid for their trip. Therefore, the question was amended that respondents should indicate their spending "at their own expense".
- Related to the previous concern, the researcher realised that the questionnaire did not provide an option for 'the main purpose of visit to DRC'. As a result, the questionnaire included a question based on the UNWTO's classification of the main purpose to visit (only one option could be selected). Although tourists might be travelling to DRC for many purposes, a question about secondary purposes to visit the DRC was also included (more than one option could be selected).
- The wording of Section D's instructions implied that constraints inhibited people from travelling to DRC (e.g. 'indicate to what extent have the following aspects influenced your decision to travel to DRC') and would this section thus be irrelevant for the respondents visiting the DRC. The instruction was amended to refer to 'when you were planning your trip, to what extent have the following aspects influenced your decision to travel to DRC'. Some pilot study respondents indicated that some variables were not applicable as constraints to them; however, the Likert scale provided a 'not at all' option.
- Considering the COVID-19 situation, the statistician also suggested that a variable about national and international health issues be added.

After the pilot test, the researcher can collect data using the sampled population (Bhattacherjee, 2012:23).

3.7 Fieldwork: data collection

Step 5 of the research process is to do the fieldwork (i.e., data collection) for the study. Data collection is the systemic and specific collection of information through counts, measurement responses or observations to answer research questions

(Grove, Burns & Gay, 2013:507; Polit & Beck, 2012:725). According to Nardi (2016:16), the methods for gathering data are different, depending on the nature of the questions, whom or what is studied, the financial and the time limit of a project, and the volume of detail required. As previously stated, this study used a questionnaire to collect responses on push and pull motivations, and constraints impacting the decision to travel to DRC coastal areas.

3.7.1 Training of fieldworkers

Three fieldworkers conducted fieldwork on behalf of the researcher due to travel restrictions imposed on the researcher because of the pandemic. The researcher briefed and trained the fieldworkers on the purpose of the study, the questionnaire content, and how to assist respondents if necessary. The training involved the following: fieldworkers were required to study the questionnaire in detail to see what is expected from a respondent and, if uncertain about any question, to verify it with the researcher before the start of the fieldwork. Emphasis was placed on answering options (one vs more than one answer) and where additional information is required. Fieldworkers were informed that they must be professional in how they conduct themselves as they will represent the researcher and University. Emphasis was placed on dress code, identification tags, and professional communication. The fieldwork process and conduct were also discussed.

3.7.2 Fieldwork

The fieldworker asked the potential respondent a screening question, namely, “Are you a day visitor or tourist?” Only tourists could participate in this study. After reading the participant information sheet and giving consent, respondents could proceed with the rest of the questionnaire. Some questionnaires were given to respondents to complete and handed back immediately, while others were given to respondents to be collected later at their accommodation facilities.

Once the data have been collected, the researcher should analyse the data by subjecting it to many relevant procedures to achieve the study's objectives (Kumar, 2011:226).

3.8 Data processing

Data processing includes editing, coding and capturing the data (step 6 in the research process). When *processing* or *cleaning* data, completed questionnaires are examined to identify and minimise errors, incomplete data, and misclassifications (Cooper & Schindler, 2014:377; Kumar, 2011:228). Most data are analysed by computer and thus require the questionnaire to be coded (Veal, 2017:354). *Data coding* (pre-coding) concerns the assignment of respective codes to categories (Cooper & Schindler, 2014:377) that were built into the design of the questionnaire (e.g. Male = 1, Female = 2, Other = 3). *Data acquisition fits the* collected information to a suitable medium for visualisation and manipulation (Cooper & Schindler, 2014:380). Data capturing involved imputing a code for each question of the questionnaire into Microsoft Excel.

After the data were collected, the data were analysed using SPSS, a statistical software package.

3.9 Data analysis

Data can be analysed (step 7 in the research process) quantitatively in two ways using (i) descriptive analysis and (ii) inferential analysis. The descriptive analysis describes aggregates and presents the constructs of interest or associations between these constructs (Bhattacherjee, 2012:12). On the other hand, inferential analysis refers to statistically testing hypotheses or research questions (Bhattacherjee, 2012:120).

3.9.1 Validation of the data

Data are valid when they reliably represent the variables and objects. Once the data have been determined to be valid, the statistics can be generated using known inference techniques. The variable and method of validation are discussed in the following paragraph.

3.9.1.1 The type of variables and method of validation

In quantitative research, variables are related to measuring answers to a research question (Creswell & Creswell, 2018:93-94). These types of variables are evident in studies (Bhattacherjee, 2012:58, Veal, 2017:372-373):

- Independent variables are variables that influence or affect the results of experimental studies. They are called ‘independent’ because they are adaptable as they are manipulated in an experiment and independent of all other influences. All variables unrelated to the determinants (e.g., gender, marital status, etc.) were the independent variables for this study.
- Dependent variables depend on the independent variable; they are the outcome or result of the influence of the independent variable. The determinants (i.e., push, pull and constraint factors) were the dependent variables.

3.9.2 Validity and reliability of the research instrument

“Both reliability and validity are essential parts of the psychometric properties of a measuring instrument” (Mueller & Knapp, 2018:397). The research instrument’s design aims to ensure, as far as possible, the validity of the research findings (Veal, 2017:374). According to Bukve (2019:92), there are three types of measurement validity requirements: (i) construct validity, (ii) internal validity and (iii) external validity. *Construct validity* assesses how correct a research instrument measures a construct and refers to the degree to which the construct represents theory (Rovai, Baker & Michael, 2014:44) or reflects the phenomenon being studied (Veal, 2017:163). The questions (i.e., indicators) were based on coastal tourism literature. *Internal validity*, also called causality, refers to the extent to which a study’s results can be correctly attributed to the independent variable (Vogt *et al.*, 2012:53). In other words, internal validity measures whether the observed change in a dependent variable is caused by an independent variable and not by external variables (Bhattacherjee, 2012:35). The relationships between the determinants (i.e., push, pull and constraint factors) were identified using correlations for this study. Additionally, group differences between the determinants and independent variables (e.g., the purpose of visit, and education) using *t*-tests and ANOVAs were investigated.

External validity (i.e., generalisability) refers to whether the observed associations can be generalised from the sample to the population (Bhattacherjee, 2012:35). A study is externally valid when one can rightly draw accurate conclusions about the

causal effects of the treatment on the outcome in the sample study (Bukve, 2019:92; Vogt *et al*., 2012:53). Because this study was conducted in DRC, the results apply to the DRC but not to other countries.

A reliable instrument should produce a consistent result in various settings (Rovai *et al*., 2014:44). According to Garson (2013:33), reliability is the correlation of an item, a scale or an instrument that measures what it is supposed to measure. Veal *et al.* (2017:163) add that reliability is the extent to which the research findings would be similar if the research were to be repeated later or used with a different sample of subjects. Garson (2013:11; 33) posits that "reliability is estimated in one of four ways: internal consistency, split-half reliability, test-retest reliability, and inter-rater reliability". These four reliability approximation methods are not necessarily mutually exclusive and do not lead to the same results. All reliability coefficients are forms of correlation coefficients (Garson, 2013:33). For this study, Cronbach's alpha was used.

3.9.3 Statistical methods used in this study

The field of statistics is divided into descriptive statistics (see section 3.9.3.1) and inferential statistics (see section 3.9.3.2).

3.9.3.1 Descriptive statistics

Descriptive statistics are involved with the collection, organisation, summation, and presentation of the data regarding the population (Rovai *et al*., 2014:34). Descriptive statistics for this study relate to frequencies, percentages, and averages for demographic and behavioural characteristics (see section 4.2 for the results of the descriptive statistics).

3.9.3.2 Inferential statistics

Inferential statistics are meant to qualify data and generalise results from a sample to a population (Rovai *et al*., 2014:34). Quantitative research primarily aims to draw causal inferences about two or more variables of interest. The more controlled the experimentation process, the better researchers infer causality (Laher, Fynn & Kramer, 2019:34).

The statistical method discussed in this section is presented according to the phases applied in this study. First, factor analysis was performed on the determinants (i.e., push, pull, and constraint factors); thereafter, these factors were used in the correlations and group differences analyses.

3.9.3.2.1 Factor analysis

An exploratory factor analysis (EFA) was performed on the push, pull and constraint variables to explore the underlying dimensionality of these items. This, in part, addresses sub-objective 2.1 because these factors were used in the next two phases (see sections 4.4 and 4.5) to explore the relationship amongst push, pull and constraint factors and identify group differences.

Factor analysis was used to identify latent constructs or factors and to reduce many variables into a smaller set and manageable number to facilitate easier interpretations (Yong & Pearce, 2013:92). A factor is an unobservable variable that affects more than one observed item and considers the correlations between these observed items (Watkins, 2018:220).

Factor analysis comprises two broad types: exploratory and confirmatory (Finch & French, 2015:9). This study used exploratory factor analysis (EFA) to explore but not confirm, underlying factors (in a sense, to confirm content validity and not construct validity).In this study, the principal axis factorisation (PAF) extraction method was used, which does not assume the type of error and minimises the sum of unweighted squares (unweighted least squares [ULS] or ordinary least squares [OLS]) the rest of the matrix (De Winter & Dodou, 2012:696).

Kaiser-Meyer-Olkin's (KMO) measure of sample adequacy and Bartlett’s test of sphericity were performed to determine whether factor analysis could be performed. The KMO’s (Kaiser, 1974) measure of sampling adequacy is the ratio of correlations and fractional correlations reflecting the degree to which correlations are a function of the variance shared across all variables rather than the variance shared by pairs of variables. A KMO correlation between 0.60 and 0.70 is considered adequate for analysing the EFA output (Taherdoost, Sahibuddin & Jalaliyoon, 2020:377). Bartlett’s (1954) test of sphericity, on the

other hand, is an objective test of the factorability of the correlation matrix, which statistically tests the hypothesis that the correlation matrix contains zeros on the off-diagonals and ones on the diagonal. This test must produce a statistically significant chi-square value (i.e., $p \leq .05$) to justify the application of EFA (Watkins, 2018:226).

The Kaiser Normalisation criterion advises retaining all factors above the eigenvalue of 1 (Yong & Pearce, 2013:85). Only factor loadings equal to or higher than .30 were included (Batista, Weber & Toni, 2016:860). If an item is loaded on two or more factors, it was retained where it had the highest factor loading.

For each factor, a Cronbach's alpha and/or inter-item correlation was also performed. A Cronbach's alpha value greater than 0.60 is considered as containing good internal consistency (Yusof *et al.,* 2012:715) and the inter-item correlation between 0.2 and 0.4 as recommended by Briggs and Cheek (1986). According to Pallant (2016:23), if the inter-item scores are less than Briggs and Cheek's (1986) recommendation, it indicates that items do not correlate well. Finally, the average of all items contributing towards a factor was calculated and interpreted on the original Likert scale.

3.9.3.2.2 Correlations

Correlations were performed on the factors obtained in the previous phase to address sub-objective 2.1.

A correlation coefficient is a statistical procedure that measures the linear or straight-line relationship between two ordered variables (Meyers *et al*., 2017:124). The most important statistic used to determine the correlation is Pearson's product-moment correlation, also called Pearson's *r* (Schober, Boer & Schwarte, 2018:1767). The Pearson's correlation is a measure of a linear relationship between two ordinarily distributed random variables (Schober *et al.*, 2018:1767). The Pearson's *r* is the statistical test to determine whether there is a relationship between the two variables and how strong that relationship is (Curtis *et al.*,

2015:3). Correlational statistics do not automatically examine such relationships' underlying causes or causes-and-effect (Leedy & Ormrod, 2010:42).

The correlation coefficient constantly lies between +1 (perfect positive correlation) and –1 (perfect negative correlation); 0 shows no correlation (Bruce & Bruce, 2017:69). A correlation is part of a monotonic association between two variables: (1) as the value of one variable increases (or decreases), so does the value of the other variable (also known as a positive relationship); or (2) when the value of one variable increases, the value of the other variable reduces (also known as a negative relationship) (Schober *et al*., 2018:1763). Cohen (1988:99) stated that the values of *r* for small, medium and large effects are .1, .3, and .5, respectively. The following guidelines, from Cohen (1988), will help determine the practical importance of correlation coefficients for this study: any score between .1 but < .3 = small, between .3 but < .5 = medium, ≥ .5 = large.

The criterion used for accepting or rejecting a null hypothesis is the significance level or p-value (Gaur & Gaur, 2009:35). A p-value of 0.05 means that there is only a 5% chance that you are wrong if you conclude that the populations are different or that you are 95% confident that you are making correct decisions. A p-value of 0.05 is assumed for social science research (Gaur & Gaur, 2009:35). The resulting p-value from the test does not provide any information on how closely the two variables are related. For large datasets, insignificant correlation coefficients can be ‘statistically significant’ (Schober *et al.*, 2018:1764).

3.9.3.2.3 Group differences

Group differences between push, pull and constraint factors were explored to address sub-objective 2.2. The determinants (i.e., push, pull and constraint factors) were the dependent variables (i.e., continuous information), which were compared with demographic and behavioural characteristics (i.e., independent variables; categorical information). Group differences were analysed through parametric tests, namely, *t*-tests and ANOVAs.

Apart from the level of measurement, random sampling, and independence of observations, these assumptions were important to conduct the abovementioned parametric tests (Pallant, 2016:226-228):

- Normal distribution of samples: The central limit theorem indicates that the larger the sample size the more the sampling distribution will approximate a normal distribution (Berkes & Horvath, 2012:451). Because this study has 350 responses, it assumes that the samples are normally distributed. Thus, the *t*-tests and ANOVAs were performed against this background.
- Homogeneity of variance (i.e., equal variances): Levene's test for equal variance was performed for both the *t*-tests and ANOVAs. A non-significant result (i.e., $p > 0.05$) indicates equal variances. In cases where equal variances were not assumed (i.e., $p \leq 0.05$), the alternative test's result was reported.
- Type 1 and type 2 errors: To refrain from a type 1 error (i.e., rejecting the null hypothesis when it is true), the alpha level was set to .05. Additionally, the effect sizes were also calculated to test the power of the test and thus cautioning against type 2 error (i.e., failing to reject the null hypothesis when it is false). According to Cohen (1988) if d is .2 = small effect; .5 = medium effect; and .8 = large effect.

- ***T*-tests**

This study used an independent-sample *t*-test. An independent sample *t*-test is when you want "to compare the mean scores of two different groups of people or conditions" (Pallant, 2016). The test only indicates a significant difference between the groups and thus also requires determining the magnitude (small, medium or large) of the relationship through Cohen's d (1988).

- **ANOVAs**

One way between-group analysis (ANOVA), is a technique that observes the individual and joint effect of two independent variables on one dependent variable (Pallant, 2016). Like *t*-tests, the ANOVA results only indicate a significant difference between groups. A post-hoc test, namely Tukey's Honestly Significant Difference (HSD), was also conducted to indicate where the differences between the groups occur and Cohen's d (i.e., effect size) indicated the extent (i.e., small,

medium or large) of the differences between the groups. In the case where equal variances could not be confirmed, results from the Brown-Forsythe test and Games-Howell's post-hoc test were reported.

3.10 Presentation of the research findings

The researcher made interpretations of the statistical results (see chapter 4) or interpreted the themes or patterns that appear from data (Creswell & Creswell, 2018:53). The significance of the research findings is determined by their contribution to developing theory and resolving problems (Riffe, Lacy & Fico, 2019:72-73). The research findings are presented in Chapter 5.

3.11 Conclusion

This chapter described the research design and methodology used in this study (steps 1–7 of the research process). The study followed a positivist paradigm and employed a quantitative method through a self-designed questionnaire. A probability sampling technique was used to select respondents for this study and obtained 350 completed questionnaires. This sample is representative of the population for statistical analysis. Both descriptive and inferential statistics (i.e., EFA, correlations and group differences) used in this study were explained. The last step in the research process is to present the results and findings of the study. The results from the statistical analyses will be presented in the next chapter (chapter 4), which will inform suitable findings and recommendations (chapter 5).

Chapter 4 : Data analysis and discussion of results of coastal tourism in Muanda Territory-DRC

4.1 Introduction

The previous chapter has outlined the research methodology used to achieve the aim of the study: To examine the determinants of coastal tourism in Munanda Territory in DRC. To examine these determinants, the following research questions should be answered:

- What are the push factors of coastal tourism in Muanda Territory in DRC?
- What are the pull factors of coastal tourism in Muanda Territory in DRC?
- Which factors constrain coastal tourism in Muanda Territory in DRC?

This chapter aims to present the statistical analyses and results. Data were collected at the coastline of DRC using a self-designed questionnaire. The sample size of the study was 350 respondents. This chapter starts with the results of the descriptive analysis for demographic and travel behaviour characteristics (see section 4.2), followed by results for the exploratory factor analyses (EFA) of the push factors (section 4.3.1), pull factors (section 4.3.2) and travel constraints (section 4.3.3) and thereafter correlations (see section 4.4) and group differences such as *t*-tests and ANOVA's (section 4.5) are presented.

4.2 Demographic and travel behaviour characteristics of respondents

This section captures the descriptive statistics of the demographic and travel behaviour characteristics of the respondents who visited the DRC coastline.

Table 4.1 - Demographic and travel behaviour characteristics results

Characteristics	Results
Gender	Male (68%); female (32%)
Age	Average of 43 years of age
Residence	In DRC (74%); outside DRC (26%) *Respondents outside DRC mostly reside in Belgium (28%), Angola (25%), and the United States of America (the USA, 12%).
Language	*French (72%); Portuguese (7%); English (4%)
Marital status	*Married (55%); single (29%); living together (8%)

Characteristics	Results
The highest level of education	*Undergraduate diploma/degree (26%); postgraduate diploma/honours (25%); matric/secondary school (20%)
The primary purpose of travel	*Holiday, leisure and recreation (36%); business and professional (24%); education and training (22%)
The secondary purpose of travel	*Holiday, leisure and recreation (59%); visiting friends and relatives (39%); shopping (27%)
Length of stay in DRC	Average of 10 days
Travelling group size	Average of 4 people
People paid for	Average of one person
Accommodation	Hotel (41%); guest house or bed and breakfast (20%); self-catering accommodation (13%)

*Only the highest percentages were reported for the category. Percentages do not add up to 100%.

As indicated in Table 4.1, most of the respondents who visited the coastline in DRC were male (68%), while only 32% were female. These results are consistent with Awaritefe's (2004) and Prayag and Ryan's (2011) results and inconsistent with Carvache-Franco *et al*.'s (2020), Oh ***et al.'s*** (2009), and Van der Merwe *et al*.'s (2011) findings, who reported more female respondents.

The average age of the respondents was 43 years. This result is similar to Prayag and Ryan (2011), who reported that their respondents had an average age of 40 years. Carvache-Franco *et al*. (2020) reported an age between 31 and 40, while Van der Merwe *et al.* (2011) reported an average age of 38.

An overwhelming majority of respondents were residents in DRC (74%). Respondents outside the DRC primarily reside in Belgium (28%), Angola (25%) and the USA (12%). The result corresponds to the studies of Awaritefe (2004), Botero *et al*. (2013), Carvache-Franco *et al*. (2020), Jeong (2014), and Van der Merwe *et al.* (2011) as most respondents were domestic tourists. The large component of DRC tourists is in line with the sentiments of Maekawa *et al.* (2013) who reported that since 1999 tourists in the DRC have mostly been residents of DRC. However, this might also be due to the COVID-19 pandemic, which restrained foreign travel due to several countries' lockdown regulations when the study was conducted. The language result correlates with 'place of residence' (i.e.,

inside DRC). Most of the respondents were French-speaking (72%), followed by Portuguese (7%), and English (4%).

Most of the respondents were married (55%), followed by single (29%) and living together (8%). The study's results correspond to the study of Paudel, Caffey and Devkota (2011), and Van der Merwe *et al*. (2011), and contradict Awaritefe (2004), Carvache-Franco *et al*. (2020), and Petrick *et al*. (2017) because their respondents mainly were unmarried.

Most respondents seem to be well educated since most of them have obtained an undergraduate diploma/degree (26%), followed by a postgraduate diploma/honours (25%) and matric/secondary school (20%). The study's results correspond to Awaritefe (2004), Carvache-Franco *et al*. (2020), Oh *et al.* (2009), and Van der Merwe *et al*. (2011).

The result showed that the primary purpose of visiting DRC, for most of the tourists, was for a holiday, leisure and recreation (36%), followed by business and professional (24%), and then education and training (22%). Respondents indicated that holiday, leisure and recreation (59%), followed by visiting friends and relatives (39%), and shopping (27%), were their secondary purpose to visit the DRC. Previous research on coastal tourism did not specifically investigate the main and secondary purpose of visit, and this study is the first to introduce these aspects.

The average length of stay was 10 days, consistent with Van der Merwe *et al*. (2011), who reported that their respondents stayed from 7 to 10 nights. Respondents for this study had an average travelling group of four. This slightly corresponds to Molera and Albaladejo (2007), who reported that their respondents travelled in groups of six or more. The number of people paying for the stay in DRC was an average of one person. Respondents mostly made use of hotels (41%), followed by guesthouses or bed and breakfasts (20%), and self-catering accommodation (13%). These results correspond to the study of Kozak (2002), who found that the Turkish respondents stayed in hotels, while the British respondents used self-catering accommodation.

The results of the exploratory factor analysis (EFA) of the determinants (i.e., push, pull and constraint factors) are discussed in the following section.

4.3 Factor analyses

An exploratory factor analysis (EFA) was performed on the push, pull and constraint variables to explore the underlying dimensionality of these items. This, in part, addresses sub-objective 2.1. These factors were used in the next phase (see section 4.4) to explore the relationship between push, pull and constraint factors. Section 3.9.3.2.1 outlined the process and guidelines followed for this analysis.

4.3.1 Factor analysis on push factors

Section B contained 25 items and was measured on a Likert scale from 1 = not at all important, 2 = slightly important, 3 = important, 4 = very important and 5 = extremely important. Owing to low communality, nine variables were excluded: doing shopping at destination (B2), enjoying sunbathing (B16), to enhance myself (B18), to have a good time with my family (B19), to build a relationship with the local people (B20), to spend time with friends (B21), to spend time with someone special (B22), to mingle with fellow tourists (B23), and to experience different culture (B25).

A factor analysis was then performed on the remaining 16 variables. The results of Bartlett's test of sphericity were significant ($p \leq .001$) and the KMO was 0.755. Only eigenvalues above 1 were used, which resulted in six factors and accounted for 52% variance. All the factor loadings were equal to or higher than 0.30 (refer to Table 4.2). The factors were labelled according to similar characteristics among variables. **Factor 1** was labelled *relaxation and enjoyment* as this factor contained variables such as to relax, to have fun, to be active, and to get close to nature. **Factor 2** was labelled *escape* and consisted of recharging one's batteries, the desire to take a break, to have independence and flexibility, and to escape from my everyday life. To discover a new place, and to explore a new destination made up **Factor 3** and was labelled *novelty.* **Factor 4** was labelled *interest* and consists

of the following: to have an interest in the destination, and due to the beach's reputation. To experience a different culture, and to enjoy good weather, was labelled *miscellaneous* (**Factor 5**), and the last factor, **Factor 6**, only had one variable (i.e., to seek adventure) and was thus labelled *adventure*. All the factors, except for factor 5 (i.e., *miscellaneous*), had a Cronbach's alpha above 0.6. However, the inter-item correlation for factor 5 (i.e., *miscellaneous*) indicates an acceptable result (0.4).

Table 4.2 - Factor analysis results for push factors

	Factor 1: *Relaxation and enjoyment*	Factor 2: *Escape*	Factor 3: *Novelty*	Factor 4: *Interest*	Factor 5: *Miscellaneous*	Factor 6: *Adventure*
To relax	0.800					
To have fun	0.681					
To be active	0.566					
To get close to nature	0.515					
Recharge one's batteries		0.717				
The desire to take a break		0.688				
To have independence and flexibility		0.517				
To escape from my everyday life		0.513				
To discover a new place			0.792			
To explore a new destination			0.750			
I have an interest in the destination				0.710		
Due to the beach's reputation				0.551		
To experience a different culture					0.692	
To enjoy good weather					0.583	
To seek adventure						0.653
Cronbach's alpha	0.75	0.73	0.78	0.62	0.58	-
Inter-item correlation	0.44	0.41	0.65	0.45	0.40	-
Mean value	3.43	2.90	2.88	3.45	2.89	2.03

According to Table 4.2, respondents regarded *interest* (3.45), *relaxation and enjoyment* (3.43), *escape* (2.9), *miscellaneous* (2.89), and *novelty* (2.88) as important factors to visit the DRC coastline. Respondents, however, considered *adventure* (2.03) as a slightly important push factor. The literature indicates that factors such as *relaxation and enjoyment* correspond to the work of Klenosky (2002), Kozak (2002), and Van der Merwe *et al.* (2011); *escape* corresponds to the work of Jeong (2012), Kassean and Gassita (2013), Klenosky (2002), and Van der Merwe *et al.* (2011); and *novelty* with the work of Carvache-Franco *et al*.'s (2020), Jeong (2014), Kassean and Gassita (2013), and Klenosky (2002). Push factors such as *interest***,** *adventure* and *miscellaneous* were identified as new motivations to travel to a coastline such as DRC.

4.3.2 Factor analysis on pull factors

Section C contained 28 items and was measured on a Likert scale from 1 = not at all important, 2 = slightly important, 3 = important, 4 = very important and 5 = extremely important. Owing to low communality, seven variables were excluded: the beach offers scenic beauty (C13), due to the beach reputation (C18), walking along the beach (C19), the destination has a warm climate (C21), to appreciate the atmosphere (C22), to party (C23), and the destination is affordable (C28).

A factor analysis was then performed on the 21 remaining variables. The results of Bartlett's test of sphericity were significant ($p \leq .001$) and the KMO was 0.708. Only eigenvalues above 1 were used, which resulted in seven factors and nearly accounted for 50% variance (i.e., 49.74%). Like Section B, all factor loadings of Section C were equal to or above 0.3, and the factors were labelled according to similar characteristics among variables. **Factor 1** was labelled *cultural experience* as this factor contained variables like visiting historical attractions, visiting cultural attractions, and experiencing rural life. To enjoy sand quality, to enjoy clear water, to enjoy fresh air, and the destination has attractive landscapes made up **Factor 2**, which was labelled *marine environment*. To go on a cruise and to swim in the ocean made up **Factor 3** and were labelled *ocean activities*. **Factor 4** was labelled *activities* and consisted of variables such as the destination offers many activities for my children, physical exercise such as marine sports, and the destination

offers many outdoor activities. **Factor 5** was labelled *new experience* and included variables like the following: to discover a new place, to obtain new experiences, and to experience the nature. To learn something new and to enjoy adventurous activities was labelled *exploration* (**Factor 6**). **Factor 7** was labelled *environment quality* and comprised one variable, namely to experience the environment quality. As can be seen from Table 4.3, factors 1, 2, 3 and 4 had a Cronbach's alpha above 0.6. Factors 5, 6 and 7 had a Cronbach's alpha of less than 0.6; however, the inter-item correlations were acceptable (i.e., 0.25, 0.36, and 0.22, respectively).

Table 4.3 - Factor analysis results for pull factors

	Factor 1: *Cultural experience*	Factor 2: *Marine environment*	Factor 3: *Ocean activities*	Factor 4: *Activities*	Factor 5: *New experience*	Factor 6: *Exploration*	Factor 7: *Environment quality*
Visiting historical attractions	0.916						
Visiting cultural attractions	0.815						
Experience rural life	0.571						
To enjoy sand quality		0.750					
To enjoy the clear water		0.667					
To enjoy the fresh air		0.620					
The destination has an attractiveness landscape		0.484					
To go on a cruise			0.848				
To swim in the ocean			0.694				
The destination offers many activities for my children				0.819			
Physical exercise such as marine sports				0.524			
The destination offers many outdoor activities				0.419			
To discover a new place					0.501		
To obtain a new experience					0.498		
To experience nature					0.480		
To learn something new						0.622	

	Factor 1: *Cultural experience*	Factor 2: *Marine environment*	Factor 3: *Ocean activities*	Factor 4: *Activities*	Factor 5: *New experience*	Factor 6: *Exploration*	Factor 7: *Environment quality*
To enjoy adventurous activities						0.575	
To experience the environmental quality							0.682
Cronbach's alpha	0.82	0.73	0.74	0.64	0.50	0.53	-
Inter-item correlation	0.60	0.4	0.59	0.38	0.25	0.36	-
Mean	2.53	3.50	2.15	1.66	3.09	2.66	2.90

According to Table 4.3, respondents regarded the *marine environment* (3.50) as a very important pull factor to visit the DRC coastline, whereas *new experience* (3.09), *environment quality* (2.90), *exploration* (2.65), and *cultural experience* (2.53) as important. *Ocean activities* (2.15) and *activities* (1.66) were regarded only as slightly important. The pull factor *ocean activities* correspond to Carvache-Franco *et al*.'s (2020) authentic coastal experiences since it contains seemingly similar variables as this study, whereas *activities* correspond to Jeong (2014) and Carvache-Franco *et al*.'s (2020) physical activities since it contains seemingly similar variables as their studies. *Cultural experience* corresponds with Molera and Albaladejo (2007) and Kozak (2002) who indicated culture and cultural attractions, respectively, as pull factors in their studies. The pull factor *environment quality* also corresponds with Molera and Albaladejo's (2007) environmental quality and nature pull factor. *Marine environment, new experience*, and *exploration* were new factors.

4.3.3 Factor analysis on travel constraints

Owing to low communality, four variables were excluded from the original 25 items: Opportunities to travel to the DRC (D1), Visa requirements (D18), Previous travelling trips to DRC (D24), and Other international and regional related issues (e.g., Covid-19, Ebola, Measles, Malaria) (D25). The items of Section D were measured on a Likert-scale from 1 = not at all, 2 = to a small extent, 3 = to some extent, 4 = to a great extent, and 5 = to a very great extent to measure the extent to which these variables influenced the respondents' decision to travel to the DRC.

A factor analysis was then performed on the remaining 21 variables while Bartlett's test of sphericity was significant ($p \leq .001$) and the KMO was 0.744. Only eigenvalues above 1 were used, resulting in seven factors and accounting for nearly 50% variance (i.e., 47.71%). All the factor loadings were equal to or above 0.3. **Factor 1** was labelled *travel experience* as this factor contained variables like my self-confidence to travel, and crowding in the DRC. **Factor 2** was labelled *destination awareness* and consisted of an awareness of the DRC as a tourism destination, access to information about the DRC as a tourism destination, and previous holiday experience in the DRC. My budget for travel, transport costs of DRC, accommodation costs at the DRC made up **Factor 3** and were labelled *costs*. **Factor 4** was labelled *destination perception* and comprised my awareness of the available food in the DRC, the language spoken in DRC, pollution in DRC, and your perceived image of DRC. **Factor 5** was labelled *mobility* and consisted of my available leisure travel time, distance from your home, and traffic in DRC. The religious practices in the DRC, and culture within DRC were labelled *socio-cultural* (**Factor 6**). **Factor 7** was labelled *longevity* and consisted of my age or the age of someone in my travelling group, and my health. All the factors had a Cronbach's alpha above 0.6 and the inter-item correlation was acceptable.

Table 4.4 - Factor analysis results for constraints

	Factor 1: *Travel experience*	Factor 2: *Destination awareness*	Factor 3: *Costs*	Factor 4: *Destination perception*	Factor 5: *Mobility*	Factor 6: *Socio-cultural*	Factor7: *Longevity*
My self-confidence to travel	0.747						
Crowding in the DRC	0.562						
Awareness of the DRC as a tourism destination		0.752					
Access to information about the DRC as a tourism destination		0.564					
The previous holiday experience in the DRC		0.475					
My budget for travel			0.687				
Transport costs to the DRC			0.656				
Accommodation costs at the DRC			0.506				
My awareness of the available food in the DRC				0.669			
The language spoken in the DRC				0.508			
Pollution in the DRC				0.483			
Your perceived image of the DRC				0.335			
My available leisure travel time					0.725		
Distance from your home					0.619		
Traffic in DRC					0.488		
The religious practices in the DRC						0.746	

	Factor 1: *Travel experience*	Factor 2: *Destination awareness*	Factor 3: *Costs*	Factor 4: *Destination perception*	Factor 5: *Mobility*	Factor 6: *Socio-cultural*	Factor7: *Longevity*
The culture within the DRC						0.558	
My age or the age of someone in my travelling group							0.705
My health							0.700
Cronbach's alpha	0.65	0.64	0.65	0.68	0.66	0.64	0.66
Inter-item correlation	0.48	0.39	0.40	0.35	0.39	0.47	0.39
Mean	1.98	2.28	3.12	1.79	2.84	1.87	1.40

According to Table 4.4, respondents regarded *costs* (3.12) and *mobility* (2.84) to some extent as constraints to visit the DRC. *Destination awareness* (2.28), *travel experience* (1.98), *socio-cultural* (1.87), and *destination perception* (1.79) were constraints to a small extent to visit the DRC. *Longevity* (1.40), on the other hand, was not at all regarded as a constraint to visiting the DRC. *Travel experience* and *destination awareness* correspond to the work of NCTA (2016). The remaining factors were newly identified factors for this study.

4.4 Correlations

Correlations were performed on the factors obtained in the previous phase to address sub-objective 2.1. Section 3.9.3.2.2 provides more detail to the statistical analysis and guidelines followed.

Table 4.5 - Correlation results: relationships between push factors pull factors and constraints

		Relaxation and enjoyment	*Escape*	*Novelty*	*Interest*	*Miscellaneous*	*Adventure*	*Cultural experience*	*Marine environment*	*Ocean activities*	*Activities*	*New experience*	*Exploration*	Environment quality	*Travel experience*	*Destination awareness*	*Costs*	*Destination perception*	*Mobility*	*Socio-cultural*
Escape	*r*	.292**	-																	
	p	.000																		
Novelty	*r*	.243**	.290**	-																
	p	.000	.000																	
Interest	*r*	.312**	.341**	.260**	-															
	p	.000	.000	.000																
Miscellaneous	*r*	.210**	.132*	.173**	.080	-														
	p	.000	.013	.001	.133															
Adventure	*r*	.139**	.297**	.220**	.232**	.070	-													
	p	.009	.000	.000	.000	.193														
Cultural experience	*r*	.103	.149**	.132*	.124*	.217**	.032	-												
	p	.054	.005	.014	.021	.000	.554													
Marine environment	*r*	.211**	.167**	.200**	.303**	.198**	.066	.200	-											
	p	.000	.002	.000	.000	.000	.216	.000												
Ocean activities	*r*	.132*	.182**	.086	.002	.158**	.234**	.010	-.016	-										
	p	.013	.001	.110	.968	.003	.000	.847	.771											
Activities	*r*	.036	.065	.129*	.119*	.190**	.158**	.198**	-.103	.260**	-									
	p	.503	.229	.016	.026	.000	.003	.000	.050	.000										
New experience	*r*	.139**	.234**	.437**	.198**	.275**	.124*	.229**	.239**	.194**	.187**	-								
	p	.009	.000	.000	.000	.000	.020	.000	.000	.000	.000									
Exploration	*r*	.181**	.173**	.213**	.204**	.081	.275**	.137*	.040	.211**	.213**	.301**	-							
	p	.001	.001	.000	.000	.132	.000	.010	.453	.000	.000	.000								
Environment quality	*r*	.022	.074	.055	.070	.134*	.086	.179**	.178**	.087	.116*	.163**	.198**	-						
	p	.685	.169	.307	.192	.012	.108	.001	.001	.103	.030	.002	.000							
Travel	*r*	.139**	.148**	.168**	.147**	-.033	.176**	-.091	-.035	.046	.138*	.073	.175**	.076	-					

		Relaxation and enjoyment	*Escape*	*Novelty*	*Interest*	*Miscellaneous*	*Adventure*	*Cultural experience*	*Marine environment*	*Ocean activities*	*Activities*	*New experience*	*Exploration*	Environment quality	*Travel experience*	*Destination awareness*	*Costs*	*Destination perception*	*Mobility*	*Socio-cultural*
experience	*p*	.009	.005	.002	.006	.534	.001	.089	.518	.389	.010	.171	.001	.155						
Destination awareness	*r*	.164**	.151**	.410**	.146**	.185**	.086	.001	-.222**	.028	.152**	.252**	.032	-.95	.300**	-				
	p	.002	.005	.000	.006	.000	.110	.991	.000	.606	.004	.000	.553	.076	.000					
Costs	*r*	.125*	-.002	.067	.091	-.002	.147**	-.051	.134*	-.058	.023	.099	.062	.003	.256**	.184**	-			
	p	.020	.978	.213	.089	.976	.006	.340	.012	.275	.668	.065	.247	.959	.000	.001				
Destination perception	*r*	.039	.065	.157**	-.071	.092	.058	-.121*	-.095	.040	.297**	.065	.061	-.016	.390**	.390	.164**	-		
	p	.467	.227	.003	.186	.087	.276	.016	.074	.452	.000	.223	.253	.760	.000	.000	.002			
Mobility	*r*	.172**	.273**	.063	.121*	.084	.069	-.018	.118*	-.013	.044	.121**	.111*	-.058	.219**	.039	.285**	.142**	-	
	p	.001	.000	.239	.024	.118	.195	.739	.028	.803	.407	.023	.037	.280	.000	.465	.000	.008		
Socio-cultural	*r*	.001	.063	.002	-.050	.045	-.014	.041	-.083	.055	.326**	.062	.074	.066	.282	.300**	.064	.441**	.035	-
	p	.984	.242	.972	.351	.400	.788	.447	.123	.306	.000	.245	.167	.221	.000	.000	.231	.000	.512	
Longevity	*r*	-.063	.057	.038	-.094	.090	.030	.062	-.051	.020	.325**	.024	.102	.078	.168**	.120*	.030	.299**	.108**	.237**
	p	.241	.286	.484	.080	.093	.571	.250	.342	.704	.000	.657	.057	.146	.002	.025	.579	.000	.043	.000

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

* Correlation is significant at the 0.05 level (2-tailed)

The table indicates the relationships between push factors, pull factors, and constraints. Most of the relationships were positive and were mainly to a small effect. Only a few positive relationships had a small to medium effect. These relationships are evident between the following: *relaxation and enjoyment* and *interest* (r = .312); *escape* and *interest* (r = .341); *interest* and *marine environment* (r = .303); *novelty* and *new experiences* (r = .437); *novelty* and *destination awareness* (r = .410); *travel experience* and *destination perception* (r = .390); *activities* and *socio-cultural* (r = 3.26); and *activities* and *longevity* (r = .325). As the literature suggests (Um & Crompton, 1992:18), these results confirm a positive relationship between travel motivations and constraints to travel to the DRC.

About the negative relationships, there are only three negative relationships to a small effect: *interest* and *activities* (r = -.119), *marine environment* and *activities* (r = -.103), and *cultural experience* and *destination perception* (r = -.128). These relationships, therefore, indicate that these pull factors (i.e., *activities, marine environment*, and *cultural experience*) of the DRC cause a negative relationship with *interest* (push factor) and *destination perception* (constraint). However, these relationships are small. All the other negative relationships are below .1 and thus almost no correlation or relationship. The next section-explored group differences.

4.5 Group differences

Group differences among push, pull and constraint factors were explored to address sub-objective 2.2. The determinants (i.e., push, pull and constraint factors) were the dependent variable, compared with demographic and behavioural characteristics (i.e., independent variables).

4.5.1 Gender

An independent *t*-test was performed to determine differences between groups based on gender.

Table 4.6 - Group differences results based on gender

Dependent variable		Independent variable: Gender	N	Mean	SD	t-value	Sig. (2-tailed)	d
Push factors	*Relaxation and enjoyment*	Male	237	3.41	0.70	-0.848	0.397	-0.097
		Female	113	3.48	0.75			
	Escape	Male	237	2.95	0.67	1.838	0.067	0.210
		Female	113	2.81	0.63			
	Novelty	Male	237	2.87	1.02	-0.231	0.818	-0.026
		Female	113	2.90	1.01			
	Interest	Male	237	3.46	0.69	0.573	0.567	0.066
		Female	113	3.42	0.63			
	Miscellaneous	Male	237	2.88	0.68	-0.489	0.625	-0.056
		Female	113	2.92	0.69			
	Adventure	Male	237	2.05	1.03	0.470	0.638	0.054
		Female	113	1.99	1.03			
Pull factors	*Culture experience*	Male	237	2.58	0.80	1.582	0.115	0.181
		Female	113	2.44	0.77			
	Marine environment	Male	237	3.50	0.63	0.030	0.976	0.003
		Female	113	3.50	0.58			
	Ocean activities	Male	237	2.18	0.92	0.729	0.467	0.080
		Female	113	2.11	0.82			
	Activities	Male	237	1.64	0.57	-0.702	0.483	-0.080
		Female	113	1.69	0.63			

Dependent variable		Independent variable: Gender	N	Mean	SD	t-value	Sig. (2-tailed)	d
	New experience	Male	237	3.13	0.60	1.881	0.061	0.215
		Female	113	3.00	0.66			
	Exploration	Male	237	2.66	0.69	0.043	0.966	0.005
		Female	113	2.65	0.70			
	Environment quality	Male	237	2.90	0.77	0.055	0.956	0.006
		Female	113	2.89	0.81			
Constraints	*Travel experience*	Male	237	1.93	0.75	-1.565	0.118	-0.179
		Female	113	2.07	0.78			
	Destination awareness	Male	237	2.30	0.66	0.768	0.443	0.092
		Female	113	2.23	0.75			
	Costs	Male	237	3.16	0.73	1.665	0.097	0.190
		Female	113	3.02	0.80			
	Destination perception	Male	237	1.80	0.60	0.053	0.958	0.006
		Female	113	1.79	0.54			
	Mobility	Male	237	2.88	0.78	1.504	0.134	0.172
		Female	113	2.74	0.81			
	Socio-cultural	Male	237	1.87	0.70	0.104	0.917	0.012
		Female	113	1.86	0.75			
	Longevity	Male	237	1.44	0.62	1.547	0.123	0.177
		Female	113	1.33	0.53			

*p ≤ 0.05; `small effect; ``medium effect, ```large effect; Push factors were measured on a 5 point Likert scale where 1 = not at all important and 5 = extremely important; Pull factors were measured on a 5 point Likert scale where 1 = not at all important and 5 = extremely important; Constraints were measure on a 5 point Likert scale where 1 = not at all and 5 = to a very great extent.

There were no significant differences (p > .05) between male and female respondents about the determinants (i.e., push, pull and constraint factors) to visit the DRC. Gender does not seem to have a bearing on travel motivation and constraints to travel to the DRC.

4.5.2 Age

An ANOVA was performed to determine group differences based on age. Respondents' age was categorised into five groups: 18–30, 31–40, 41–50, 51–60, and 61+. Tables 4.7, 4.8 and 4.9 report on the results of push, pull and constraint factors respectfully.

Table 4.7 - Group differences results based on push factors and age

Dependent variable	Independent variable: Age	N	Mean	SD	F	Sig.	d
Relaxation and enjoyment	18–30	62	3.31	0.83	2.234	0.065	0.026
	31–40	80	3.59	0.67			
	41–50	101	3.40	0.73			
	51–60	77	3.47	0.67			
	61+	25	3.20	0.63			
Escape	18–30	62	2.76	0.69	0.915	0.455	0.011

Dependent variable	Independent variable: Age	N	Mean	SD	F	Sig.	d
	31–40	80	2.93	0.66			
	41–50	101	2.90	0.66			
	51–60	77	2.96	0.68			
	61+	25	2.93	0.47			
Novelty	18–30	62	3.05	1.03	1.374	0.243	0.016
	31–40	80	3.04	1.09			
	41–50	101	2.76	0.97			
	51–60	77	2.82	0.98			
	61+	25	2.78	0.98			
Interest	18–30	62	3.55	0.64	2.410	0.049*	0.028`
	31–40	80	3.54	0.68			
	41–50	101	3.38	0.65			
	51–60	77	3.48	0.68			
	61+	25	3.14	0.68			
Miscellaneous	18–30	62	2.79	0.72	1.279	0.279	0.014
	31–40	80	2.86	0.73			
	41–50	101	2.87	0.71			
	51–60	77	2.94	0.59			
	61+	25	3.12	0.58			
Adventure	18–30	62	2.63	1.26	8.725	0.000*	0.089``
	31–40	80	1.91	0.97			
	41–50	101	1.95	0.92			
	51–60	77	1.96	0.91			
	61+	25	1.48	0.65			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Push factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.8 - Group differences results based on pull factors and age

Dependent variable	Independent variable: Age	N	Mean	SD	F	Sig.	d
Culture experience	18–30	62	2.45	0.79	0.942	0.440	0.011
	31–40	80	2.60	0.75			
	41–50	101	2.54	0.76			
	51–60	77	2.49	0.86			
	61+	25	2.77	0.65			
Marine environment	18–30	62	3.47	0.58	0.863	0.486	0.010
	31–40	80	3.57	0.56			
	41–50	101	3.44	0.60			
	51–60	77	3.50	0.69			
	61+	25	3.65	0.65			
Ocean activities	18–30	62	2.44	0.81	3.420	0.009*	0.039`
	31–40	80	2.09	1.01			
	41–50	101	2.13	0.84			
	51–60	77	2.17	0.85			
	61+	25	1.70	0.74			
Activities	18–30	62	1.70	0.68	1.294	0.272	0.015
	31–40	80	1.74	0.73			
	41–50	101	1.56	0.42			
	51–60	77	1.69	0.59			
	61+	25	1.57	0.41			
New experience	18–30	62	3.15	0.65	0.353	0.842	0.004
	31–40	80	3.06	0.66			
	41–50	101	3.07	0.60			
	51–60	77	3.13	0.61			
	61+	25	3.01	0.54			

Dependent variable	Independent variable: Age	N	Mean	SD	F	Sig.	d
Exploration	18–30	62	2.85	0.66	4.759	0.001*	0.053``
	31–40	80	2.81	0.64			
	41–50	101	2.47	0.70			
	51–60	77	2.66	0.67			
	61+	25	2.46	0.73			
Environment quality	18–30	62	2.98	0.78	1.999	0.094	0.023
	31–40	80	3.03	0.83			
	41–50	101	2.88	0.79			
	51–60	77	2.79	0.71			
	61+	25	2.60	0.82			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Pull factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.9 - Group differences results based on constraints and age

Dependent variable	Independent variable: Age	N	Mean	SD	F	Sig.	d
Travel experience	18–30	62	2.15	0.90	3.389	0.010*	0.037`
	31–40	80	2.10	0.77			
	41–50	101	1.89	0.74			
	51–60	77	1.92	0.65			
	61+	25	1.62	0.58			
Destination awareness	18–30	62	2.26	0.77	0.045	0.996	0.001
	31–40	80	2.28	0.68			
	41–50	101	2.30	0.61			
	51–60	77	2.26	0.73			
	61+	25	2.28	0.74			
Costs	18–30	62	3.23	0.80	1.846	0.120	0.021
	31–40	80	3.25	0.73			
	41–50	101	3.08	0.69			
	51–60	77	3.02	0.79			
	61+	25	2.89	0.80			
Destination perception	18–30	62	1.66	0.49	1.015	0.400	0.012
	31–40	80	1.82	0.64			
	41–50	101	1.78	0.56			
	51–60	77	1.85	0.64			
	61+	25	1.82	0.50			
Mobility	18–30	62	2.72	0.73	1.526	0.194	0.018
	31–40	80	2.80	0.76			
	41–50	101	2.78	0.80			
	51–60	77	3.01	0.81			
	61+	25	2.84	0.81			
Socio-cultural	18–30	62	1.69	0.66	2.833	0.025*	0.032`
	31–40	80	2.06	0.85			
	41–50	101	1.89	0.62			
	51–60	77	1.86	0.73			
	61+	25	1.70	0.54			
Longevity	18–30	62	1.30	0.54	2.804	0.028*	0.036`
	31–40	80	1.40	0.59			
	41–50	101	1.35	0.51			
	51–60	77	1.46	0.66			
	61+	25	1.76	0.78			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Constraints were measure on a 5-point Likert scale where 1 = not at all and 5 = to a very great extent

An ANOVA was conducted to explore the differences between age groups and the determinants (i.e., push, pull and constraint factors) of visiting the DRC. There were statistically significant differences between the five age groups and *interest* (F = 2.410, p = 0.049), *adventure* (F = 8.725; p = 0.000), *ocean activities* (F = 3.420, p = 0.009), *exploration* (F = 4.759, p = 0.001), *travel experience* (F = 3.389, p = 0.010), *socio-cultural* (F = 2.833, p = 0.025), and *longevity* (F = 2.804, p = 0.028).

Seeing as the ANOVA test only indicates that significant differences do occur between groups, the power of the difference was also calculated (i.e., effect size). There were small effect sizes (i.e., d = 0.01) for *interest* (d = 0.028), *ocean activities* (d = 0.039), t*ravel experience* (d = 0.037), s*ocio-cultural* (d = 0.032), and *longevity* (d = 0.036). Only *adventure* (d = 0.089) and *exploration* (d = 0.053) delivered medium effect sizes.

Post-hoc comparisons using Tukey HSD and Games-Howell tests indicated the following differences:

- Even though *interest* has indicated a significant difference between the age groups, the post-hoc test indicates no differences due to the insignificant effect size (d = 0.028).
- *Adventure*: The age group 18–30 (M = 2.63; SD = 1.26) differs significantly from the age groups 31–40 (M = 1.91; SD = 0.97); 41–50 (M = 1.95; SD = 0.92); 51–60 (M = 1.96; SD = 0.91), and 61+ (M = 1.48; SD = 0.65). The older age groups therefore seem to be less motivated by *adventure* (push factor) to travel to the DRC (i.e., respondents felt *adventure* were slightly important) than compared to the youngest age group who considered *adventure* an important motivator to travel to the DRC for coastal tourism. Additionally, there are also differences between the age groups 41–50 (M = 1.95; SD = 0.92) and 51–60 (M = 1.96; SD = 0.91) with 61+ (M = 1.48; SD = 0.65) indicating that *adventure* is not at all important as a travel motivator for coastal tourism for the oldest age group compared to slightly important to the middle-aged group.

- *Ocean activities*: The age group 18–30 (M = 2.44; SD = 0.81) differs significantly from the age group 61+ (M = 1.70, SD = 0.74). This indicates that the youngest age group finds *ocean activities* as an important motivator to travel to the DRC for coastal tourism compared to slightly important for the oldest age group.
- *Exploration*: The age group 18–30 (M = 2.85; SD = 0.66) differs significantly from the age group 41–50 (M = 2.47; SD = 0.70). Additionally, there are also differences between the age groups 31–40 (M = 2.81; SD = 0.64) and 41–50 (M = 2.47; SD = 0.70). Both the youngest age group and the second youngest age group indicated that *exploration* is an important motivator to travel to the DRC for coastal tourism while their counterpart (i.e., 41–50) felt it was slightly important.
- *Travel experience*: The age group 61+ (M = 1.62; SD = 0.58) differs significantly from the youngest age groups, namely 18–30 (M = 2.15; SD = 0.90) and the age group 31–40 (M = 2.10; SD = 0.77). This indicates that age impacts *travel experience* since the oldest age group indicated that *travel experience* constrained their travelling to DRC for coastal tourism to almost no extent. In contrast, the youngest age groups indicated to a small extent.
- *Socio-cultural*: The age group 18–30 (M = 1.69; SD = 0.66) differs significantly from the age group 31–40 (M = 2.06; SD = 0.85). While the differences are marginal, the younger age group seems to be less impacted by *socio-cultural* aspects to travel to DRC for coastal tourism (almost no extent) than the 31–40 age group who indicated a small extent.
- Even though *longevity* has indicated a significant difference between the age groups, the post-hoc test indicates no differences due to the insignificant effect size (d = 0.036).

4.5.3 Place of residence

This section compared differences between groups based on place of residence [i.e., inside DRC (i.e., domestic) and outside DRC (i.e., international)] using an independent sample *t*-test.

Table 4.10 - Group differences results based on place of residence

Dependent variable		Independent variable: Place of residence	N	Mean	SD	t-value	Sig. (2-tailed)	d
Push factors	*Relaxation and enjoyment*	In DRC	258	3.41	0.73	-0.993	0.321	-0.121
		Outside DRC	92	3.49	0.69			
	Escape	In DRC	258	2.92	0.66	0.803	0.422	0.098
		Outside DRC	92	2.86	0.65			
	Novelty	In DRC	258	2.86	1.04	-0.660	0.510	-0.080
		Outside DRC	92	2.94	0.97			
	Interest	In DRC	258	3.50	0.68	2.550	0.011*	0.310`
		Outside DRC	92	3.30	0.62			
	Miscellaneous	In DRC	258	2.83	0.69	-2.615	0.009*	-0.318`
		Outside DRC	92	3.05	0.64			
	Adventure	In DRC	258	2.10	1.04	2.096	0.037*	0.254`
		Outside DRC	92	1.84	0.98			
Pull factors	*Culture experience*	In DRC	258	2.67	0.73	5.083	0.000*	0.667``
		Outside DRC	92	2.16	0.85			
	Marine environment	In DRC	258	3.50	0.62	-0.272	0.786	-0.033
		Outside DRC	92	3.52	0.59			
	Ocean activities	In DRC	258	2.16	0.87	0.369	0.713	0.045
		Outside DRC	92	2.13	0.93			
	Activities	In DRC	258	1.68	0.63	1.295	0.196	0.157
		Outside DRC	92	1.59	0.45			
	New experience	In DRC	258	3.07	0.62	-1.106	0.270	-0.134
		Outside DRC	92	3.15	0.63			
	Exploration	In DRC	258	2.70		2.113	0.035*	0.257`
		Outside DRC	92	2.53	0.68			
	Environment quality	In DRC	258	2.95	0.80	2.118	0.035*	0.257`
		Outside DRC	92	2.75	0.72			
Constraints	*Travel experience*	In DRC	258	2.00	0.81	0.902	0.368	0.097
		Outside DRC	92	1.92	0.62			
	Destination awareness	In DRC	258	2.21	0.70	-2.822	0.005*	-0.343`
		Outside DRC	92	2.45	0.65			
	Costs	In DRC	258	3.16	0.77	1.746	0.082	0.212
		Outside DRC	92	3.00	0.71			
	Destination perception	In DRC	258	1.72	0.60	-4.303	0.000*	-0.469``
		Outside DRC	92	1.99	0.48			
	Mobility	In DRC	258	2.79	0.77	-1.719	0.087	-0.209
		Outside DRC	92	2.96	0.84			
	Socio-cultural	In DRC	258	1.87	0.74	0.155	0.877	0.019
		Outside DRC	92	1.86	0.64			
	Longevity	In DRC	258	1.41	0.61	0.319	0.750	0.039
		Outside DRC	92	1.39	0.56			

*p ≤ 0.05; `small effect; ``medium effect, ```large effect; Push factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important; Pull factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important; Constraints were measure on a 5-point Likert scale where 1 = not at all and 5 = to a very great extent.

In terms of the independent sample *t*-test for the place of residence, significant differences occurred between the inside DRC and outside DRC groups.

In terms of push factors, three factors delivered significant differences between the inside DRC and outside DRC groups, namely: *interest* (t = 2.550; p = 0.011) delivered a significant difference between the inside DRC (M = 3.50; SD = 0.68) and outside DRC group (M = 3.30; SD = 0.62); *miscellaneous* (t = -2.615; p = 0.009) significant differences between inside DRC (M = 2.83; SD = 0.69) and outside DRC group (M = 3.05; SD = 0.64); and *adventure* (t = 2.096; p = 0.037) between inside DRC (M = 2.10; SD = 1.04) and outside DRC groups (M = 1.84; SD = 0.98). Although significant differences were obtained between these groups, these differences were to a small effect: *interest* (d = 0.310), *miscellaneous* (d = -0.318), and *adventure* (d = 0.254).

Pull factors, namely *cultural experience* (t = 5.083; p = 0.000), *exploration* (t = 2.113; p = 0.035), and *environment quality* (t = 2.118; p = 0.035) also delivered significant differences between the inside DRC and outside DRC groups. For *cultural experience*, the inside DRC (M = 2.67; SD = 0.73) differed from the outside DRC group (M = 2.16; SD = 0.85) to a medium effect (d = 0.667). This result indicates that domestic tourists (i.e., inside DRC) value *cultural experiences* more important when visiting coastal destinations in DRC compared to foreign tourists (i.e., outside DRC). The respondents inside DRC (M = 2.70; SD = 0.69) differed from respondents outside DRC (M = 2.53; SD = 0.68) for *exploration*; and differed inside DRC (M = 2.95; SD = 0.80) and outside DRC (M = 2.75; SD = 0.72) for *environment quality*. The significant differences between *exploration* and *environment quality* are to a small effect (d = 0.257; d = 0.257 respectively).

The only two constraints that delivered significant differences between groups were *destination awareness* (t = -2.822; p = 0.005) and *destination perception* (t = 4.303; p = 0.000). For *destination awareness*, the significant difference between inside DRC (M = 2.21; SD = 0.70) and outside DRC groups (M = 2.45; SD = 0.65) was to a small effect (d = -0.343). *Destination perception*, on the other hand, delivered a significant difference between inside DRC (M = 1.72; SD = 0.60) and outside DRC (M = 1.99; SD = 0.48) to a medium effect (d = -0.469). Although both groups indicated that they were influenced by the *destination perception* to a small extent the domestic tourists (i.e., inside DRC) are marginally less influenced than foreign tourists (i.e., outside DRC).

4.5.4 Marital status

An ANOVA was applied to compare differences between marital status categories, single, married, living together, divorced, widowed, and engaged (fiancé), as illustrated in Tables 4.11 to 4.13.

Table 4.11 - Group differences results based on push factors and marital status

Dependent variable	Independent variable: Marital status	N	Mean	SD	F	Sig.	D
Relaxation and enjoyment	Single	101	3.46	0.78	0.174	0.972	0.003
	Married	193	3.43	0.68			
	Living together	28	3.40	0.74			
	Divorced	10	3.38	0.95			
	Widow(er)	14	3.29	0.69			
	Fiancé	4	3.44	0.31			
Escape	Single	101	2.78	0.66	1.915	0.091	0.027
	Married	193	2.99	0.64			
	Living together	28	2.93	0.80			
	Divorced	10	2.75	0.66			
	Widow(er)	14	2.80	0.53			
	Fiancé	4	2.44	0.55			
Novelty	Single	101	3.07	0.98	1.295	0.314	0.027
	Married	193	2.83	0.98			
	Living together	28	2.88	1.26			
	Divorced	10	2.90	1.15			
	Widow(er)	14	2.29	0.80			
	Fiancé	4	2.50	1.78			
Interest	Single	101	3.54	0.66	4.029	0.001*	0.055``
	Married	193	3.45	0.65			
	Living together	28	3.46	0.77			
	Divorced	10	3.35	0.41			
	Widow(er)	14	2.75	0.58			
	Fiancé	4	3.88	0.48			
Miscellaneous	Single	101	2.79	0.75	1.250	0.286	0.018
	Married	193	2.92	0.62			
	Living together	28	2.88	0.89			
	Divorced	10	3.00	0.62			
	Widow(er)	14	3.21	0.58			
	Fiancé	4	2.75	0.65			
Adventure	Single	101	2.31	1.16	3.148	0.015*	0.043`
	Married	193	1.91	0.92			
	Living together	28	2.21	1.13			
	Divorced	10	1.60	0.84			
	Widow(er)	14	1.71	0.91			
	Fiancé	4	1.50	1.00			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Push factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.12 - Group differences results based on pull factors and marital status

Dependent variable	Independent variable: Marital status	N	Mean	SD	F	Sig.	D
Culture experience	Single	101	2.51	0.78	1.134	0.342	0.016
	Married	193	2.55	0.80			
	Living together	28	2.32	0.69			
	Divorced	10	2.37	1.01			
	Widow(er)	14	2.88	0.86			
	Fiancé	4	2.75	0.69			
Marine environment	Single	101	3.54	0.60	0.949	0.449	0.014
	Married	193	3.45	0.63			
	Living together	28	3.58	0.54			
	Divorced	10	3.60	0.58			
	Widow(er)	14	3.73	0.58			
	Fiancé	4	3.38	0.60			
Ocean activities	Single	101	2.38	0.94	2.420	0.036*	0.034`
	Married	193	2.02	0.82			
	Living together	28	2.23	1.00			
	Divorced	10	2.10	0.94			
	Widow(er)	14	2.32	0.82			
	Fiancé	4	2.25	1.26			
Activities	Single	101	1.68	0.61	0.916	0.470	0.013
	Married	193	1.67	0.63			
	Living together	28	1.50	0.29			
	Divorced	10	1.47	0.17			
	Widow(er)	14	1.69	0.48			
	Fiancé	4	2.00	0.47			
New experience	Single	101	3.17	0.63	0.685	0.635	0.010
	Married	193	3.07	0.61			
	Living together	28	2.98	0.71			
	Divorced	10	3.17	0.77			
	Widow(er)	14	3.05	0.43			
	Fiancé	4	2.92	0.74			
Exploration	Single	101	2.78	0.67	2.902	0.014*	0.040`
	Married	193	2.62	0.68			
	Living together	28	2.79	0.69			
	Divorced	10	2.25	0.59			
	Widow(er)	14	2.50	0.78			
	Fiancé	4	1.88	0.75			
Environment quality	Single	101	2.93	0.82	0.730	0.601	0.011
	Married	193	2.88	0.75			
	Living together	28	3.04	0.88			
	Divorced	10	2.60	0.70			
	Widow(er)	14	2.93	0.73			
	Fiancé	4	2.50	1.00			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Pull factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.13 - Group differences results based on constraints and marital status

Dependent variable	Independent variable: Marital status	N	Mean	SD	F	Sig.	D
Travel experience	Single	101	2.02	0.81	1.058	0.384	0.015
	Married	193	1.98	0.76			
	Living together	28	2.11	0.70			
	Divorced	10	1.70	0.48			
	Widow(er)	14	1.64	0.66			
	Fiancé	4	1.88	0.75			
Destination awareness	Single	101	2.32	0.73	0.684	0.636	0.010
	Married	193	2.25	0.65			
	Living together	28	2.13	0.76			
	Divorced	10	2.43	0.74			
	Widow(er)	14	2.36	0.77			
	Fiancé	4	2.58	0.88			
Costs	Single	101	3.27	0.74	1.473	0.198	0.021
	Married	193	3.06	0.75			
	Living together	28	3.13	0.75			
	Divorced	10	3.00	0.82			
	Widow(er)	14	2.83	0.78			
	Fiancé	4	3.25	0.96			
Destination perception	Single	101	1.75	0.60	0.505	0.772	0.007
	Married	193	1.80	0.58			
	Living together	28	1.79	0.47			
	Divorced	10	2.03	0.49			
	Widow(er)	14	1.86	0.71			
	Fiancé	4	1.69	0.24			
Mobility	Single	101	2.71	0.75	0.979	0.430	0.014
	Married	193	2.89	0.79			
	Living together	28	2.93	0.81			
	Divorced	10	2.63	0.95			
	Widow(er)	14	2.81	0.93			
	Fiancé	4	3.08	0.63			
Socio-cultural	Single	101	1.86	0.77	0.248	0.940	0.004
	Married	193	1.88	0.72			
	Living together	28	1.86	0.61			
	Divorced	10	1.95	0.44			
	Widow(er)	14	1.86	0.66			
	Fiancé	4	1.50	0.00			
Longevity	Single	101	1.29	0.51	1.360	0.239	0.019
	Married	193	1.46	0.65			
	Living together	28	1.38	0.44			
	Divorced	10	1.50	0.53			
	Widow(er)	14	1.43	0.62			
	Fiancé	4	1.13	0.25			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Constraints were measure on a 5-point Likert scale where 1 = not at all and 5 = to a very great extent

There were statistically significant differences between the six marital status groups for *interest* (F = 4.029, p = 0.001), *adventure* (F = 3.148; p = 0.015), *ocean activities* (F = 2.420, p = 0.036), and *exploration* (F = 2.902, p = 0.014). There

were small effect sizes for *adventure* (d = 0.043), *ocean activities* (d = 0.034), and *exploration* (d = 0.040). Only *interest* delivered a medium effect size (d = 0.055).

The following differences were obtained from the post-hoc comparisons:

- *Interest:* The widow(er) group (M = 2.75; SD = 0.58) differs significantly from the single (M = 3.54; SD = 0.66), married (M = 3.45; SD = 0.65) and living together (M = 3.46; SD = 0.77) groups. This indicates that the single, married and living together groups regard *interest* (in the destination) as a critical push factor to visit the DRC for coastal tourism than compared to the widow(er) group.
- *Adventure:* The only two groups that differed significantly from one another in terms of *adventure* is the single (M = 2.31; SD = 1.16) group with the married (M = 1.91; SD = 0.92) group. The married group seems to be less motivated by *adventure* than the single group to travel to the DRC for coastal tourism.
- *Ocean activities:* Like the above, the single (M = 2.38; SD = 0.94) group differs significantly with the married (M = 2.02, SD = 0.82) group. Although marginal differences, the married group seem to be less motivated by *ocean activities* to travel to the DRC for coastal tourism than compared to the single group.
- *Exploration:* Although *exploration* indicated a significant difference between the marital status groups, the post-hoc test indicates no differences due to the small effect size (d = 0.040).

4.5.5 Education

Tables 4.14 to 4.16 illustrate the results of the ANOVA test that compared differences between educational groups (i.e., no schooling/some schooling, matric/secondary school, undergraduate diploma/degree, postgraduate diploma/honours, and master's/doctoral/post-doctoral).

Table 4.14 - Group differences results based on push factors and education

Dependent variable	Independent variable: Education	N	Mean	SD	F	Sig.	d
Relaxation and enjoyment	No schooling/some schooling	30	3.14	0.87	1.913	0.108	0.022
	Matric/secondary school	71	3.37	0.73			
	Undergraduate diploma/degree	98	3.45	0.73			
	Postgraduate diploma/honours	86	3.46	0.71			
	Masters/doctoral/post-doctoral	64	3.56	0.60			
Escape	No schooling/some schooling	30	2.63	0.67	3.730	0.005*	0.042`
	Matric/secondary school	71	2.83	0.68			
	Undergraduate diploma/degree	98	2.83	0.68			
	Postgraduate diploma/honours	86	3.08	0.60			
	Masters/doctoral/post-doctoral	64	3.00	0.64			
Novelty	No schooling/some schooling	30	2.43	1.20	2.163	0.073	0.025
	Matric/secondary school	71	2.91	1.03			
	Undergraduate diploma/degree	98	2.86	1.00			
	Postgraduate diploma/honours	86	3.06	0.92			
	Masters/doctoral/post-doctoral	64	2.88	1.00			
Interest	No schooling/some schooling	30	3.22	0.70	1.349	0.252	0.015
	Matric/secondary school	71	3.42	0.73			
	Undergraduate diploma/degree	98	3.52	0.61			
	Postgraduate diploma/honours	86	3.49	0.65			
	Masters/doctoral/post-doctoral	64	3.45	0.65			
Miscellaneous	No schooling/some schooling	30	2.62	0.80	4.546	0.001*	0.050``
	Matric/secondary school	71	2.71	0.73			
	Undergraduate diploma/degree	98	2.88	0.65			
	Postgraduate diploma/honours	86	3.09	0.63			
	Masters/doctoral/post-doctoral	64	2.96	0.62			
Adventure	No schooling/some schooling	30	2.23	1.19	1.436	0.223	0.017
	Matric/secondary school	71	2.21	1.08			
	Undergraduate diploma/degree	98	2.01	1.07			
	Postgraduate diploma/honours	86	1.86	0.92			
	Masters/doctoral/post-doctoral	64	1.97	0.93			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Push factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.15 - Group differences results based on pull factors and education

Dependent variable	Independent variable: Education	N	Mean	SD	F	Sig.	d
Culture experience	No schooling/some schooling	30	2.32	0.71	0.670	0.613	0.008
	Matric/secondary school	71	2.52	0.76			
	Undergraduate diploma/degree	98	2.59	0.78			
	Postgraduate diploma/honours	86	2.53	0.83			
	Masters/doctoral/post-doctoral	64	2.55	0.81			
Marine environment	No schooling/some schooling	30	3.30	0.65	2.779	0.027*	0.031`
	Matric/secondary school	71	3.47	0.61			
	Undergraduate diploma/degree	98	3.61	0.51			
	Postgraduate diploma/honours	86	3.42	0.64			
	Masters/doctoral/post-doctoral	64	3.62	0.58			
Ocean activities	No schooling/some schooling	30	2.30	0.76	0.595	0.666	0.007
	Matric/secondary school	71	2.20	0.95			
	Undergraduate diploma/degree	98	2.17	0.92			
	Postgraduate diploma/honours	86	2.15	0.85			
	Masters/doctoral/post-doctoral	64	2.02	0.89			
Activities	No schooling/some schooling	30	1.70	0.67	1.235	0.296	0.014
	Matric/secondary school	71	1.56	0.63			
	Undergraduate diploma/degree	98	1.72	0.64			
	Postgraduate diploma/honours	86	1.59	0.50			
	Masters/doctoral/post-doctoral	64	1.70	0.51			
New experience	No schooling/some schooling	30	2.82	0.64	2.346	0.054	0.027
	Matric/secondary school	71	3.03	0.60			
	Undergraduate diploma/degree	98	3.08	0.69			
	Postgraduate diploma/honours	86	3.19	0.59			
	Masters/doctoral/post-doctoral	64	3.15	0.54			
Exploration	No schooling/some schooling	30	2.65	0.63	0.752	0.557	0.009
	Matric/secondary school	71	2.76	0.60			
	Undergraduate diploma/degree	98	2.59	0.76			
	Postgraduate diploma/honours	86	2.68	0.71			
	Masters/doctoral/post-doctoral	64	2.61	0.68			
Environment quality	No schooling/some schooling	30	3.00	0.83	1.852	0.118	0.021
	Matric/secondary school	71	3.10	0.74			
	Undergraduate diploma/degree	98	2.80	0.73			

Dependent variable	Independent variable: Education	N	Mean	SD	F	Sig.	d
	Postgraduate diploma/honours	86	2.86	0.86			
	Masters/doctoral/post-doctoral	64	2.86	0.71			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Pull factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.16 - Group differences results based on constraints and education

Dependent variable	Independent variable: Education	N	Mean	SD	F	Sig.	d
Travel experience	No schooling/some schooling	30	2.02	0.66	0.946	0.437	0.010
	Matric/secondary school	71	2.11	0.85			
	Undergraduate diploma/degree	98	1.97	0.78			
	Postgraduate diploma/honours	86	1.95	0.78			
	Masters/doctoral/post-doctoral	64	1.88	0.63			
Destination awareness	No schooling/some schooling	30	2.09	0.69	1.869	0.116	0.021
	Matric/secondary school	71	2.18	0.73			
	Undergraduate diploma/degree	98	2.38	0.66			
	Postgraduate diploma/honours	86	2.22	0.70			
	Masters/doctoral/post-doctoral	64	2.37	0.65			
Costs	No schooling/some schooling	30	3.16	0.76	1.513	0.198	0.017
	Matric/secondary school	71	3.05	0.71			
	Undergraduate diploma/degree	98	3.26	0.77			
	Postgraduate diploma/honours	86	3.00	0.75			
	Masters/doctoral/post-doctoral	64	3.11	0.76			
Destination perception	No schooling/some schooling	30	1.89	0.48	2.139	0.076	0.024
	Matric/secondary school	71	1.72	0.54			
	Undergraduate diploma/degree	98	1.69	0.56			
	Postgraduate diploma/honours	86	1.84	0.68			
	Masters/doctoral/post-doctoral	64	1.91	0.53			
Mobility	No schooling/some schooling	30	2.69	0.79	1.936	0.104	0.022
	Matric/secondary school	71	2.71	0.74			
	Undergraduate diploma/degree	98	2.78	0.82			
	Postgraduate diploma/honours	86	2.93	0.74			
	Masters/doctoral/post-doctoral	64	3.01	0.84			
Socio-cultural	No schooling/some schooling	30	1.92	0.85	0.278	0.892	0.003
	Matric/secondary school	71	1.92	0.81			

Dependent variable	Independent variable: Education	N	Mean	SD	F	Sig.	d
	Undergraduate diploma/degree	98	1.88	0.70			
	Postgraduate diploma/honours	86	1.82	0.73			
	Masters/doctoral/post-doctoral	64	1.82	0.51			
Longevity	No schooling/some schooling	30	1.45	0.50	2.770	0.028*	0.031`
	Matric/secondary school	71	1.40	0.59			
	Undergraduate diploma/degree	98	1.25	0.48			
	Postgraduate diploma/honours	86	1.52	0.67			
	Masters/doctoral/post-doctoral	64	1.47	0.65			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Constraints were measure on a 5-point Likert scale where 1 = not at all and 5 = to a very great extent

As can be seen from the tables above, there were statistically significant differences between the five educational groups for *escape* (F = 3.730, p = 0.005), *miscellaneous* (F = 4.546, p = 0.001), *marine environment* (F = 2.779, p = 0.027), and *longevity* (F = 2.770, p = 0.028). *Escape* (d = 0.042), *marine environment* (d = 0.031), and *longevity* (d = 0.031) had small effect sizes, whereas *miscellaneous* (d = 0.050) had the only medium effect size.

The Tukey HSD and Games-Howell tests indicated the following differences:

- *Escape*: Respondents in the category no school/some schooling (M = 2.63; SD = 0.67) differ significantly with the postgraduate diploma/honours (M = 3.08; SD = 0.60) category. Although both groups regarded *escape* as an important travel motivator to visit coastal destinations in DRC, the postgraduate diploma/honours group regarded *escape* as more important than the no school/some schooling group.
- *Miscellaneous*: The postgraduate diploma/honours (M = 3.09; SD = 0.63) category differs significantly with the no school/some schooling (M = 2.62; SD = 0.80) and matric/secondary school (M = 2.71; SD = 0.73) categories. These results indicate that the postgraduate diploma/honours group regarded *miscellaneous* (i.e., to experience a different culture, and to enjoy good weather) as slightly more important than the no school/some schooling and matric/secondary school groups.
- *Marine environment*: Owing to an insignificant effect size (d = 0.031), the post-hoc test about the *marine environment* does not indicate any significant differences between the educational groups.
- *Longevity*: The undergraduate diploma/degree (M = 1.25; SD = 0.48) group only differs significantly with the postgraduate diploma/honours (M = 1.52; SD = 0.67) group. This indicates that the postgraduate diploma/honours group regarded *longevity* as a constraint to travel to the DRC for coastal tourism to a small extent while the undergraduate diploma/degree group to no extent.

4.5.6 The primary purpose of visit

An ANOVA was applied to compare differences among the primary purpose of visit categories: holiday, leisure and recreation; education and training; religion or pilgrimages; business and professional; and other reasons (consisting of visiting friends and family; health and medical care; shopping; transit; accommodating husband or another person; for concert purposes), as illustrated in Tables 4.17 to 4.19.

Table 4.17 - Group differences results based on push factors and the primary purpose of visit

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
Relaxation and enjoyment	Holiday, leisure and recreation	127	3.46	0.70	0.123	0.974	0.001
	Education and training	77	3.44	0.68			
	Religion or pilgrimages	24	3.45	0.60			
	Business and professional	83	3.40	0.78			
	Other reasons	39	3.38	0.80			
Escape	Holiday, leisure and recreation	127	3.00	0.67	2.957	0.020*	0.033`
	Education and training	77	2.99	0.65			
	Religion or pilgrimages	24	2.83	0.62			
	Business and professional	83	2.82	0.65			
	Other reasons	39	2.65	0.65			
Novelty	Holiday, leisure and recreation	127	2.88	1.01	0.183	0.947	0.002
	Education and training	77	2.94	1.04			
	Religion or pilgrimages	24	2.94	1.04			
	Business and professional	83	2.81	1.03			
	Other reasons	39	2.90	1.01			
Interest	Holiday, leisure and recreation	127	3.52	0.68	3.149	0.015*	0.035`
	Education and training	77	3.56	0.60			
	Religion or pilgrimages	24	3.54	0.64			
	Business and professional	83	3.31	0.66			
	Other reasons	39	3.23	0.71			
Miscellaneous	Holiday, leisure and recreation	127	2.88	0.65	0.795	0.529	0.009

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
	Education and training	77	2.94	0.66			
	Religion or pilgrimages	24	2.69	0.69			
	Business and professional	83	2.89	0.76			
	Other reasons	39	2.97	0.69			
Adventure	Holiday, leisure and recreation	127	2.33	1.04	5.132	0.000*	0.056``
	Education and training	77	1.95	1.05			
	Religion or pilgrimages	24	1.75	0.74			
	Business and professional	83	1.75	0.88			
	Other reasons	39	1.97	1.16			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Push factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.18 - Group differences results based on pull factors and the primary purpose of visit

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
Culture experience	Holiday, leisure and recreation	127	2.50	0.82	1.197	0.312	0.014
	Education and training	77	2.63	0.75			
	Religion or pilgrimages	24	2. 68	0.80			
	Business and professional	83	2.41	0.77			
	Other reasons	39	2.62	0.80			
Marine environment	Holiday, leisure and recreation	127	3.46	0.61	2.800	0.026*	0.031`
	Education and training	77	3.65	0.56			
	Religion or pilgrimages	24	3.33	0.51			

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
	Business and professional	83	3.40	0.60			
	Other reasons	39	3.65	0.74			
Ocean activities	Holiday, leisure and recreation	127	2.35	0.90	3.313	0.011*	0.037`
	Education and training	77	2.00	0.80			
	Religion or pilgrimages	24	1.77	0.87			
	Business and professional	83	2.13	0.95			
	Other reasons	39	2.13	0.75			
Activities	Holiday, leisure and recreation	127	1.70	0.64	1.005	0.405	0.012
	Education and training	77	1.66	0.65			
	Religion or pilgrimages	24	1.53	0.35			
	Business and professional	83	1.58	0.49			
	Other reasons	39	1.74	0.59			
New experience	Holiday, leisure and recreation	127	3.15	0.59	1.780	0.132	0.020
	Education and training	77	3.17	0.58			
	Religion or pilgrimages	24	3.08	0.68			
	Business and professional	83	3.00	0.65			
	Other reasons	39	2.91	0.69			
Exploration	Holiday, leisure and recreation	127	2.75	0.67	1.150	0.333	0.013
	Education and training	77	2.65	0.73			
	Religion or pilgrimages	24	2.48	0.58			
	Business and professional	83	2.61	0.71			
	Other reasons	39	2.59	0.70			

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
Environment quality	Holiday, leisure and recreation	127	2.98	0.81	1.246	0.291	0.014
	Education and training	77	2.88	0.73			
	Religion or pilgrimages	24	2.63	0.88			
	Business and professional	83	2.84	0.79			
	Other reasons	39	2.92	0.70			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Pull factors were measured on a 5-point Likert scale where 1 = not at all important and 5 = extremely important

Table 4.19 - Group differences results based on constraints and the primary purpose of visit

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
Travel experience	Holiday, leisure and recreation	127	2.10	0.80	1.515	0.197	0.017
	Education and training	77	1.88	0.68			
	Religion or pilgrimages	24	2.06	0.77			
	Business and professional	83	1.89	0.76			
	Other reasons	39	1.91	0.79			
Destination awareness	Holiday, leisure and recreation	127	2.22	0.71	1.042	0.386	0.012
	Education and training	77	2.29	0.72			
	Religion or pilgrimages	24	2.38	0.58			
	Business and professional	83	2.25	0.65			
	Other reasons	39	2.45	0.71			
Costs	Holiday, leisure and recreation	127	3.14	0.70	0.979	0.419	0.011
	Education and training	77	3.23	0.77			

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
	Religion or pilgrimages	24	3.00	0.92			
	Business and professional	83	3.02	0.79			
	Other reasons	39	3.10	0.73			
Destination perception	Holiday, leisure and recreation	127	1.75	0.60	0.703	0.590	0.008
	Education and training	77	1.77	0.53			
	Religion or pilgrimages	24	1.72	0.41			
	Business and professional	83	1.86	0.61			
	Other reasons	39	1.87	0.64			
Mobility	Holiday, leisure and recreation	127	2.94	0.78	2.218	0.067	0.025
	Education and training	77	2.94	0.79			
	Religion or pilgrimages	24	2.78	0.69			
	Business and professional	83	2.69	0.78			
	Other reasons	39	2.63	0.84			
Socio-cultural	Holiday, leisure and recreation	127	1.84	0.73	0.481	0.750	0.006
	Education and training	77	1.93	0.72			
	Religion or pilgrimages	24	1.88	0.66			
	Business and professional	83	1.81	0.63			
	Other reasons	39	1.96	0.86			
Longevity	Holiday, leisure and recreation	127	1.45	0.62	0.849	0.495	0.010
	Education and training	77	1.44	0.62			
	Religion or pilgrimages	24	1.27	0.49			
	Business and professional	83	1.38	0.60			

Dependent variable	Independent variable: Primary purpose of visit	N	Mean	SD	F	Sig.	d
	Other reasons	39	1.31	0.49			

*p ≤ 0.05; `small effect (0.01); ``medium effect (0.06), ```large effect (0.14); Constraints were measure on a 5-point Likert scale where 1 = not at all and 5 = to a very great extent

Escape (F = 2.957, p = 0.020), *interest* (F = 3.149; p = 0.015), *adventure* (F = 5.132; p = 0.000), *marine environment* (F = 2.800, p = 0.026), and *ocean activities* (F = 3.313, p = 0.011) delivered statistically significant differences between the primary purpose of the visit categories. Only *adventure* delivered a medium effect size (d = 0.056) whereas *escape* (d = 0.033), *interest* (d = 0.035), *marine environment* (d = 0.031), and *ocean activities* (d = 0.037) obtained small effect sizes.

Concerning specific differences, the post-hoc test comparisons revealed the following:

- Even though *interest* (d = 0.035), *marine environment* (d = 0.031) and *environment quality* (d = 0.028) indicated significant differences between the primary purpose of the visit categories, the post-hoc tests do not indicate differences due to small effect sizes.
- *Escape*: The holiday, leisure and recreation group (M = 3.00; SD = 0.67) differs significantly from other reasons to visit (M = 2.65; SD = 0.65). The respondents who therefore indicated other reasons (i.e., visiting friends and family; health and medical care; shopping; transit; accommodating husband or another person; for concert purposes) regarded *escape* as slightly less important than compared to the holiday, leisure, and recreation groups who regarded it as important.
- *Adventure*: The holiday, leisure and recreation group (M = 2.33; SD = 1.04) differs significantly from the business and professional group (M = 1.75; SD = 0.88). This result indicates that *adventure* is less important for the business and professional group to travel to the DRC than the holiday, leisure, and recreation groups.
- *Ocean activities*: The holiday, leisure and recreation group (M = 2.35; SD = 0.90) differs significantly from the education and training group (M = 2.00; SD = 0.80) as well as the religion and pilgrimage group (M = 1.77; SD = 0.87). *Ocean activities* impact the education and training group, as well as the religion and pilgrimage group to a small extent, while the factor slightly more impacts the holiday, leisure, and recreation group as a pull factor to travel to the DRC for coastal tourism.

It is clear from the results that visitors who primarily visit the DRC for holiday, leisure, and recreation have different motivations than the other groups. These visitors are motivated by *escape*, *adventure* and *ocean activities*, whereas their counterparts do not feel that these motivates are important.

4.6 Conclusion

The chapter was organised into descriptive statistics, factor analysis, correlations and group differences and findings discussion. The results were interpreted to integrate the findings of the literature review with the empirical research findings. The following research objectives were achieved in this chapter:

- To identify different determinants (i.e., push, pull and constraint factors) of coastal tourism in DRC. This was accomplished through exploratory factor analyses.
- To investigate statistical relationships between push, pull and constraint factors. These relationships were determined through correlation analysis.
- To compare group differences in terms of push, pull and constraint factors. Independent sample *t*-tests and ANOVA's were applied to compare these differences.

In the next chapter, conclusions, recommendations for coastal tourism managers, future research suggestions, and the study's limitations are discussed.

Chapter 5 : Conclusions, recommendations and limitations

5.1 Introduction

Because political leaders and economic planners in Africa have turned their attention to the BE (Akpomera, 2020:651), countries such as the DRC can consider coastal tourism to boost their economy (Carvache-Franco *et al.,* 2020:1). However, it is important to examine the determinants (i.e., push, pull and constraint factors) of coastal tourism to exploit this opportunity. Against this background, the study aims to examine the determinants of coastal tourism in the DRC. The following objectives were set out in chapter 1 and achieved in the subsequent chapters to achieve this aim:

- The first objective was to review the literature on sustainable tourism, marine tourism, coastal tourism, travel motivations (i.e., push and pull factors), and constraints for coastal tourism. This objective was accomplished in chapter 2.
- The second objective was to identify different determinants (i.e., push, pull and constraint factors) of coastal tourism at Muanda Territory in DRC. An exploratory factor analysis was performed to accomplish this. Additionally, statistical relationships (i.e., sub-objective 2.1) and group differences (i.e., sub-objective 2.2) between these push, pull and constraint factors were explored. This objective was accomplished in chapters 3 and 4.
- The third and final objective was to draw conclusions and make suggestions regarding coastal tourism development in DRC. This chapter (chapter 5) will conclude the research findings and will use the research results from chapter 4 to make recommendations for coastal tourism stakeholders.

5.2 Conclusions

The literature and empirical conclusions of this study will be discussed under sections 5.2.1 and 5.2.2.

5.2.1 Conclusions from the literature

The following conclusions on coastal tourism motivations and constraints are drawn from chapter 2:

- Sustainable tourism refers to practices, programmes and policies that take not only the expectations of tourists into consideration but also the needs of communities and the environment (c.f. 2.2).
- The sustainable usage of ocean resources is captured by the concept of the ‘blue economy’ (BE) (c.f. 2.2).
- The BE aims to marry economic activities and coastal tourism to develop the economy with minimum negative impacts (c.f. 2.3).
- Marine tourism and coastal tourism are closely related (c.f. 2.4).
- Marine tourism activities (e.g. swimming, canoeing, surfing, sport fishing, whale watching, seabirds watching, boating, yachting, nautical sport, voyage tourism, to name but a few) take place in the deep oceans with their supporting facilities and infrastructure on land (c.f. 2.4).
- Coastal tourism comprises the full diversity of tourism leisure and recreation activities (e.g., marine sport, visiting beaches, outdoor activities and relaxation) also with their supporting facilities and infrastructure exclusively on land (c.f. 2.4).
- Tourists have diverse needs and motivations to travel to coastal tourism destinations (c.f. 2.4).
- Travel motivation is understood as the force that drives all actions and is the basis for all trip-related events (c.f. 2.5).
- Tourism scholars and destination marketers use push and pull motivations to explain why people travel (i.e., push) and select a specific tourism destination (i.e., pull). First, people are pushed by intrinsic desires to travel and secondly pulled by external factors such as a destination (c.f. 2.5.2).
- Numerous push factors are associated with coastal tourism as identified from literature (c.f. 2.5.2.1). The push factors identified were education, novelty, escape, prestige, exploration and evaluation of self, relaxation, regression, enhancement of kinship relationships, social interaction and others (e.g., to enjoy good weather). See Table 2.1.
- Similar to push factors, there are various pull factors associated with coastal tourism as identified from the literature (c.f. 2.5.2.2). The pull factors identified were activities, hospitality services, attractions, travel distance,

beach, sand and water, safety and security, environment and natural resources, atmosphere, and value for money. See Table 2.2.

- Attributes that are not corresponding with motivations (i.e., push and pull factors) are termed constraints (c.f. 2.5.2.2).
- Travel constraints are factors that inhibit leisure participation, cause the inability to maintain or increase the frequency of travel (c.f. 2.6).
- Limited research has been done on travel constraints in a coastal tourism destination context (c.f. 2.6).
- Various constraints related to tourism are evident in the literature (c.f. 2.6). Constraints identified from the literature include time, economic, accessibility, socio-cultural, health, environment, travel experience, information, and safety and security. See Table 2.3.

5.2.2 Conclusions from the empirical study

Based on the study's findings, the following conclusions can be made.

5.2.2.1 Conclusions from the demographic and behavioural results

In terms of demographic and behavioural characteristics (c.f. 4.2), this study revealed that most respondents were male (68%) with an average age of 43 years. Most of the respondents were domestic tourists (i.e., domestic DRC, 74%), French-speakers (72%), and were married (55%). Respondents seem to be well educated (26% holds an undergraduate diploma/degree) and their main purpose of travelling to the DRC was a holiday, leisure and recreation (36%). Previous research on coastal tourism did not specifically investigate the main purpose of visit, and this study is the first to introduce this aspect.

The average length of stay was 10 days with an average travelling group of four people. On average, the number of people paying for the stay was one person. Respondents mostly stayed in hotels (41%).

5.2.2.2 Conclusions from the factor analysis

An exploratory factor analysis was performed on the push, pull and constraint variables.

- The factors identified from the push variables (c.f. 4.3.1) were labelled as the following: *relaxation and enjoyment*, *escape*, *novelty*, *interest*, *miscellaneous*, and *adventure*. The push factors showed *interest*, *relaxation and enjoyment*, *escape*, *miscellaneous* and *novelty* as important factors to visit the DRC, while *adventure* was a slightly important push factor.
- The pull factors (c.f. 4.3.2) identified were *cultural experience*, *marine environment*, *ocean activities*, *activities*, *new experience*, *exploration*, and *environment quality*. The results of the pull factors indicated that the *marine environment* is a critical pull factor for visiting the DRC coastline, whereas *new experience*, *exploration, cultural experience* and *environment quality* as important. *Ocean activities* and *activities* were slightly important.
- Factor analysis was then performed on constraint variables (c.f. 4.3.3). The factors identified were *travel experience*, *destination awareness*, *costs*, *destination perception*, *mobility*, *socio-cultural*, and *longevity*. *Costs* and *mobility* were viewed as constraints to visit the DRC. *Destination awareness*, *travel experience*, *socio-cultural* and *destination perception* were constraints to a small extent to visit the DRC. *Longevity* was not at all regarded as a constraint to visiting the DRC.

5.2.2.3 Conclusions from the correlations

- Most of the relationships identified from the correlations (c.f. 4.4) were positive. They were mainly to a small effect (r = 0.1), with a few relationships delivering a small to medium effect (r = 0.3 to < 0.5). These results confirm a positive relationship between travel motivations and constraints to travel to the DRC. The positive medium relationships were between the following:
  - Push factors: *Relaxation and enjoyment* and *interest,* and *escape* and *interest*.
  - Push and pull factors: *Interest* (push factor) and *marine environment* (pull factor), *novelty* (push factor) and *new experiences* (pull factor).
  - Push and constraint factors: *Novelty* and *destination awareness*.
  - Constraint factors: *Travel experience* and *destination perception*; *activities* and *socio-cultural*; and *activities* and *longevity*.

- Most of the negative relationships delivered almost no correlation, except for the following three:
  - *interest* (push factor) and *activities* (pull factor),
  - *marine environment* (pull factor) and *activities* (pull factor), and
  - *cultural experience* (pull factor) and *destination perception* (constraint).

  Although these three were negative, the relationships were small and thus did not warrant further investigation.

5.2.2.4 Conclusions from the group differences

An independent sample *t*-test was performed to determine differences between groups based on gender and place of residence:

- **Gender:** The results showed no significant differences between male and female respondents about the determinants (i.e., push, pull and constraint factors) to visit the DRC. Thus, gender does not seem to have a bearing on travel motivation and constraints (c.f. 4.5.1).
- **Place of residence:** According to the place of residence (i.e., domestic and international), significant differences occurred between the groups and *interest* (push factor), *miscellaneous* (push factor), *adventure* (push factor), *culture experience* (pull factor), *exploration* (pull factor), *environment quality* (pull factor), *destination awareness* (constraint) and *destination perception* (constraint). The only two factors that delivered medium effect sizes were *cultural experience* (pull factor) and *destination perception* (constraint). For a *cultural experience*, the domestic tourists (i.e., inside DRC) value *cultural experiences* more important when visiting coastal destinations in DRC compared to foreign tourists (i.e., international). Although both groups indicated that they were influenced by *destination perception* (constraint), the domestic tourists (i.e., inside DRC) are marginally less influenced than the foreign tourists (i.e., international) (c.f. 4.5.3).

ANOVAs were performed for age, marital status, education and purpose of visit:

- **Age:** Significant differences were found between the five age groups (18–30, 31–40, 41–50, 51–60, and 61+) and *interest* (push factor), *adventure* (push factor), *ocean activities* (pull factor), *exploration* (pull factor), *travel experience* (constraint), *socio-cultural* (constraint) and *longevity*

(constraint). Amongst these differences, only *adventure* (push factor) and *exploration* (pull factor) delivered medium effect sizes: *adventure* activities are more important for the youngest age group 18–30 than the older age groups (31–40, 41–50, 51–60, and 61+.) Additionally, the 61+ age group also differed significantly from the 41–50 and 51–60 age groups, indicating that *adventure* is not at all important as a travel motivator for the oldest age group compared to slightly important for the middle-aged group. In terms of *exploration*, the age group 18–30 differs significantly from the age group 41–50, and the age group 31–40 differs from the age group 41–50. Both the youngest age group and second-youngest age group indicated that *exploration* is an important motivator to travel to the DRC while their counterpart (i.e., 41–50) felt it was slightly important (c.f. 4.5.2).

- **Marital status:** There are significant differences between the six marital status groups (i.e., single, married, living together, divorced, widow(er) and fiancé) and *interest* (push factor), *adventure* (push factor), *ocean activities* (pull factor), and *exploration* (pull factor). Only *interest* (push factor) delivered a medium effect size. The single, married and living together groups regard *interest* (in the destination) as a critical push factor to visit the DRC for coastal tourism compared to the widow(er) group (c.f. 4.5.4).
- **Education:** Significant differences were found between the educational groups (i.e., no schooling/some schooling, matric/secondary school, undergraduate diploma/degree, postgraduate diploma/honours, and masters/doctoral/post-doctoral) and *escape* (push factor), *miscellaneous* (push factor), *marine environment* (pull factor), and *longevity* (constraint). Only *miscellaneous* (push factor) delivered a medium effect size. The postgraduate diploma/honours category differs significantly from the no school/some schooling and matric/secondary school categories. These results indicate that the postgraduate diploma/honours group regarded *miscellaneous* (i.e., to experience a different culture, and enjoy good weather) as slightly more important than no school/some schooling and matric/secondary school groups (c.f. 4.5.5).
- **The primary purpose of travel:** Comparisons were also made between the primary purpose to visit the DRC (i.e., holiday, leisure and recreation;

education and training; religion or pilgrimages; business and professional; and other reasons) and motivations and constraints. Statistically significant differences occurred between *escape* (push factor), *interest* (push factor), *adventure* (push factor), *marine environment* (pull factor), and *ocean activities* (pull factor). The results revealed that only *adventure* (push factor) delivered a medium effect size. The holiday, leisure and recreation group differs significantly from the business and professional group. Thus, it indicates that *adventure* is less important for the business and professional group to travel to the DRC than the holiday, leisure and recreation groups (c.f. 4.5.6).

5.3 Recommendations

Recommendations to coastal tourism stakeholders and for future research will be discussed under sections 5.3.1 and 5.3.2.

5.3.1 Recommendations to coastal tourism stakeholders

Although the tourism industry in the DRC is relatively new, most of the respondents visited the coast of the DRC for holiday, leisure and recreation purposes, proving that the DRC is considered a holiday destination (i.e., tourism demand). Therefore, the government should continue exploiting and developing the tourism industry sustainably (i.e., tourism supply). The government can develop a coastal tourism policy that is dedicated to capacitating the local community to offer relevant tourism products. As a result, tourism will contribute to the local gross domestic product (GDP) and on a scale, towards the BE under the auspice of Agenda 2063.

The following recommendations are made in terms of determinants of coastal tourism to increase the demand for coastal tourism in the context of the DRC:

Although to a small extent, the results indicated that foreign tourists are more constrained by *destination perception* than domestic tourists. Thus, the government should portray a positive *destination perception* to foreign tourists by designing a dedicated marketing campaign to this effect. The results indicate that most of the tourists were domestic tourists (72%). While this could be due to the

pandemic (i.e., COVID-19), attracting international tourists brings in foreign exchange earnings, leads to tourism employment opportunities, and boasts the development of the tourism industry.

Interest (push factor), *relaxation and enjoyment* (push factor), *escape* (push factor), *miscellaneous* (push factor), *novelty* (push factor), *marine environment* (pull factor), *new experience* (pull factor), *exploration* (pull factor) and *cultural experience* (pull factor) were deemed essential travel motivations to coastal tourism destinations in the DRC, and in some cases delivered medium positive relations amongst one another. It is against this background that coastal tourism stakeholders should focus on these motivations in marketing campaigns to attract relevant tourists.

The only two constraints that influenced tourists were *costs* and *mobility*. Coastal tourism stakeholders should investigate these matters and find possible solutions to these constraints that inhibit tourists from travelling to the DRC. Travel agents and tour operators, for example, can develop all-inclusive holiday packages to limit the constraint of *mobility*. These packages could also offer group discounts to limit the constrain of *cost* but also increase the number of people to visit the DRC.

When designing a strategic coastal tourism plan, it is important to keep demographic characteristics in mind to customise coastal tourism product offerings. A way to attract and satisfy the needs and expectations of different age, marital, and educational groups is to focus on their respective motivations. For example, *adventure* (push factor) and *exploration* (pull factor) activities are more important to the younger age groups than the older age groups. In terms of marital status, single, married and living together groups regarded *interest* (push factor) in the destination as a critical factor to visit the DRC for coastal tourism. In contrast, the postgraduate diploma/honours group (i.e., education), regarded *miscellaneous* (push) factors (i.e., to experience a different culture and to enjoy good weather) as important. Thus, marketing managers should consider these demographic characteristics when designing group-specific campaigns.

5.3.2 Recommendations for future research

The following recommendations are made concerning future research:

- Additional studies are needed to better understand coastal tourism (e.g., the impact of tourists on the environment or the relationship between blue flag status and coastal tourism demand).
- The current research was conducted in the DRC and can also be extended to other countries with coastlines.
- This study examined determinants of coastal tourism to the DRC. Other factors that might influence the tourists' decision to travel to the DRC were not investigated (e.g., experiences, perceptions, or attitudes). Therefore, future research could focus on destination-specific needs and preferences.
- The results indicated positive medium relationships between some travel motivations and constraints (e.g., *novelty* and *destination awareness*; *travel experience* and *destination perception*; *activities* and *socio-cultural*; and *activities* and *longevity*); thus, it is worthwhile to determine mitigating solutions to these constraints (i.e., *destination awareness, travel experience, destination perception, socio-cultural* and *longevity*).
- It would be worthwhile to conduct a market segmentation study on coastal tourists; this will assist marketing managers to more effectively target segments that might increase the chances of marketing success, overall survival, and profitability of the tourism industry.

5.4 Limitations of the study

This study was conducted at the coastline of DRC (Muanda territory) and may not apply to other coastlines or countries. The research focused mainly on the travel motivations (i.e., push and pull) and constraints for coastal tourism in the DRC. This study did not cover other factors that could influence tourists' decision-making process of travelling to the DRC (e.g., experiences, perceptions or attitudes). The COVID-19 pandemic may have impacted the sample of respondents who completed the questionnaire because many countries experienced travel restrictions during the data collection phase of the study.

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AU *see* African Union.

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UN *see* United Nations.

UNCSD *see* United Nations Conference on Sustainable Development.

UNECA *see* United Nations Economic Commission for Africa.

UNEP & UNWTO *see* United Nations Environment Programme & United Nations World Tourism Organisation.

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Appendices

Appendix A: Questionnaire

Researcher/ *Chercheuse*: Nadine Kisema
E-mail address/ *Adresse e-mail*: **61937835@mylife.unisa.ac.za**

Ethics clearance number/ *Numéro d'autorisation éthique*: 2020_CEMS_DAM_004
Department Applied Management Research Ethics Review Committee / *Département de Management Appliqué Comité de Recherche et d'Analyse d'éthiques*: **damrerc@unisa.ac.za**
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*French follows English / *Le francais suit l'anglais*

Screening question / *Selection de question*

Which type of visitor are you? / *Quel type de visiteur es-tu?*

Day visitor /*Visiteur*	1
Tourist / *Touriste*	2

If tourist, please proceed with the rest of the questionnaire. / *Si touriste, SVP continue avec les reste de questions.*

Dear Prospective participant,

I am Nadine Kisema, an MCom Tourism Management student from the Department of Applied Management at the University of South Africa, under the supervision of Dr Elricke Botha (Supervisor) and Dr Nicolene Conradie (Co-Supervisor).

The questionnaire you have received aims to investigate the determinants of coastal tourism in the Democratic Republic of Congo (DRC). You were selected to participate in this study since you are a tourist in DRC. By completing this survey, you agree that the information you provide may be used for research purposes (e.g. publication in research related journals). Data will be encrypted and stored for a minimum of five years. You are, however, under no obligation to complete the questionnaire and can withdraw from the study prior to submitting the questionnaire. Note that no identifiable information will be requested, and thus will the researcher(s) have no way of connecting the information you provide to you personally. If you choose to participate in this study, it will take approximately 15 minutes of your time. You will not be reimbursed or receive any incentives for your participation in the study. We do not foresee that you will experience any negative consequences by completing the questionnaire. The responses will be stored on a password protected computer for a minimum of five years.

Chèr (e) Participant(e),

Je suis Nadine Kisema, étudiante en Maitrise en Commerce Management du tourisme du Département de Management Appliqué de l'Université de l'Afrique du Sud, sous la supervision du Dr Elricke Botha et de la sous-supervision du Dr NicoleneConradie.

Le questionnaire que vous avez reçu a pour but d'investiguer sur les déterminants du tourisme littoral en République Démocratique du Con (RDC). Vous êtes sélectionné à participer à cette étude entant que touriste en RDC. Notez que les informations que vous allez fournir seront confidentielles. Si vous acceptez de participer, nous vous prendrons approximativement 15 minutes. En complétant ce questionnaire, vous acceptez que les informations que vous allez donner vont être utilisées dans le but de recherche (e.g. publication dans des journaux spécialisés). Les données seront gardées et stockées pour une durée de 5 ans minimum. Toutefois, vous êtes non obligé de compléter le questionnaire et vous pouvez aussi vous retirer de cette enquête. Noté bien qu'aucune information vous identifiant sera demandée et ainsi, le(s) chercheurs n'a aucune façon de relier personnellement les informations que vous lui avez fournies. Si vous choisissez de participer à cette étude, ça vous prendra approximativement 15 minutes de votre temps. En participant à cette étude vous n'allez pas être dédommagé ou compensé moins encore recevoir une quelconque somme d'argent. Nous n'envisageons pas qu'en participant à cette étude vous aller avoir expérimenté une conséquence négative. Les réponses seront gardées et protégées avec un mot de passe dans une durée de cinq ans.

Informed consent:

- I, confirm that I was informed about the nature, procedure, potential benefits and anticipated inconvenience of participation of the study.
- I have read and understood the study as explained in the information sheet.
- I have had sufficient opportunity to ask questions (by means of the contact information provided) and am prepared to participate in the study.
- I understand that my participation is voluntary and that I am free to withdraw at any time without penalty. I also understand that I cannot withdraw after my responses have been recorded as there is no way to trace my specific responses in the pool of responses.
- I am aware that the findings of this study will be processed into a research report, journal publications and/or conference proceedings, but that my participation will be kept confidential unless otherwise specified.

Do you provide informed consent?
(By ticking "Yes" you hereby provide consent to participate in the study. By ticking "No" you hereby wish to withdraw from the study.)

Yes	No

Un consentement autorisé :

- *Je confirme que j'étais informé concernant la nature, la procédure, potentiels bénéfices et les inconvénients de participer à cette étude.*
- *J'ai lu et compris l'étude tout comme les informations expliquées sur le papier.*
- *J'avais eu des opportunités suffisantes de poser des questions (par exemple les moyens des informations donner) et je suis préparé à participer à cette étude.*
- *Je comprends que ma participation à cette étude est volontaire et que je suis libre de me retirer à n'importe quand sans payer amande, Je comprends aussi il n'y a pas de traces spécifiques de mes réponses dans l'ensemble des autres réponses mélangées.*
- *Je suis au courant que les résultats de cette étude vont être utilisés dans le rapport de recherche, le journal de publication ou encore utilisés dans une conférence et que ma participation sera gardée confidentiellement sinon, spécifiée.*

Avez-vous donné un consentement autorisé ?
(En cochant 'oui' par la présente, vous donnez le consentement de participer à l'étude. En cochant 'non' à la présente, vous souhaitez vous retirer à l'étude).

Oui	*Non*

SECTION A: DEMOGRAPHIC AND BEHAVIOURAL INFORMATION / *SECTION A: INFORMATION DEMOGRAPHIQUE ET COMPORTEMENTAL*

Make a cross over the correct option or fill in your answer, where appropriate, for the following questions. / *Mettez une croix sur la bonne réponse ou complétez votre réponse à l'endroit approprié, pour les questions suivantes.*

1. Indicate your gender: / *Indiquez votre sexe*:

Male / *Homme*	1
Female / *Femme*	2
Other / *Autres*	3

2. In which year were you born? / *Tu es né en quelle année?* _____

3. Indicate your place of residence: / *Indiquez votre pays ou vous vivez actuellement*:

In the DRC / *En RDC*	1
Outside DRC / *Hors RDC*	2

If outside the DRC, please specify /

Si en dehors de la RDC, Svp précisez :

_____

4. What is your home language? /
Quelle est votre langue parlée ?

_____

5. Indicate your marital status: / *Indiquez votre état civil:*

Single / *Célibataire*	1
Married / *Marié*	2
Living together / *Concubinage*	3
Divorced / *Divorcé*	4
Widow(er) / *Veuf(ve)*	5
Other / *Autres*	6

If other, specify: / *Si autre précisez:*

_____

6. Indicate your highest level of education: / *Indiquez le niveau le plus élevé de vos études:*

No school / *Pas de niveau*	1
Some schooling / *Formations*	2
Matric/Secondary School / *Diplôme d'état*	3
Undergraduate Diploma/Degree / *Graduat*	4
Postgraduate Diploma/Honours / *Licence*	5
Master's / *Maîtrise*	6
Doctoral / *Doctorat*	7
Post-doctoral / *Post-doctorat*	8
Technical / *Techniques*	9
Other / *Autres*	10

If other, specify: / *Si autre précisez:* _____

7. Indicate your occupation: / *Quelle est votre profession:*

_____

8. Indicate your **main purpose** of visit to the DRC (choose only one main purpose): /
*Indiquez votre **objectif principal pour visiter** la RDC (choisissez seulement un principal objectif) :*

8.1	Holiday, leisure and recreation / *Congé, loisir et délassement*	1
8.2	Visiting friends and relatives / *Visite des amis et familles*	2
8.3	Education and training / *Education et formation*	3
8.4	Health and medical care / *Sante et soins médicaux*	4
8.5	Religion or pilgrimages / *Pèlerinage*	5
8.6	Shopping / *Achats*	6
8.7	Transit /*Transit*	7
8.8	Business and professional / *Affaires et professionnel*	8
8.9	Other / *Autres*	9

If other, please specify: / *Si autre précisez svp*:

_____

9. Indicate your **secondary purpose** of visit to the DRC (more than one option can be selected): / *Indiquez votre* ***seconde objectif pour visiter*** *la RDC (plus de deux options peuvent* ê*tre sélectionnés):*

		Yes / *Qui*	No / *Non*
9.1	Holiday, leisure and recreation / *Congé, loisir et délassement*	1	2
9.2	Visiting friends and relatives / *Visite des amis et familles*	1	2
9.3	Education and training / *Education et formation*	1	2
9.4	Health and medical care /*Sante et soins médicaux*	1	2
9.5	Religion or pilgrimages / *Pèlerinage*	1	2
9.6	Shopping / *Achats*	1	2
9.7	Transit / *Transit*	1	2
9.8	Business and professional / *Affaires et professionnel*	1	2
9.9	Other / *Autres*	1	2

If other, please specify: / *Si autre précisez svp*:

_____

10. What is your length of staying DRC? /
*Quelle est votre duré de congé en RDC?*_____**days** ***/ jours***

11. Including yourself, how many people are in your traveling group? /
Y compris toi-même, combien des personnes sont dans votre groupe de voyage ? _____ **people** ***/ gens***

12. Including yourself, for how many people are you paying for in full for your stay? /
Y compris toi-même, pour combien de personne as-tu payé la totalité de ce voyage ? _____**people** ***lgens***

13. Which accommodation type(s) are you using? (More than one option can be selected.) / *Quel(s) mode(s) d'hébergement utilisez-vous? (Plus de deux modes peuvent être sélectionné.)*

		Yes / *Qui*	No / *Non*
13.1	Self-catering accommodation / *Hébergement avec cuisine indépendante*	1	2
13.2	Hotel / *Hôtel*	1	2
13.3	Motel / *Motel*	1	2
13.4	Camping / *Hébergement*	1	2
13.5	Guest house or Bed & Breakfast / *Guest house & Petit Déjeuné*	1	2
13.6	Staying with friends and/or family / *Rester chez des amis ou en famille*	1	2
13.7	Other / *Autres*	1	2

If other, please specify: / *Si autre précisez svp*: _____

14. What is/will be your average spending (all expenses like travelling, accommodation, attractions, other spending etc.) during your whole staying DRC(at your own expense)? /
Combien dépenseriez-vous (en termes de billet de voyage, hébergement, divertissement et outre dépense etc.) pour votre visite à RDC (à vos frais) ?

Currency / *Devise*	Amount / *Montant*

SECTION B: MOTIVATIONS TO VISIT DRC / *SECTION B: MOTIVATIONS POUR VISITER LA RDC*

On a scale from 1 (not at all important) to 5 (extremely important), indicate the importance of the following aspects for visiting the coastal area of DRC. / *De l'échelle 1(pas du tout important) à 5 (extrêmement important). Indiquez l'importance de la motivation pour visiter la zone Littoral en DRC.*		Not at all importance / *Pas du tout important*	Slightly important / *Légèrement important*	/ Important *Important*	Very Important / *Très Important*	Extremely important / *Extrêmement*
1	To refresh memories / *Rafraîchir la mémoire*	1	2	3	4	5
2	Doing shopping at the destination / *Faire des achats sur place*	1	2	3	4	5
3	To discover a new place / *Découvrir un nouvel endroit*	1	2	3	4	5
4	To escape from my everyday life / *Eviter ma routine vitale*	1	2	3	4	5
5	The desire to take a break / *Souhaiter me détendre*	1	2	3	4	5
6	Recharge one's batteries / *Prendre un nouvel élan*	1	2	3	4	5
7	To have independence and flexibility / *Avoir l'indépendance et la flexibilité*	1	2	3	4	5
8	To seek adventure / *Pour m'aventurer*	1	2	3	4	5
9	I have an interest in the destination /*Je m'intéresse à ma destination*	1	2	3	4	5
10	Due to the beach's reputation / *Motive par la réputation de la plage*	1	2	3	4	5
11	To explore a new destination / *Explorer une nouvelle destination*	1	2	3	4	5
12	To get close to nature / *S'approcher de la nature*	1	2	3	4	5
13	To relax / *Me détendre*	1	2	3	4	5
14	To be active / *Vivre ou profiter de la vie*	1	2	3	4	5
15	To have fun /*S'amuser*	1	2	3	4	5
16	Enjoy sunbathing / *Apprécier le bain de soleil ou se bronzer*	1	2	3	4	5
17	For introspection purposes / *Pour l'introspection*	1	2	3	4	5
18	To enhance myself / *Pour me performer ou m'améliorer*	1	2	3	4	5
19	To have a good time with my family / *Passer de beaux moments avec ma famille*	1	2	3	4	5
20	To build a relationship with the local people / *Tisser des relations avec la population locale*	1	2	3	4	5
21	To spend time with friends / *Passer le temps avec les amis*	1	2	3	4	5
22	To spend time with someone special / *Passer le temps avec quelqu'un de très spécial*	1	2	3	4	5
23	To mingle with fellow tourists / *S'amuser avec les amis touristes*	1	2	3	4	5
24	To enjoy good weather / *Jouir du beau temps*	1	2	3	4	5
25	To experience a different culture / *Expérimenter d'autres cultures*	1	2	3	4	5

SECTION C: DESTINATION (DRC) ATTRIBUTES / *SECTION C: LES ATTRIBUES DE LA DESTINATION (RDC)*

On a scale from 1 (not at all important) to 5 (extremely important), indicate the importance of the following activities for visiting the coastal area of DRC. / *De l'échelle 1 (pas du tout important) à 5 (extrêmement important). Indiquez l'importance des différentes activités en visitant la zone côtière en DRC.*		Not at all importance / *Pas du tout important*	Slightly important / *Légèrement important*	/ Important *Important*	Very Important / *Très Important*	Extremely important / *Extrêmement important*
1	To swim in the ocean / *Nager dans l'océan*	1	2	3	4	5
2	To go on a cruise /*Faire la croisière*	1	2	3	4	5
3	Physical exercise such as marine sport / *Exercice physique dans l'eau comme le sport*	1	2	3	4	5
4	The destination offers many activities for my children /*La plage offre beaucoup d'activités à mes enfants*	1	2	3	4	5
5	The destination offers many outdoor activities / *La destination offre beaucoup d'activité de plein air*	1	2	3	4	5
6	To obtain new experiences /*Acquérir une nouvelle expérience*	1	2	3	4	5
7	To enjoy adventurous activities /*Se réjouir des activités d'aventures*	1	2	3	4	5
8	To learn something new /*Apprendre quelque chose nouvelle*	1	2	3	4	5
9	To discover a new place /*Découvrir une nouvelle place*	1	2	3	4	5
10	To experience rural life/*Expérimenter la vie rurale*	1	2	3	4	5
11	Visiting historical attractions /*Visiter les attractions historiques*	1	2	3	4	5
12	Visiting cultural attractions /*Visiter les attractions culturelles*	1	2	3	4	5
13	The beach offers scenic beauty /*La plage offre un beau paysage à contempler*	1	2	3	4	5
14	To enjoy clear water /*Jouir de l'eau propre*	1	2	3	4	5
15	To enjoy sand quality /*Jouir de la qualité du sable*	1	2	3	4	5
16	To enjoy fresh air /*Jouir de l'air frais*	1	2	3	4	5
17	The destination has attractive landscapes / *La plage a un paysage attrayant*	1	2	3	4	5
18	Due to the beach's reputation /*Pour la réputation de la plage*	1	2	3	4	5
19	Walking along the beach /*Marcher le long de la plage*	1	2	3	4	5
20	Enjoying traditional food / *Savourer de la nourriture locale*	1	2	3	4	5
21	The destination has a warm climate /*La destination a un climat chaleureux*	1	2	3	4	5
22	To appreciate the atmosphere /*Apprécier l'atmosphère*	1	2	3	4	5
23	To party /*A la fête*	1	2	3	4	5
24	To experience the environment quality /*Expérimenter un environnement de qualité*	1	2	3	4	5
25	To experience the nature / *Contempler la nature*	1	2	3	4	5
26	The destination offers great accommodation and facilities / *Le site offre des formidables structures d'hébergement et l'accessibilité*	1	2	3	4	5
27	The destination is safe to visit /*La destination est sécurisant pour la visite*	1	2	3	4	5
28	The destination is affordable /*Le site est abordable*	1	2	3	4	5

SECTION D: TRAVELLINGCONSTRAINTS TO DRC / *SECTION D: LES CONTRAINTES DE VISITER LA RDC*

On a scale of 1 (not at all) to 5 (to a very great extent), when you planned your trip, to what extent have the following aspects influenced your decision to travel to DRC (i.e. possible constraints)? For example: "My available leisure travel time" has influenced my decision to travel to the DRC "to a small extent" (2). *De l'échelle 1 (pas du tout) à 5 (très large mesure) Indiquez dans quelle mesure les aspects suivants ont influence votre décision de voyager.* *Par exemple:* *Ma disponibilité de temps de voyage de loisir influence ma décision de voyager à RDC dans une faiblemesure (2).*		Not at all / *Pas du tout*	To a small extent / *Faible mesure*	To some extent / *Modéré*	To a great extent / *Large mesure*	To a very great extent / *Très large mesure*
1	My available leisure travel time / *Ma disponibilité de temps de voyage de loisir*	1	2	3	4	5
2	Distancefrom your home/country to the DRC /*Distance de la maison/pays à RDC*	1	2	3	4	5
3	Trafficin the DRC / *Embouteillage en RDC*	1	2	3	4	5
4	My budget for travel/holiday / *Mon budget pour le voyage/congé*	1	2	3	4	5
5	Transport costs to the DRC / *Coût du voyage vers à RDC*	1	2	3	4	5
6	Accommodation costs at DRC / *Coût de l'hébergement àRDC*	1	2	3	4	5
7	Opportunities to travel to the DRC /*Manque d'opportunité de voyager àRDC*	1	2	3	4	5
8	Physical accessibility to the DRC only at certain times of the year / *L'accessibilité physique à RDC est périodique par année*	1	2	3	4	5
9	Access to information about the DRC as a tourism destination /*Accès à l'information sur la RDC comme une destination touristique*	1	2	3	4	5
10	Awareness of the DRC as a tourism destination /*Inconscience de la RDC comme une destination touristique*	1	2	3	4	5
11	My health /*Problème de santé/ ma sante*	1	2	3	4	5
12	My age or the age of someone in my travelling group /*Mon âge ou l'âge de certains dans le groupe de voyage*	1	2	3	4	5
13	The climate of the DRC /*Le climat de la RDC*	1	2	3	4	5
14	The language spoken in the DRC /*La langue parlé en RDC*	1	2	3	4	5
15	The culturewithin the DRC / *La culture à l'intérieur de la RDC*	1	2	3	4	5
16	The religion practices in the DRC /*Les religions pratiquées à l'intérieur de la RDC*	1	2	3	4	5
17	Your perceived image of the DRC /*Ta perception de l'image de la RDC*	1	2	3	4	5
18	VISA requirements/restrictions of the DRC /*Nécessité du VISA/exigences de l'obtention du visa de la RDC*	1	2	3	4	5
19	Previous holiday experience in the DRC /*Manque d'expérience de la destination*	1	2	3	4	5
20	My self-confidence to travel /*Manque de confiance en soi*	1	2	3	4	5
21	Pollutionin the DRC / *Pollution ou salubrité en à RDC*	1	2	3	4	5
22	Crowding in the DRC /*La peur des gens ou de la foule en RDC*	1	2	3	4	5
23	My awareness of the available food in DRC/*Ma familiarité avec aliment ou les mets de la RDC*	1	2	3	4	5
24	Previous travelling trip(s) to DRC /*Mon (ou mes) Précédent (s)voyage(S) en RDC m'a (m'ont déçu)*	1	2	3	4	5
25	Other international and regional health related issues (e.g. COVID-19, Ebola, Measles, Malaria) / *Autres restrictions sanitaires internationals ou régionales (e.g. COVID-19, Ebola, Measles, Malaria)*	1	2	3	4	5

Thank you for participating in this survey! / *Merci de participer à l'enquête!*

Appendix B: Turnitin digital slip

turnitin

Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

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Page count:	142
Word count:	34,793
Character count:	193,837
Submission date:	19-Jan-2022 10:25AM (UTC+0200)
Submission ID:	1744040293

Appendix C: Research ethics certificate

UNISA university of south africa

UNISA DEPARTMENT APPLIED MANAGEMENT RESEARCH ETHICS REVIEW COMMITTEE (DAM-RERC)

Date: 26 February 2020

ERC Reference # : 2020_CEMS_DAM_004
Name: Mansanga Nadine Kisema
Student #: 61937835

Dear Ms Mansanga Nadine Kisema

Decision: Ethics Approval from February 2020 to February 2023

Researcher(s): Ms Mansanga Nadine Kisema (Student #: 61937835)
081 377 4495 / 61937835@mylife.unisa.ac.za

Supervisor (s): Dr. Elricke Botha
012 429 6271 / vlogge@unisa.ac.za
Dr. Nicolene Conradie
012 433 4618 / conran@unisa.ac.za

Working title of research:
Determinants of coastal tourism in the Democratic Republic of Congo

Qualification: Master's degree in Tourism Management

Thank you for the application for research ethics clearance by the Unisa DAM Ethics Review Committee for the above-mentioned research. Ethics approval is granted for three years.

*The **low risk application** was **reviewed** by the DAM Ethics Review Committee in February 2020 in compliance with the Unisa Policy on Research Ethics and the Standard Operating Procedure on Research Ethics Risk Assessment. The decision was approved on the 26th of February 2020.*

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.

2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study should be communicated in writing to the DAM Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing, accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, if applicable: Protection of Personal Information Act, no 4 of 2013; Children's act no 38 of 2005 and the National Health Act, no 61 of 2003.
6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data require additional ethics clearance.
7. No field work activities may continue after the expiry date (02/2023). Submission of a completed research ethics progress report will constitute an application for renewal of Ethics Research Committee approval.

Note:

*The reference number **2020_CEMS_DAM_004** should be clearly indicated on all forms of communication with the intended research participants, as well as with the Committee.*

Yours sincerely,

Mrs C Poole
Chair of DAM-RERC
E-mail: damrerc@unisa.ac.za
Tel: (012) 433-4668

Prof M Mogale
Executive Dean: CEMS
E-mail: mogalmt@unisa.ac.za
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Appendix D: Language editing certificate

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Editing Certificate Date: 17 December 2021

Dear Author,

The master's thesis titled **"DETERMINANTS OF COASTAL TOURISM IN THE DEMOCRATIC REPUBLIC OF CONGO"** was edited by **Mr. Khomotso Moses Leshaba**, a member of the Professional Editor's Guild (Membership number: LES003), European Association of Science Editors (Membership number: 5471), and the South African Translator's Institute (Membership number: 1003722). **Mr. Leshaba** is an independent contractor at the **University of South Africa,** where he provides academic editing in the College of Economic and Management Sciences and Unisa Press. He has an NQF Level 8 certificate in Editing: Principles and Practice from the University of Pretoria and Professional Editing Standards Certificate from Queen's University in Canada.

The services provided include:

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2. Consistency and structural enhancements
3. Appropriate sentence construction and appropriate academic tone
4. Ensuring one-to-one correspondence of in-text citations and references.
5. Formatting of references

Professional EDITORS Guild

Leshaba Khomotso Moses
Associate Member

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