

**THE EXPECTATIONS AND EXPERIENCES OF SOUTH AFRICAN LEISURE  
TOURISTS VISITING MOZAMBIQUE**

**By  
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## **DECLARATION OF INDEPENDENT WORK**

I, Francisco de Assis António Muir, passport number [REDACTED] and student number [REDACTED], do hereby declare that this research project submitted to the Central University of Technology, Free State, for the degree of MAGISTER TECHNOLOGIAE: TOURISM AND HOSPITALITY MANAGEMENT, is my own independent work and complies with the Code of Academic Integrity, as well as with other relevant policies, procedures, rules and regulations of the Central University of Technology, Free State; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.

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**DATE**

## SUMMARY

As one of the largest industries in the world, the tourism industry has a positive economic impact on countries. This is especially true for developing countries where tourism is an essential driver for economic growth and development. In this regard Africa and specifically Southern Africa has plenty to offer tourists with regard to memorable experiences. However, Mozambique, a former Portuguese colony, is facing many challenges in establishing a thriving tourism industry. Since more than 44% of leisure tourists who visit Mozambique are from South Africa, it is essential for the Mozambican government and local product owners to know whether these tourists' expectations are being met.

The study followed a quantitative research approach, and a structured questionnaire was administered to 400 South African leisure tourists returning from Mozambique during the end of December 2015 to January 2016. The questionnaire measured the demographics as well as the expectations and experiences of leisure tourists returning from their holiday. Data were interpreted using both descriptive and inferential statistics.

Findings indicate that, in most cases, the experiences of South African leisure tourists exceeded their expectations. There were, however, concerns about staff efficiency in accommodation establishments and food and beverage provision. Experiences related to well-organised outdoor activities in Mozambique were also lower than what was expected. Applicable recommendations are made to assist product owners and the Mozambican government in making the necessary adaptations.

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## LIST OF ABBREVIATIONS AND ACRONYMS

<b>B&amp;B</b>	Bed and Breakfast
<b>FRELIMO</b>	Front for the Liberation of Mozambique
<b>DFA</b>	Department of Foreign Affairs (South Africa)
<b>GDP</b>	Gross Domestic Product
<b>INATUR</b>	Tourism National Institute (Instituto Nacional de Turismo)
<b>INE</b>	National Institute of Statistics (Instituto Nacional de Estatística)
<b>ITC</b>	International Trade Centre
<b>LAM</b>	Mozambique Airline (Linhas Aéreas de Mozambique)
<b>MEX</b>	Mozambique Express
<b>MITUR</b>	Ministry of Tourism (Ministério do Turismo)
<b>OECD</b>	Organisation for Economic Cooperation and Development
<b>RETOSA</b>	Regional Tourism Organisation of Southern Africa
<b>SAA</b>	South African Airways
<b>SADC</b>	Southern African Development Community
<b>SDAE</b>	District Economic Services in Mozambique
<b>TAP</b>	Air Portugal (Transportes aéreos de Portugal)
<b>TFCA</b>	Trans frontier Conservation Area
<b>TTCI</b>	Travel and Tourism Competitiveness Index
<b>UN</b>	United Nations
<b>UNESCO</b>	United Nations Educational Scientific and Cultural Organisation
<b>UNWTO</b>	United Nations World Tourism Organisation
<b>WEF</b>	World Economic Forum
<b>WTO</b>	World Tourism Organisation
<b>WTTC</b>	World Travel and Tourism Council

## CHAPTER 1: INTRODUCTION

### 1.1 Background to the study

The tourism industry is regarded as one of the major contributors to the economy of most developing countries. The tourism industry generates US\$6 trillion worldwide. This amount represents 9.5% of the world gross domestic product (GDP) (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008:3; Roth & Fishbin, 2015:3). Also, the tourism industry is responsible for more than 40% of the GDP of the less developed countries (UN, 2010:2).

In 2014 the tourism industry was directly and indirectly responsible for 9.5% of the world's jobs, generating around 277 million jobs – this implies 1 out of every 11 jobs on the planet (WTTC, 2015: 2). Moreover, the industry generates 5.8% of the world's exports (US\$1.1 trillion) and 4.5% of the world's investment (US\$652 billion) (Theobald, 2005:75; Cooper *et al.*, 2008:3; Jadhav & More, 2010:125; WTTC, 2015:2).

The World Tourism Barometer reported 980 million international tourist arrivals in 2011 (UNWTO, 2012:465). This was the highest figure ever recorded, supporting the importance and scope of the tourism industry globally. According to a forecast of UNWTO (2011:469), international tourism is expected to increase by an average of 3.3% per year, reaching 1.8 billion by 2030. This means that in a period of two decades (2010–2030) five million tourists will be crossing international borders daily for leisure, business or other purposes such as visiting family and friends.

With regard to international trade, the tourism industry ranks in the fourth position after the fuel, chemical and automotive industries (UN, 2010:2). The direct and indirect investments associated with the tourism industry generate increased taxes for governments and stimulate job opportunities which, in turn, stimulate local economies. Governments use this income for the maintenance and construction of infrastructure such as airports, rail systems, road networks, electric power systems, agricultural production and water supply systems. Infrastructure development is likely to increase the number of tourists visiting a particular country (George, 2011:20).

Africa has some of the fastest-growing economies in the world, specifically Angola and Nigeria (Van Beek, Rutten & Spierenburg, 2008:1) and the tourism sector plays a pivotal role in the economic development of these and other emerging countries. This is also true for Mozambique, which is an emerging economy. The National Institute of Statistics in Mozambique (INE, 2014: Online) revealed that Mozambique has received more than two million tourists since 2011 from different regions of Africa, Asia, Europe and America. Moreover, in the same period, leisure tourism grew from 50.2 to 65.7%, representing 55.7% of tourist spending (Batey, 2014:19). Among the 71.7% of tourists from African countries, South African leisure tourists were the majority, representing 44.3% (Enriquez, 2013:26; Kiambo, 2014:145).

As South African tourists represent such a big portion of tourists visiting Mozambique, it is important for authorities and product owners to be informed about these tourists' experiences and expectations. Despite a rapid growth in research related to tourist expectations and experiences (Oh, Fiore & Jeoung, 2007:119; Ek, Larsen, Hornskov & Mansfeldt, 2008:122; Potts, Hartley, Banks, Burgess, Cobcroft, Cunningham & Montgomery, 2008:459; Binkhorst & Den Dekker, 2009:311; Ritchie & Hudson, 2009:111) there is, according to the researcher's knowledge, no other study that has focused on this issue specifically regarding South African leisure tourists visiting Mozambique. On an international level, Ezeuduji (2013:170) studied the challenges, demands and expectations of Nigerian tourists to South Africa. Challenges included the expensive cost of living in South Africa, safety and security problems, limited routes, and expensive flight costs. The study also found that tourists mostly engage in shopping, leisure activities and education.

In China similar studies were conducted linking tourist expectations, experiences, motivation and satisfaction (Lather, Singh & Singh, 2010:84; Kavousy, Royaei & Ebrahimpour, 2011:75; Lee, Jeon & Kim, 2011:172; Wong, Cheung & Wan, 2013:169). The results revealed that the expectations of tourists acted as a deciding factor to visiting a particular destination. In another study, Sheng and Chen (2011:53; 2013:101) investigated the experiences and expectations of museum visitors in Taiwan. The findings revealed that, during a trip, specific situational factors such as

a variety of activities that trigger tourists' active participation resulted in pleasant experiences for tourists. This could lead to repeat visitation.

Previous research on the experiences and expectations of tourists in the South African context includes that of Engelbrecht (2011:11) who conducted a study on the critical success factors of managing visitor experience at the Kruger National Park. The results showed that park management need to be aware of tourist expectations in order to improve their tourism offerings. Another research project, also carried out in the Kruger National Park, confirmed that tourists have different motives for visiting attractions and destinations (Van der Merwe & Saayman, 2008:154).

## **1.2 Statement of the research problem**

Mozambique received more than two million tourists from 2011 to 2013. These visitors were mostly from Africa, Asia, Europe and America. Of these tourists, 65.7% were from South Africa of which 44.3% were specifically leisure tourists (Enriquez, 2013:26; Kiambo, 2014:145). Seeing that such a large proportion of leisure tourists are from South Africa, it is essential that the Mozambican government and product owners take note of the expectations and experiences of these tourists. As the researcher could not find any other studies covering this topic, the aim of this investigation was to ascertain the expectations and experiences of South African leisure tourists visiting Mozambique. The results of the study would enable tourism authorities and product owners in Mozambique to better market and position their tourism offerings to South African leisure tourists.

## **1.3 Research objectives**

The main objective of this study was to ascertain the expectations and experiences of South African leisure tourists visiting Mozambique.

The following co-objectives were pursued:

1. To identify the areas that South African leisure tourists visit in Mozambique;
2. To measure the expectations and experiences of South African leisure tourists regarding accommodation;

3. To measure the expectations and experiences of South African leisure tourists regarding food and beverage;
4. To measure the expectations and experiences of South African leisure tourists regarding attractions; and
5. To measure the expectations and experiences of South African leisure tourists regarding outdoor activities.

#### **1.4 Research questions**

In order to achieve the objectives of the study, the following research questions were formulated:

1. What is the demographic profile of South African leisure tourists visiting Mozambique?
2. What areas do South African leisure tourists visit in Mozambique?
3. What are the expectations and experiences of South African leisure tourists regarding accommodation?
4. What are the expectations and experiences of South African leisure tourists regarding food and beverage?
5. What are the expectations and experiences of South African leisure tourists regarding attractions?
6. What are the expectations and experiences of South African leisure tourists regarding outdoor activities?

#### **1.5 Research methodology**

Research is a scientific and systematic search for pertinent information on a specific topic (Veal, 2011:45). Research methodology is a way to systematically solve a research problem pertaining to a particular phenomenon. As an academic activity, research comprises defining problems, formulating hypotheses or proposed solutions, collecting and organising data, evaluating the data, and drawing conclusions based on the research findings (Veal, 2011:46).

According to Kumar (2011:94), a research design is a detailed plan adopted by the researcher to obtain answers to research questions. It describes all the processes through which the data are collected, measured, analysed and reported in an accurate and objective way. The two major research approaches are quantitative and qualitative. Quantitative research uses numerical data to answer the problem being investigated, while qualitative research focuses on understanding and explaining the meaning of a phenomenon based on deductive rather than inductive logic. It aims to understand how people interpret their experiences and what meaning they attribute to their experiences (Merriam, 2009:5).

This study adopted a quantitative research approach and applied a survey as research design. The adoption of the quantitative research approach was supported by the fact that the findings obtained from the survey could be replicated for verification and reassurance. The population of this investigation was South African leisure tourists returning from their holiday in Mozambique through the Ressano Garcia/Komatipoort Border Post during the months of December of 2015 and January of 2016. A total of 400 questionnaires were completed as part of the data-gathering process.

### **1.6 Limitations of the study**

The limitations of a study pertain to the characteristics of the design or methodology of a research investigation that may affect the results of the study. In this study, data were gathered only from South African leisure tourists travelling by road through the Ressano Garcia/Komatipoort Border Post. The unwillingness of some tourists to complete the questionnaire was also considered as a limitation of this study.

### **1.7 Significance of the study**

The study aimed to make important contributions to the tourism sector in Mozambique. As the first investigation of this nature, it was envisaged that the findings would enable the Mozambican government and product owners to better position and market their offerings to South African leisure tourists.

## **1.8 Layout of the study**

The layout of the study is as follows:

### **Chapter 2: The tourism industry: Setting the scene**

Chapter 2 profiles the tourism industry from a global and South African perspective. It also defines relevant terminology and profiles different types of tourists.

### **Chapter 3: The expectations and experiences of leisure tourists**

Chapter 3 reviews the literature concerning expectations and experiences of leisure tourists.

### **Chapter 4: Tourism in Mozambique**

Chapter 4 presents the background to tourism in Mozambique. It describes the legislation and regulation concerning the tourism industry in Mozambique, the history and geographical profile of Mozambique and the country's major tourism resources. The challenges facing the tourism industry are also unpacked.

### **Chapter 5: Research methodology**

Chapter 5 describes the methodology adopted in this study. This includes the research approach and design, population and sampling, the data-gathering instrument, data collection, the pilot study and fieldwork challenges.

### **Chapter 6: Data analysis and presentation of findings**

Chapter 6 presents the analysis of the data collected in the study area. The data collected through questionnaires from tourists were processed and the outcomes analysed and discussed in order to answer the research questions and achieve the objectives of the study and the problem statement.

## **Chapter 7: Conclusion and recommendations**

Chapter 7 presents the conclusion of the study based on the analysis of the main findings. The problem statement is answered and relevant recommendations regarding the improvement and the development of the tourism sector in Mozambique are provided. The chapter ends with suggestions for further research.



## CHAPTER 2: THE TOURISM INDUSTRY: SETTING THE SCENE

### 2.1 Introduction

The tourism industry is a key economic driver at global, regional and local level. The industry also makes significant contributions to the social and cultural spheres of a country due to its potential to promote understanding and international relationships (Kyriakidis, Hancock, Oaten & Bashir, 2009:65). The tourism industry consists of five main sectors, namely hospitality (e.g., hotels, motels, resorts, inns, caravans, guest houses, B&Bs); transportation (e.g., airlines, cruise lines, trains and buses); food and beverage (e.g., restaurants, bars, take-away and fast-food businesses, and taverns); retail stores (e.g., shopping malls, arts and crafts, galleries, souvenir and gift shops); and tourist activities (e.g., adventure activities, nightclubs and attractions) (Harrington, 2001:386; Keyser, 2011:101). Because the hospitality sector comprises the largest portion of the tourism industry, the term ‘tourism and hospitality industry’ applies widely. The aim of this chapter is to give an overview of the tourism industry in the African context, to explain the basic terminology and to describe the characteristics of the tourism industry.

### 2.2 Overview of the tourism industry in the African context

The tourism industry in Africa is growing continuously. The numbers reveal that the international tourism arrivals have grown from 37 million in 2003 to 63.6 million in 2012 (Ncube, Nyarko & Bergman, 2013:7). Many of these tourists arrived from emerging markets such as Asia, Africa and Europe. These tourism flows have generated a total amount of US\$43.6 billion and are responsible for the employment of 8.2 million people in hotels, travel agencies, airlines, restaurants and other leisure industries directly supported by tourists (Ncube *et al.*, 2013:7).

The tourism industry is strategically seen as one of the core areas in ensuring economic growth and sustainability in Africa (Ncube *et al.*, 2013:5). For a sustainable exploitation of tourism, effective planning is necessary to ensure that Africa’s existing natural resources (such as natural beauty and rich cultural heritage) are sustainably

managed. It is estimated that Africa's tourism industry could create 3.8 million jobs over the next 10 years (Ncube *et al.*, 2013:5).

Africa is considered the world's youngest continent with close to 70% of its population aged below 25. However, the youth constitutes about 60% of the total unemployment rate. Investment in education and training can be beneficial to the continent if new skills enable job creation (Ncube *et al.*, 2013:9). According to Christie, Fernandes, Messerli and Ward (2013:17), the tourism industry in Africa can be a powerful development path because it can promote the inclusive growth of the rural populations especially.

Africa is also one of the fastest-growing airline markets in the world. South African Airways (SAA) is the second largest trans-Atlantic carrier in Africa, contributing to the increasing number of tourist arrivals in Africa. As the tourism industry is expanding rapidly in Africa, tourism operators need to adjust and improve certain aspects of their business by upgrading the quality of services to meet international standards (Ncube *et al.*, 2013:18).

The tourism industry has been playing a pivotal role in the economic construction of African countries (World Bank, 2010:2; 2011:3). In 2010 the five main regions of the continent, namely Northern Africa, Eastern Africa, Western Africa, Central Africa and Southern Africa, have registered different GDPs related to their respective tourism industries.

In Northern Africa, tourism accounted for 7.2% of GDP. Morocco and Tunisia rely on tourism the most, with 11.1% and 9.6% respectively (World Bank, 2010:2; 2011:3). In Eastern Africa, tourism accounted for 8.9% of GDP. The islands of Seychelles and Mauritius were the two countries that registered the highest economic reap from tourism, with 50% and 25% respectively (World Bank, 2010:2; 2011:3).

Tourism in Western Africa contributed 5.6% to GDP. Cape Verde and Gambia were considered the highest with 30% and 18% respectively. Tourism in Southern Africa contributed 8% to GDP. The lowest contribution of tourism to the GDP was

registered in the Central Africa, accounting for only 1% of GDP (World Bank, 2010:2; 2011:3).

Africa is currently receiving great attention from international hotel chains expanding their business presence across the continent. This expansion has been motivated by the increased demands of both leisure and business travellers (Ncube *et al.*, 2013:17). However, data show that the African continent receives only 4.8% of all international tourists (Van Beek *et al.*, 2008:1). This situation is aggravated by media reports on climatic and political catastrophes, wars and genocide, droughts and food shortage (Van Beek *et al.*, 2008:1), which have been pointed out as the factors discouraging an increase in tourism in Africa. Despite these sad scenarios, tourism is still considered a major activity because of its potential to generate sustained growth.

### **2.2.1 The Southern African Development Community**

The Southern African Development Community (SADC) is a regional economic community comprising fifteen member states, namely Angola, Botswana, Lesotho, Malawi, Madagascar, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe (SADC, 2012). The SADC was established in 1992 with the purposes of regional integration and poverty eradication within Southern Africa by means of economic development and assuring peace and security. The executive secretariat is located in Gaborone, Botswana and is responsible for strategic planning and management of all programmes (SADC, 2012). Areas of concern include trade, industry, finance and investment, infrastructure and services, agriculture and natural resources, social and human development, and policy planning and resource mobilisation (SADC, 2012).

The tourism industry in the SADC region has been growing rapidly. The region has prioritised tourism as a means of promoting their goals of economic development and regional integration (SADC, 2012). For the fulfillment of these goals, a protocol on the development of tourism was created. This protocol aims to use tourism as a means for sustainable development drawing on the region's natural and cultural resources (SADC, 2012). In addition, improvements are suggested related to the

quality of services, safety standards and physical infrastructures to attract tourists and investment (SADC, 2012).

Most of the SADC countries have ministries of tourism and tourism boards tasked with regulating and controlling the tourism industry. At the regional level, the Regional Tourism Organisation of Southern Africa (RETOSA) is responsible for the unified marketing strategy of the member countries (Republic of Botswana, 2006:3). The SADC countries boast a wide range of resources with emphasis on wildlife, natural and cultural heritage, and an ideal climate. As some of these natural resources are cross border, they need to be explored and managed equitably by the countries involved by means of the Trans frontier Conservation Areas (TFCAs) (Republic of Botswana, 2006:5).

The tourism sector in the SADC region creates numerous employment opportunities and attracts capital investment (Akama & Kieti, 2007:735, WTTC, 2014:43). The tourism sector has contributed with 4 819 500 job opportunities in the SADC region in 2012. With an estimated increase of 2.2%, 6 000 000 jobs are expected to be created by 2022 (WTTC, 2014:46). In 2011, the SADC region has generated US\$18.1 billion in tourism exports. This is expected to increase to US\$30.8 billion by 2022 (WTTC, 2014:47). The tourism sector has attracted capital investment of around US\$8.5 billion to SADC countries in 2011. This contribution is expected to increase by 3.7% annually and to reach US\$12.5 billion in 2022 (WTTC, 2014:48).

### **2.3 Explaining the terms ‘tourism’ and ‘tourists’**

The term ‘tourism’ is derived from Greek and Latin words meaning to ‘turn’ or to ‘circle’. Tourism implies a trip that ends in the same place it began (Theobald, 2005:14). Mill and Morrison (2012:22) define ‘tourism’ as a recreational activity carried out in leisure time away from home over a limited period. However, this definition does not determine how far a person has to travel and for how long a person has to be away from home in order to be labelled a tourist.

When defining ‘tourism’, the following aspects need to be considered: The length of stay, the purpose of the visit and the travel distance away from home. The length of

stay refers to travelling and staying in a visited destination for more than one night (24 hours) and less than a year. The purpose of visit refers to what motivates the tourist to travel, which can be either for business or leisure purposes. Finally, the travel distance refers to the distance away from the traveller's usual environment (home). For tourism purposes, this distance is considered to be about 160 km (Cooper *et al.*, 2008:12; Kavousy *et al.*, 2011:76).

Weaver and Lawton (2006:25) view tourism as the sum of the processes, activities and outcomes arising from the interactions among tourists, tourism suppliers, governments and the host communities. However, tourism is commonly defined as comprising 'the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes' (Goeldner, Ritchie & McIntosh, 2000:156; George, 2011:20; Goeldner & Ritchie, 2012:5). Tourism can also refer to trips undertaken by tourists to a destination outside their usual environment, for less than a year. It can be for any purpose, including leisure, business or personal reasons, but not to be employed by a resident person, household or enterprise, in the place visited (Eurostat, 2014:Online; 2015:Online).

The Organisation for Economic Cooperation and Development (OECD, 2007:795) reports that the use of the broad concept of 'tourism' enables the analysis of the indicators of tourism development within a country and to compare it with data of other countries in the region. Tourism refers to all activities of visitors, including 'the overnight visitor', the traveller who stays at least one night in a collective or private accommodation in the visited place, and 'the same-day visitor', the traveller who does not stay overnight in the place visited (Goeldner & Ritchie, 2012:4).

The tourism industry is a composite of activities, services and industries that deliver travel experiences to tourists. It includes, as indicated before, aspects such as transportation, accommodation, restaurants and bars, shops, entertainment facilities and other hospitality services available to individuals or groups who are travelling away from home (Goeldner & Ritchie, 2012:4). The term 'tourism' is also explained by UNWTO (2012: Online) as 'all those establishments whose main productive activity is the production of tourism characteristic products'.

The 'hospitality industry' particularly is seen by Horner and Swarbrooke (2005:26) as an 'Americanized' term that means looking after guests well by providing places to sleep and food and drinks. This view is shared by Molose (2005:4), who refers to the term as displaying friendly, welcoming behaviour towards guests or strangers and assuring their comfort and satisfaction with regard to aspects such as accommodation, food and beverage, and entertainment (Cage, 2002:8; Cooper *et al.*, 2008:3).

The OECD report (2007:796) refers to tourists as persons who do not reside in the country of arrival and are admitted to that country under tourist visas for the purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. Keyser (2011:164) notes that tourists are the reason for the existence of tourism. This means that the tourists are the market and consumers of the destination offerings such as hotels, restaurants, entertainment, tourist guides, travel agents and other attractions. Finally, for the purpose of this study, a tourist is regarded as a person travelling away from home and who engages in a variety of activities during the period away.

## **2.4 The tourism industry and its linkages to other sectors**

The tourism industry is linked to other economic sectors, such as agriculture, transportation, entertainment, construction, communication services, financial services, and art and crafts manufacturing (MITUR, 2004:12; Wong *et al.*, 2013:171). Because of these linkages, the tourism industry has an impact on each sector as described below:

*Agriculture:* Harrison and Maharaj (2013:29) argue that the economic benefits of tourism trickle down to stimulate other sectors of the economy including agriculture. As the number of tourists travelling around the world has been increasing, the demand for food has also increased. This factor encourages local farmers to increase the production of food (Torres, 2002:282; 2003:546; Sims, 2009:321; ITC, 2010:8).

*Transportation:* For tourism to be possible, people need different modes of transport, such as busses and airplanes. Transportation is an integral part of the tourism industry as it brings tourists from their origin to their destination (John-Paul, 2008). Furthermore, transportation enables tourists to move around the visited place and leave it once the visit is over (Mirzaee, 2014:93).

Tourism and transport are interdependent and work together (King, 2007:3). From the definition of tourism, can be noted that tourism is all about travel, and without transportation, tourism cannot prosper (Sorupia, 2005:1767). According to Page and Lumsdon (2004:1768), the transportation system of a destination affects tourists' experiences. It gives insight to product owners to consider elements such as how tourists travel and why they choose different forms and modes of transport to reach their destination. The improvement of transportation modes has not only expanded the tourism industry and contributed to the increasing number of tourists, but has also increased accessibility to remote areas.

Mozambique can be accessed by air, road and sea. In order to offer tourists an enjoyable travel and memorable experience, the country has been rehabilitating and upgrading the level of its infrastructure to be on par with international standards. The passenger traffic at Mozambique airports has increased significantly over the last 10 years, from 829 337 passengers in 2002 to 1 675 948 passengers in 2012, representing 7.3% of the compound annual growth rate (Enriquez, 2013:13).

Apart from three international airports, all the provinces in Mozambique have airports that enable domestic flight connections in the country (Enriquez, 2013:18). The main airline company in Mozambique is Linhas Aéreas de Mozambique (LAM), founded in 1936. This is a state-owned company and has been the flag carrier of Mozambique abroad since 1980. Another company is the Mozambique Express (MEX) established in 1995 (Enriquez, 2013:18). LAM together with Air Portugal (TAP) operates services connecting Lisbon and Maputo, the capitals of Portugal and Mozambique. The connections to the islands of the Bazaruto Archipelago (Inhambane Province) and the Quirimbas Archipelago (Cabo Delgado Province) are made by small charters (Enriquez, 2013:18).

The international air connections between Mozambique and South Africa were expanded to facilitate the demand for both business and leisure tourism. The route Johannesburg–Maputo is connected by SAA and LAM. These companies operate at least one daily flight between the two cities and at least two daily flights between Durban and Maputo (MITUR, 2004:45; Kiambo, 2005:143).

The SA Airlink provides direct connections between Johannesburg and Beira three days a week. Other existing network connections are the smaller private carriers from Lanseria Airport in Johannesburg to the beach resorts of Vilanculos in Inhambane Province and to Pemba in Cabo Delgado Province (MITUR, 2004:65; Republic of Mozambique, 2011:101). Both SAA and LAM companies offer flight connections to Dar es Salaam, Harare, Nairobi, Addis Ababa and Luanda.

The different tourism destinations in Mozambique are easily reachable by road. A total of 88% of tourists from neighbouring countries such as South Africa, Swaziland, Zimbabwe, Malawi, Zambia and Tanzania use road access (MITUR, 2006:3; WTO, 2006:15). Three large South African transport companies, namely TransLux, Intercape and Greyhound, offer daily connections between Johannesburg and Maputo. Panthera Azul, a Mozambican transport company, also offers daily connections from Maputo to Johannesburg and Maputo to Durban. It is clear that the improved transportation system has opened up access for South Africans (Kiambo, 2005:143).

As the country is bathed by the Indian Ocean on the east, tourists can access Mozambique via the sea, throughout the 2 700 km of coast. The main ports in Mozambique are situated in the cities of Maputo, Inhambane, Beira, Quelimane, Nacala and Pemba. The provinces located along the coast, as well as the islands, can be reached by boat. The deep-water ports of Maputo, Matola, Nacala and the Island of Mozambique have good conditions to receive cruise ships, offering opportunities to develop the cruise industry in Mozambique (MITUR, 2006:3).

*Entertainment:* As mentioned previously, the tourism industry has a strong relationship with the entertainment industry. The entertainment industry is considered a driver of many tourist journeys such as sports and gambling (Moss,



2007:2). Leisure tourists visit a holiday destination with expectations to be entertained (Goeldner & Ritchie, 2008:231). Tourists can entertain themselves by undertaking a range of activities offered at the destination such as live concerts, night clubs, cafes and bars, cinemas, theatres, museums and casinos. In addition, tourists can participate in outdoor activities such as horse riding and sporting events (Adeboye, 2012:9; Hosany & Witham, 2009:351).

*Construction:* The tourism industry generates tax revenues which can be used by governments to build roads, bridges, shops and other infrastructures necessary for tourism development. Moreover, through the multiplier effect of tourism, local populations are enabled to build their own houses from the salary and wages (Yates, 2003:1).

*Communication services:* Research undertaken by Trip Advisor (2013: Online) reveals that 87% of tourists use smartphones and 44% use tablets while travelling. Thus, product owners are rethinking the aspects of tourists' expectations in order to offer them a satisfying and memorable experience (Roth & Fishbin, 2015:22). To attract tourists, product owners communicate with their intermediaries such as tour operators and travel agents. Product owners cannot take the products to sell to tourists, instead tourists must travel to experience the tourism products at the destination. The use of internet, email, telephone, brochures, travel guidebooks, TV, tourist information centres and other public relation tools have been crucial sources of communication between product owners and tourists (George, 2011:29). Most of the time, tourists seek for information regarding destinations to visit through these sources, besides information gathered from friends and relatives (Poria, Butler & Airey, 2004:19).

In addition, Beeton, Bowen and Santos (2006:25) noted that media tools have the potential to create substantial impact on tourist experiences. Leisure tourists use multimedia features including text, images and video streaming to enhance, interpret or reinterpret their holiday experiences (Tussyadiah & Fesenmaier, 2009:24). Nowadays, tourists write their personal experiences in blogs, which are becoming information sources on travel experiences for other tourists (Tussyadiah & Fesenmaier, 2012:2260).

The role of communication is crucial in attracting tourists to the destination. Technology is not only changing tourists' preferences and habits, but also the way they research and book their holiday trips. Through social media, leisure tourists are pushing product owners to improve their products and services in order to satisfy their expectations (Roth & Fishbin, 2015:22).

*Financial services:* The tourism industry has a strong relationship with financial services (Yates, 2003:3). Tourists rely on financial services to fund their holiday or business trip. In most parts of the world, tourism establishments are equipped with financial devices to enable financial transactions. This allows tourists to pay their holiday expenses without carrying large amounts of cash.

*Art and craft manufacturing:* The tourism industry contributes to the creation of small local businesses such as the art and craft manufacturing. The art and craft sector is an integral part of the tourism industry. Therefore, growth of the tourism industry has an impact on the growth of art and craft manufacturing (Nyawo & Mubangizi, 2015:3). This type of business generates income and offers employment for the economically disadvantaged, for instance females, the disabled and rural families, who produce and sell souvenirs to tourists (Rogerson, 2002:144).

## **2.5 Characteristics of the tourism industry**

According to Reisinger (2001:15), the tourism industry has a number of distinct characteristics. These include the intangibility of tourism products and services, inseparability of tourism products and services, heterogeneous/variable/non-standardised nature of tourism products and services, perishability of tourism products and services, non-ownership of tourism products and services, seasonality/demand variation of tourism products and services, fixed location of tourism products and services, loyalty towards tourism products and services, high costs of tourism products and services, distribution channels of tourism products and services, interdependence of tourism products and services, effect of external shocks and events on tourism products and services and, lastly, the ease of entry/exit of tourism products and services (George, 2001:20; 2008:23; 2011:24;

Keyser, 2011:101; Evans, Stonehouse & Campbell, 2012:28). These characteristics will be discussed below.

*Intangibility of tourism products and services:* This characteristic refers to the fact that services cannot be evaluated or tested beforehand; therefore, tourists tend to rely on word-of-mouth recommendations from other tourists' experiences (Inkson & Minnaert, 2012:124). Leisure tourists usually seek relaxation, indulgence and challenging experiences, while business tourists may seek professional, efficient or prestigious experiences (George, 2001:20; Cooper & Hall, 2008:521; George, 2008:23; 2011:24).

*Inseparability of tourism products and services:* Tourism services are usually sold first and then produced and consumed at the same place and at the same time (Cooper & Hall, 2008:522; Keyser, 2011:207). The service and its provision require interaction between the provider and consumer in the process of delivery, which is known as service encounters or 'the moment of truth'. In this interaction, the interpersonal skills of the employee are particularly important, and tourism managers must monitor and manage the quality of each service encounter to ensure the consistency in the customer experience (Gronroos, 2007:125; Inkson & Minnaert, 2012:125).

In most cases, service providers must be present for a service to be consumed, because the production and consumption of tourism offerings are inseparable (George, 2001:20; 2008:24; 2011:26). The task of satisfying the tourist with services is in many ways much more difficult than manufacturing a product. In service industries such as tourism, everything has to be right first time, all the time, and any mistake can prove very costly in terms of loss of future customers (Evans *et al.*, 2012:29). Tourist experiences with the tourism products and services start long before the visitor uses the product offering at the destination (Keyser, 2011:207).

*Heterogeneous/variable/non-standardised nature of tourism products and services:* According to Evans *et al.* (2012:31), tourism products are people oriented, and the human factor plays a key role in delivering tourist satisfaction, because each tourist's experience with a tourism product is unique (Inkson & Minnaert, 2012:126). Human

behaviour is highly variable; thus, it is difficult for tourism managers to ensure that employees display good customer relation skills at all times and to guarantee that each tourist's experience with their product or service will be the same. The professionals working for travel agencies, airlines, hotels or tour operators play a direct role in ensuring that tourists have memorable experiences and that these experiences live up to the tourists' expectations.

According to George (2001:21), tourism offerings vary because humans produce them. Tourists may receive from the same provider an outstanding service one day and average service another day. This can be ascribed to the fact that the service provider might have had a bad day, or that no two consumers are precisely the same: they have different demands, expectations, tastes, moods, perceptions and emotions which certainly affect their levels of satisfaction (George, 2001:2; 2008:25; 2011:28).

In the context of this research, understanding how the heterogeneity of the tourism product and service affects tourists' experience and perceptions of destinations is extremely important to manage the quality of the destination, as the quality of product/services varies from business to business and from tourist to tourist (Keyser, 2011:201).

*Perishability of tourism products and services:* The life cycle of a tourism product is limited to a specific deadline and once it has been reached, the product ceases to be available (Inkson & Minnaert, 2012:126). The tourism offering, such as a hotel room, admission to an attraction or a convention centre, or a seat on a bus, cannot be saved, stored, resold or returned. It represents revenue that can never be recouped (Cooper & Hall, 2008:522; Keyser, 2011:208).

*Non-ownership of the tourism products and services:* The tourist only gain access to tourism products or services, but does not receive ownership of anything (George, 2001:22; 2008:26; 2011:29). Tourists may, for example, book a hotel room for a certain period of time, but no ownership exists. Tourists take home souvenirs and intangible memories that are designated as experiences. Tourism as a service

cannot be owned and, hence, the tourist buys the right to use a physical object (Hoffman, Bateson, Wood & Kenyon, 2009:26).

*Seasonality/demand variation of tourism products and services:* Tourism is associated with fluctuations that result from an unequal demand from tourists for tourism products and services (Vanhove, 2005). Therefore, it has implications for the prices and quantity of tourism offerings supplied between seasons (Middleton, Middleton, Fyall, Morgan and Ranchhod, 2009:48; George, 2011:30; Evans *et al.*, 2012:33). For example, during winter the demand for beach destinations decreases drastically. Tourists are not attracted to beach holidays during winter, but are likely to go skiing in snow destinations. This means tourists are flexible to visit destinations that offer activities that match their expectations according to each season. The tourism industry is, therefore, highly seasonal (Baum & Lundtorp, 2001:4) and there is continuous pressure on tourism providers to earn enough revenue during periods of peak demand to compensate for the lower revenue when the demand is low (Hoffman *et al.*, 2009).

*Fixed location of tourism products and services:* Tourist destinations and tourism businesses operate in fixed locations. Therefore, the role of communication and promotional tools such as advertising, e-marketing, internet, TV and other sales promotions are essential in bringing tourists to the destination (George, 2001:21; 2011:32).

*Loyalty towards tourism products and services:* Tourists tend to be loyal to destinations, including restaurants, hotels and other facilities where they feel their expectations and needs are met (George 2001:22; 2008:28). Some consumers enjoy visiting different destinations, while others go back to the same resort or hotel destination every year (George, 2011:32).

*High costs of tourism products and services:* The high cost of tourism product and services affect both the product owners and tourists. The product owners, regardless the low occupancy rate of their hotel during off peak season, they still have to pay the high fixed costs of operations such as permanent staff wages, lighting, fuel, etc. For tourists, the tourism offerings at the destination itself represent a relatively high

cost, because when travelling to holidays, they pay a relatively high cost for the package that includes the airline ticket, accommodation and food and beverage (George, 2011:32).

*Distribution channels of tourism products and services:* Because there is no physical distribution in the tourism industry, tourists have to travel to the tourism destination to consume the service. In most cases the distribution in the tourism industry involves intermediaries such as travel agencies and tour operators that bring consumers and offerings together (George, 2008:23). Travel agents influence the satisfaction or dissatisfaction of tourists because they are in charge of carrying out a number of functions that include advising tourists on issues related to the destination and accommodation, as well as making the bookings at the chosen destination (George, 2011:33).

*Interdependence of tourism products and services:* The decisions made by suppliers in one sector may affect the demand for suppliers in other sectors. For example, the decision of a transport operator to terminate certain routes may affect the accommodation sector and attractions of a particular destination. Likewise, the range and quality of the attractions in a destination may affect the demand for accommodation and transport suppliers to that destination (Middleton *et al.*, 2009:48). This means that tourism suppliers in one destination depend on one another. When tourists buy a tourism product or service, it usually involves purchasing additional offerings such as transportation and accommodation (George, 2008:23). If something goes wrong tourists tend to be dissatisfied with the entire tourism experience (George, 2011:33; Evans *et al.*, 2012:35).

*Effect of external shocks and events on tourism products and services:* The tourism industry is particularly susceptible to external shocks such as wars, disease, extreme weather conditions and natural disasters, political instability, terrorist attacks, transportation accidents, airline strikes, electricity shortages, recessions and economic fluctuations (George, 2008:30; 2011:33). These factors are often outside the control of tourism managers and have an impact on tourist experience (Evans *et al.*, 2012:40).

*Ease of entry/exit of tourism products and services:* In some sectors of the tourism industry such as entertainment, for example, it is relatively easy to set up business and to abandon it. In the case of a tour operator, most of the services are leased or purchased when required. The greatest initial cost is often incurred in producing brochures and marketing the holidays to travel agents and the general public. Similarly, travel agents do not purchase products from the tour operators before the customer pays for them. This avoids the risk of keeping unsold stock. Entry is thus relatively straightforward. This means that if one company is seen to be successful in a particular segment of the market, the competitor finds it easy to offer a similar product to the same market (Evans *et al.*, 2012:34).

## **2.6 Types of tourists**

Different types of tourists can be identified based on the purpose of their travel (Inkson & Minnaert, 2012:350), which is mainly for business or for leisure. There are distinct differences in the needs of business and leisure tourists (Middleton *et al.*, 2009:25). The business tourism market can be segmented further, depending on whether the purpose of the trip is for a meeting, an incentive, a conference or an exhibition (Bansal & Eiselt, 2004:387; Pender, 2005:96). The leisure tourism market can be also further segmented into holiday travel, a honeymoon, a short break, a day trip, visiting friends or relatives, or adventure activities (e.g., skiing, mountaineering, hunting, culture seeking). The difference between business and leisure tourists will be explained below.

### **2.6.1 Business tourists**

According to Middleton and Clarke (2001:79), business tourism is defined as work-related travel to an irregular place of work. The same view is shared by Swarbrooke and Horner (2001:110) who noted that business tourism represents the practice of travelling for purposes related to work. Business tourists are usually motivated by the need to undertake business dealings efficiently and effectively within a given time frame (Marin-Pantelescu, 2011:77).

The main characteristics of business tourism are the following: On average, business tourists make more than five trips per year and are less likely to share their room with friends or relatives. Regular business tourists are an important source of business for the hospitality industry (Heung, Qu & Chu, 2000:259; Correia, Oom do Vale & Moço, 2007:45). The accommodation establishments that cater for business travellers usually have amenities and facilities that are specifically directed at meeting the needs of business tourists, such as meeting centres, in-room safes, Wi-Fi and internet facilities (Saayman, 2006:26).

Investment in business tourism facilities have led to the regeneration of urban and inner city areas. For example, a hotel that caters for business tourists normally has facilities such as conference and business centres and rental outlets. The rental outlets are also open to local people to expose and sell their products as souvenir to tourists. Therefore, the infrastructure designed to address the needs of business tourists can also be utilised by leisure tourists and the local population (Swarbrooke & Horner, 2001:110; Tribe, 2005:103).

Business tourism is thus complementary to leisure tourism and they can use the same physical infrastructure to meet their needs, for example, a seaside resort, which would otherwise be dependent on the tourism demand of a short summer season (Holloway, 2004:182; Marin-Pantelescu, 2011:73). However, business tourism is more resilient than leisure tourism, because business tourism is less affected by economic downturns (Wearne & Barker, 2002:212). Furthermore, business tourism creates more jobs due to its labour-intensive nature which demands highly trained personnel (Holloway, 2004:182; Tribe, 2005:103). Business tourism stimulates future investment as it draws back tourists to a particular destination (Venkatesh, 2006:87). Business tourists act as unpaid ambassadors for a destination by sharing their impressions and experiences with colleagues and others (Middleton & Clarke, 2001:79; Tribe, 2005:103). Business tourism is thus much more sustainable and offers higher added value with less negative environmental impact at the destination (Marin-Pantelescu, 2011:75).

The expectations of business tourists are strongly related to issues such as the efficiency and frequency of the transport system and the punctuality and reliability of



the carrier (Marin-Pantelescu, 2011:75). When tourists have itineraries that include more than one destination, they expect the travel agent to act as their pathfinder for affordable and better travel planning. Business tourists usually travel on weekdays, because most business are conducted during the week (Wearne & Barker, 2002:212; Holloway, 2004:182).

## **2.6.2 Leisure tourists**

Leisure tourists, also known as 'experience seekers', are usually long-haul travellers who are generally more informed, interested and curious about potential holiday destinations. They are less affected by traditional barriers such as distance, time and travel costs (Antónia, Patricia & Cláudia, 2007:45; Tourism Australia, 2015).

Studies conducted by different authors (i.e. Bansal & Eiselt, 2004:387; Lee, Lee & Wicks, 2004:61; Yoon & Uysal, 2005:45; Jang & Wu, 2006:306; Swanson & Horridge, 2006:671; Correia *et al.*, 2007:45; Uysal, Li & Sirakaya-Turk, 2008:414; Ezeuduji, 2013:170) reveal that leisure tourists travel to particular destinations to experience cultural enrichment, visit friends and relatives, relax, enhance their lifestyle, and escape from everyday routine by undertaking outdoor activities such as snorkelling, scuba diving, hunting, bird watching and fishing. They also travel for other reasons such as visiting natural and historic sites, medical purposes, Christmas holiday leisure and shopping.

According to WTO (2006:15), leisure tourists have more disposable income and more time to travel. Tourism activities allow tourists to escape from the routine of their daily environment and engage in a world of freedom and novelty. Leisure tourists have values, attitudes and motivations that stretch beyond their holiday behaviour. They are generally well-educated people, highly informed on a range of subjects and are experienced international travellers. Leisure tourists are generally open minded and very selective with regard to media consumption, for example, internet, digital media, lifestyle channels and documentaries, choosing mostly what is personally relevant and motivating (Makens, 2005:145; Beer & Cohen, 2011).

For leisure tourists, travelling is an important component of their lifestyle and well-being. Leisure tourists like to experience different cultures, believing that the exposure to such experiences will result in a deep sense of personal fulfilment and will help them meet their personal expectations and grow individually. In order to fulfil their expectations, they generally stay longer and spend more at a tourism destination. Leisure tourists usually like to interact with the local people, learn about new cultures, make new friends, develop personal relationships and engage in the customs and lifestyle of the place being visited. Although leisure tourists have higher income, they are less materialistic and like to travel beyond major cities (Tourism Australia, 2015). Leisure tourists also like to challenge themselves physically and emotionally and they are likely to visit untouched locations rather than stylised tourist destinations (Tourism Australia, 2015).

Since perspectives of satisfaction and expectation are based on individual perception and attitude, the same set of suppliers cannot satisfy even two tourists of the same age, income, occupation and social group (Torkildsen, 2005:175; Lather *et al.*, 2010:84). From this perspective, tourism managers are challenged to create the ideal situation where the levels of expectation and satisfaction of different tourists can be ensured (Aziz & Ariffin, 2009:97). Leisure tourists expect excellent service delivery and assistance with information concerning the destination attributes and activities. The process of delivering consistent and superior service from tourism personnel is an important factor in order to match the expectations of both business and leisure tourists (Tribe, 2005:103; Jadhav & More, 2010:18; Tribe, 2012:4; Maniar, 2014:5).

According to Williams and Buswell (2003:81), the expectations of leisure tourists concerning a destination are influenced by factors such as advertising strategy, including brochures, the media and informal interactions with friends and relatives, so-called word-of-mouth advertising. If not accurate, the information from these sources can create expectations that might be difficult to satisfy.

According to Hosany and Witham (2009:354), leisure tourists travel for holiday in search of new and extraordinary experiences. Moreover, they look for experiences that bright their senses, touch their hearts, and stimulate their minds and fantasies.

Leisure tourists compare destinations they have visited and use previous visits as a benchmark for future travels (Edwards, Griffin, Hayllar, Dickson & Schweinsberg, 2013:1).

Table 1 summarises the differences between business and leisure tourism. It differentiates the two segments by analysing specific indicators.

**Table 1: The difference between business and leisure tourism**

<b>INDICATORS</b>	<b>BUSINESS TOURISM</b>	<b>LEISURE TOURISM</b>
Travel motivation	The purpose of business travel is to perform work related to completing business dealings efficiently and effectively within a given time frame (Middleton & Clarke, 2001:79; Swarbrooke & Horner, 2001:110).	The purpose of leisure travel is to take a vacation from everyday life (McGuigan, 2014:35) and undertake outdoor activities (Fredline & Faulkner, 2002:70).
Length of stay	Less than a week and within a tight time frame in order to minimise the top three expense categories, namely airline, hotel, and food and beverage (Tribe, 2005:103).	Lasts more than a week, regardless of the primary focus (Duncan, 2007:11).
Eating places	Meals are provided where the business activity, for example, a conference, is held due to tight time schedules (Duncan, 2007:11).	Most meals are usually eaten out (Duncan, 2007:11).
Booking intermediaries	Rely heavily on travel agent who sells a complete travel package including accommodation and transportation to get to	About 50% of leisure tourists book their destination through the internet (Makens, 2005:145). Other travel intermediaries are also used

	business meetings (Marin-Pantelescu, 2011:75).	(Marin-Pantelescu, 2011:75).
Expense payment	Expenses are paid by the business the tourist works for (Pender, 2005:96).	Tourists pay themselves, using different payment facilities offered at the destination or travel agency (Maniar, 2014:17).
Price sensitivity	Business travellers are less price sensitive and more concerned with status. Usually they don't share hotel room. (Holloway, 2004:182).	Leisure tourists are generally price sensitive and will always look for accommodation with good recreational facilities at an affordable price (Holloway, 2004:182).
Economic effects	Is resilient, less affected by economic downturns or disasters (Wearne & Barker, 2002:212).	Is highly affected by economic downturns and natural disasters (Wearne & Barker, 2002:212).
Environmental sustainability	Is sustainable, with fewer negative environmental impacts (Makens, 2005:145; Marin-Pantelescu, 2011:75).	It is much harder to manage the environmental impacts of individual leisure tourists on a destination (Makens, 2005:145; Marin-Pantelescu, 2011:75).
Trip days preference	Prefer to travel on weekdays rather than weekends, like to spend the weekends with family (Wearne & Barker, 2002:212; Holloway, 2004:182).	Travel any day of the week including the weekends (WTO, 2006:17).

**Source:** Adapted by the author based on Duncan (2007).

## 2.7 Summary

The chapter provided an overview of the tourism industry in the African context. It explained the terms ‘tourism’ and ‘tourist’ and described the tourism industry’s linkage to other sectors. It also discussed the characteristics of the tourism industry and the differences between business and leisure tourists.

## **CHAPTER 3: EXPECTATIONS AND EXPERIENCES OF LEISURE TOURISTS**

### **3.1 Introduction**

The tourism industry is one of the biggest experience-creating industries in the world (Binkhorst & Den Dekker, 2009:311). The 'experience economy' means that tourists are demanding new experiences as part of the destination offering (Hosany & Witham, 2009:354). Product owners thus need to take into account tourists' search of extraordinary and memorable experiences (Morgan, Elbe & Curriel, 2009:201; Mehmetoglu & Engen, 2011:239) and offer amenities with added value accordingly.

Providing memorable experiences for tourists is, in fact, the primary goal of the leisure industry (Han & Back, 2007:54; Han, Back & Barrett, 2009:563). It is important for the tourism industry together with government, product owners and other tourism-related businesses to understand why tourists travel and what their expectations and experiences are (Zehrer, 2009:332). This is particularly useful for developing new products and services, enhancing service delivery, developing tourism policies and implementing effective marketing strategies (Van Vuuren & Slabbert, 2011:695).

A number of researchers have highlighted the importance of undertaking studies concerning the experiences, expectations and satisfaction of tourists (see Addis & Holbrook, 2001:50; Kozak, 2001: 303; Carù & Cova, 2003:267; Poulsson & Kale, 2004:267; Prahalad & Ramaswamy, 2004:5; Korzay & Alvarez, 2005:179; Yoon & Uysal, 2005:55; Chang & Chieng, 2006:927; Huh, Uysal & McCleary, 2006:83; Gentile, Spiller & Noci, 2007:395; Jamil, Mastron, Hamid & Shahrin, 2013:733). The aim of this chapter is to reflect on the meaning of tourists' experiences and expectations.

### **3.2 Tourist expectations and experiences**

Tourist expectations are defined as 'the needs or the desires of the consumer, it identifies what the consumer feels should be delivered by the provider of the service before receiving it' (Millàn & Esteban 2003:53). Tourist expectations are thus

concerned with what tourists expect to find when travelling. This is usually based on familiarity or previous experiences (Shiffman & Kanuk, 2007:4). Because they have initial expectations of tourism products or services, tourists make certain assumptions before consumption of the product or service. Whether these assumptions are met will lead to tourist satisfaction or dissatisfaction (Akama & Kieti, 2003:75).

‘Tourist expectation’ is also defined as the probability that a certain attitude could lead to advantages or disadvantages (Mlozi, Pesämaa & Haahti, 2013:166). Expectations are formed in the planning stage of any intended travel, many times even prior to selecting a particular destination. When tourists travel to a new destination, they usually have high expectations, especially related to accommodation, restaurants and transportation (Keyser, 2011:164). Tourists establish an expected result from their chosen destination beforehand, which may or may not be met, depending on the quality of the destination (Correia *et al.*, 2007:610).

For the context of this study, expectations are viewed as a kind of ideal or desired performance that tourists expect from the destination offerings (Desmet & Hekkert, 2007:57). Tourist expectations of service rely more on the influence of past experience than on information sources (Akama & Kieti, 2003:73). Tourist expectations are always changing due to the emergence of alternative destinations in the ever-growing tourism industry (Simpson, 2000:69).

Overall, tourist experiences can be defined as the overall impression, understanding, rating or meaning that tourists attach to their encounter with a specific place, event, holiday or activity (Page & Connell, 2009:648). Tourist experiences enable product owners, managers and governments to understand the overall travelling process from the tourist’s perspective (Erdly & Kesterson-Townes, 2003:12). Tourist experience can also be viewed as a socially constructed reality that depends on multiple interpretations from social, environmental and activity components related to the overall experience (Ooi, 2003:1). Tourists’ experiences can be interpreted chronologically from their movement through space and time as they move from one destination to another during a certain time (Tussyadiah & Fesenmaier, 2012:2260).

To understand and analyse the complex tourism experience, five approaches are suggested (Ooi, 2003:2). The first approach deals with perceptions and the way they affect tourist experience. The preconceived ideas and expectations of tourists affect how they consume, evaluate and experience the tourism products and services (Waite, 2000:835; Lee & Shafer, 2002:290; Stamboulis & Skayannis, 2003:35).

The second approach argues that tourism activities enable tourists to gain experiences that are regarded as being beneficial to them by improving their psychological mood and well-being. This, in turn, allows them to affirm their self-identity and learn about other places and cultures (Lee & Shafer, 2002:290).

The third approach focuses on the state of mind and the depth of experiential engagement. It explores the moments that the tourists experience tourism offerings and describes them as special and meaningful. The results of the experiences are engaging and emotionally intense. Tourists feel intellectually challenged to concentrate on themselves or lose a sense of time and have optimal experiences (Ooi, 2003:3).

The fourth approach captures a range of personal experiences that are intense and optimal, considering issues such as the tourist's restoration of well-being, escape from work monotony and the quest for alternative lifestyles (Li, 2000; Lengkeek, 2001).

The fifth approach views tourists' experiences as being positioned in a situation where the experiences are different from what the tourists are used to in their own environment (Ooi, 2002).

These five approaches confirm that tourists constitute a group of consumers from different backgrounds. Although they consume the same tourism product, their interpretations and their experiences differ considerably (Ooi, 2003:4). From the psychological perspective, Larsen (2007:94) indicates that tourist experience is a kind of accumulated psychological phenomenon, comprising expectations before the trip, perceptions during the trip and memories after the trip. These three factors



create tourists' overall feelings towards the trip. The expectations, perceptions and memories form a kind of circular process, which means that the tourist memories after the trip generate new expectations which, in turn, influence their decision for the next trip (Tiefenbacher, Day & Walton, 2000:299).

Mossberg (2007:59) proposed an interactive structure indicating that tourists' experiences are the outcome of interactions between peak experiences and daily experiences. Peak experiences are about undertaking activities which are different from daily life, such as bungee jumping. Daily experiences refer to normal activities such as eating, cleaning the house, travelling to work and so forth. Tourists' experiences consist of a series of single experiences provided by multiple entities such as air carriers, road transports, hotels, restaurants and tourist guides at the visited destination (Clark, Smith & Yamazaki, 2006:47).

Failure to provide a good experience at any point in the process may undermine the entire experience and destroy the competitiveness of the destination. Destination competitiveness in the provision of tourism services is complex; therefore, success depends on continuously satisfying the needs of tourists (Koc, 2004:85; WTO, 2006:18). Many researchers acknowledge that tourism is the business of selling experiences (Li, 2000; Waitt, 2000:835; Ooi, 2002). They refer to tourism experiences as intangible things that can be felt and expressed by tourists only when they experience them directly (Ooi, 2003:1; Sharpley & Stone, 2011:2).

An understanding of the way in which tourists experience the places they visit is fundamental for product owners to be able to predict future travel decisions and patterns. This knowledge can be used to develop more appropriate strategies to attract new tourists (Jang & Wu, 2006:306). However, as the tourism industry has continued to expand in both scale and scope, tourists' expectations and experiences have become more diverse and complex. The study of tourist expectations and experiences allows extensive analysis of factors such as travel decisions, available leisure time and the income available to spend on holiday travel (Koc, 2004:85; Aziz & Ariffin, 2009:97).

Studies undertaken by Jennings and Nickerson (2006) and Vitterso, Vorkin, Vistad and Vaagland (2000:432) of Chinese tourists' experiences to three tourist attractions

in Australia have renewed the enthusiasm and need for more research about tourist experience. In addition, Marais (2009:4) suggest the inclusion of sustainability issues when studying tourist experiences, because the adherence to sustainability principles preserves the tourism destinations and enables tourists to have long-lasting experiences.

Goeldner and Ritchie (2008:230) mention a range of experiences that leisure tourists acquire when travelling to tourism destinations. These experiences vary according to the type of the destination and the attraction. Tourists can have the following experiences: The 'getting away from it all' or relaxation experience, the 'quick getaway' experience, exploration experience, adventure experience, social experience, family travel experience, educational or learning experience, visiting friends and relatives (VRF) experience, returning to a single destination experience, special event experience, participation event experience, nature-based experience, spiritual experience, taking a chance experience, no-holds-barred experience, getting to know global friends experience, understanding the real world experience and the volunteer experience.

### **3.3 The stages of tourists' experiences**

The products that tourists buy cover their complete experience. From the time they leave home to the time they return, five distinct phases of tourism experiences can be identified, namely the planning phase, journey phase, visiting destination phase, return journey phase, and revival phase (Bennett, 2000; Bennett, Jooste & Strydom, 2005:11). A proper understanding of these phases allows the tourism providers and managers to better identify and satisfy the expectations of prospective tourists (WTO, 2006:18). These stages will be discussed below.

*Planning phase:* This phase precedes the journey and the stay at the destination and includes activities such as decision making concerning the destination, type of accommodation, route and mode of transport. The anticipation and the planning for a holiday are regarded as being as enjoyable as the holiday itself and is part of the pleasure experience for tourists (Bennett, 2000; Bennett *et al.*, 2005:11).

*Journey phase:* This phase involves the physical movement of tourists by whatever mode of transport such as by car, train and airplane or cruise ship. During this phase, tourists travel beyond their home and work environment. For some tourists the journey represents a goal in itself, since they take this chance to see as much as possible while travelling to and from their chosen destination (Bennett, 2000; Bennett *et al.*, 2005:12).

*Visiting the destination phase:* This phase generally represents the objective of the holiday. This is where most of the typical tourist activities are undertaken and extensive use of the tourism products and services takes place. During this phase tourists spend most of their time and money enjoying the attractions and hospitality offered at the destination. The experiences of tourists and the quality of services received during this phase are very important. Good experiences motivate tourists to repeat the destination and recommend it to family and friends (Bennett *et al.*, 2005:13).

*Return journey phase:* This phase differs from the journey phase in the sense that tourists are often tired and feels apathetic towards returning home and to the work environment. Tourists generally feel 'broke' after having spent all their savings during their holiday. This situation is aggravated when tourists have had bad experiences during their travels (Bennett *et al.*, 2005:13). In order to guarantee the return of tourists to the same destination, the product owners have to provide satisfactory service that matches the tourists' expectations.

*Revival phase:* After arriving home, tourists usually share their experiences with family and friends (Bennett *et al.*, 2005:14). Their experiences can shape their decisions to return to a destination or not.

### **3.4 Factors affecting the experiences and expectations of tourists**

As the composition of tourists' changes, their expectations change as well. Larsen and Mossberg (2007:6) state that experiences are subjective and comprise personalised processes related to social and cultural factors. Modern tourists are no longer mere receivers, observers or interpreters of the experiences associated with a

trip. They are active experientialists assuming the role of meaningful creators and actors and most of the time they identify themselves with local cultures and traditions. They believe in maximising their pleasure of travel by experiencing the local life (Kotler, 2003:390; Aksu, Icigen & Ehtiyar, 2010:66; Sheng & Chen, 2013:93).

Tourists' experiences are becoming more sophisticated. This means that tourists choose the elements of their own experiences, including personalisation and customisation (Potts *et al.*, 2008:459). Tourists' experiences are influenced by expectancies and events constructed in the individual's memory (Larsen, 2007:94).

The experiences of tourists are affected by several factors such as nationality, age, perception, surprise occurrences and service quality (Shaw & Ivens, 2002:377; Hom Cary, 2004:61; Gross, 2005:4; Gross, Brien & Brown, 2006:486; Gentile *et al.*, 2007:395; Hsu, Cai & Li, 2010:169; Tung & Ritchie, 2011:1367; Smith & Richards, 2013:356; Wong *et al.*, 2013:172). These factors are discussed below.

*Nationality:* According to Smith and Richards (2013:356), tourists of different nationalities respond differently to tourism experiences. This is due to differences in their socio-cultural background and lifestyles. The experiences acquired by a group of Asian tourists, for example, will differ from a group of European tourists. Because nationality groups have different expectations, they will also have different experiences (Hom Cary, 2004:61).

*Age:* Studies like those undertaken by Curtis and Perkins (2006:11) on the factors affecting the travel behaviour of tourists and that of Newbold, Scott, Spinney, Kanaroglou and Pez (2005:340) on the travel behaviour of Canada's older population reveal that age is one of the most important socio demographic variables influencing the travel behaviour and experiences of tourists. Moreover, Shaw and Ivens (2002:377) note that a kind of tension exists between age groups, and it is often difficult to please the expectations of tourists of different ages simultaneously.

Younger tourists usually have little experience, but have higher expectations and can be very demanding, while older tourists have more experience as they often repeat

visits and expect the habitual satisfaction they have received on previous visits (Scott, Laws & Boksberger, 2009:99). In addition, Keyser (2011:258) claims that age influences the level of demand with regard to time available for travelling and the ability to undertake leisure activities. The physical ability and available time of a 30-year-old tourist differ from a 70-year-old one. The retired tourist has more time available to travel, but less energy to engage in certain leisure activities.

*Perceptions:* Each tourist perceives the destination and the experiences coming from it in a very special and individualised way. Tourist perception is the sum of life experiences, education and attitudes (Scott *et al.*, 2009:99; Smith & Richards, 2013:375). The perceptions of tourists visiting the same destination and being exposed to the same attractions and amenities differ completely because they have different viewpoints and expectations concerning the same attraction.

*Surprise occurrences:* According to Gentile *et al.* (2007:395), surprise is the element of unforeseen, unexpected events and happenings that lie at the core of memorable tourist experiences. Tourists consider surprise as the best component in a good trip (Gross, 2005:4; Gross *et al.*, 2006:486). Surprise means that tourists expect the unique, something never seen or heard of which they can possess and with which they can distinguish themselves from other tourists. Surprise occurrences make the trip not only unforgettable, but personalised inasmuch as these unexpected and unforeseen events have happened only to them (Scott *et al.*, 2009:99).

*Service quality:* The most important component of tourists' experiences is the quality of the services provided at the destination because this can contribute to a positive experience (Binkhorst & Den Dekker, 2009:311). Before the trip, tourists formulate a set of minimum standards they expect to be delivered (Hom Cary, 2004:61). The quality of the service delivered, regardless of being above or below the standards, impacts the evaluation of the experiences by the tourist (Sundbo, 2008: 431).

The following factors contribute to forming tourists' expectations: word-of-mouth communication, personal needs, past experiences and good marketing (Tribe, 2005:103). These factors will be discussed below.

*Word-of-mouth communication:* Tourists are easily influenced by relatives and friends returning from holidays, especially if a new destination was visited. The more satisfied they are with the last holiday experience, the more willing they are to share and spread their experiences and suggest the destination to others (Tribe, 2005:103).

*Personal needs:* Tourism is considered a satisfier of tourist needs and wants. Tourist expectations are generated based on specific needs and wants to be satisfied. As personal needs differ from one tourist to another, expectations also differ from one tourist to another (Tribe, 2005:103).

*Past experiences:* If the last holiday visit was accomplished successfully and satisfactory, it can serve as a motivation to return to the same particular destination. The images of the visited destination remain for a long time in the tourist's memory. The desire to repeat the experience pushes the tourist to create new expectations to satisfy in future trip (Tribe, 2005:103).

*Good marketing:* Marketing is a powerful tool used to influence tourists to visit a particular destination. Good marketing assists tourists in making an informed decision about the destination they want to visit. Marketing is seen as an important communication vehicle through which the tourism business offers exhaustive communication which help to construct tourists' expectations (Tribe, 2005:103).

As the focus of this investigation is on leisure tourists, the next section will detail a variety of aspects related to their expectations. These include expectations regarding accommodation, food and beverage, attractions, outdoor activities, and safety and security.

### **3.4.1 Accommodation**

Accommodation or lodging has been a travel requirement since the first missionary and pilgrimage routes were established in Asia and Europe in pre-Christian times (Cooper *et al.*, 2008:355). It is the largest subsector within the tourism industry and provides a place where tourists can rest and revive themselves during their trip.

Accommodation is also viewed as an important support facility for tourists with different needs; it provides support services for tourists who visit a destination for business, leisure or other purposes (Cooper *et al.*, 2008:344).

The accommodation sector provides more than 18.4 million rooms worldwide (Inkson & Minnaert, 2012:102) and accommodation services vary in type and size depending on the needs of tourists (Cooper *et al.*, 2008:343). Accommodation can be classified in terms of serviced and non-serviced accommodation. Serviced accommodation provides rooms and other services such as housekeeping and food and beverage. Non-serviced accommodation, often called self-catering accommodation, does not provide services other than accommodation. However, these services may be arranged separately for tourists (Inkson & Minnaert, 2012:100).

According to Keyser (2011:102), accommodation establishments can be viewed as the psychological home of tourists while away from their own environment. The selection of accommodation is usually a secondary decision once the destination has been selected (Cooper *et al.*, 2008:102; Keyser, 2011:115). Tourists usually choose accommodation that satisfies their requirements. This can include location, mix of facilities, services and prices (Tung & Ritchie, 2011:1367). These requirements are discussed below:

*Location:* Depending on the needs of tourists, accommodation decisions are made based on proximity to commercial centres, shopping malls, restaurants or entertainment and easy access to and from airports (Cooper *et al.*, 2008:102; Keyser, 2011:115).

*Mix of facilities:* Tourists, particularly business tourists expect to be accommodated in hotels of international standard, with a diversity of facilities to satisfy their needs. They expect hotels that offer luxurious rooms, conference rooms and business centres with internet and space for exhibition (Cooper *et al.*, 2008:102; Keyser, 2011:115).

*Services:* Tourists expect a good reception from hotel staff in general. In addition, the availability of shuttle services to take them to different places is of great importance.

Services of local guides to introduce them to and explain the existing attractions are also part of tourist expectations. Translation services at conference centres are also indispensable (Cooper *et al.*, 2008:102; Keyser, 2011:115).

*Price:* Tourists expect to pay reasonable prices according to the level of services provided. Normally, tourists pay for the time spent in accommodation and memories collected at the destination. Tourists take nothing tangible from the hotel – they just pay to experience services that satisfy their expectations (Cooper *et al.*, 2008:102; Keyser, 2011:115).

The requirements discussed above emphasise that the accommodation sector should provide quality amenities and, most importantly, good service and value for money according to tourists' expectations. Tourists use the accommodation service as one of the measurement indicators of their satisfaction and they compare their experiences with service received at other destinations.

The accommodation sector in Mozambique is regulated by Act 2007 (Act 18 of 2007). There are many types of accommodation for different types of tourist on offer in Mozambique. These include hotels, guesthouses, B&Bs, self-catering establishments, lodges, camping sites and camping parks.

The hotels in Mozambique range from small private hotels to national hotels, most of them of international standard, graded from 1 to 5 stars. Self-catering establishments are normally fully equipped units, located in either residential properties or within resorts and holiday complexes. Lodges are almost similar to guesthouses or B&Bs in their service offering and are easily found all over the country at reasonable prices.

Tourists' experiences with accommodation are complex and follow a complete guest life cycle. This is composed of five stages: before arrival; checking in; during the stay; checking out, and post-departure (Barsky & Nash, 2002:39; Blythe & Hassenzahl, 2003:91; Bigne, Ros & Andreu, 2004:204; Brault, 2007:105; Maniar, 2014:5). These stages will be discussed below:



## **Before arrival**

At the first stage of the guest cycle, travel agents may have a strong influence on the tourists' preference of one accommodation over another. They are responsible for creating the first impression to the tourists even before they book the accommodation (Barsky & Nash, 2002:39; Blythe & Hassenzahl, 2003:91; Bigne *et al.*, 2004:204). Accommodation choice can also be influenced by internet searches, social media and word-of-mouth advertisement.

## **Checking in**

Checking in is the second stage of the guest cycle. In this stage, little things add up to create good experiences. It starts when tourists reach the accommodation. The warm welcome of the concierge at the gate sets off the tourist experience to a good start (Blythe & Hassenzahl, 2003:96; Bigne *et al.*, 2004:208; Brault, 2007:107).

## **During the stay**

During the stay, tourism managers and other staff need to be aware that a friendly approach and kind assistance can turn around even the worst guests. Four strategies are applied to meet and exceed the experiences of tourists, namely to get the basics right, anticipate customer needs, make tourists feel secure and offer amenities and activities for entertainment (Hassenzahl, 2003:96; Bigne *et al.*, 2004:208; Blythe & Brault, 2007:107; Maniar, 2014:13).

## **Checking out**

When the stay is over, while checking out, three strategies are applied to encourage tourists to write a good review about the destination on the website. The strategies are the following: don't delay them, request feedback and give a parting gift (Blythe and Hassenzahl, 2003:99; Bigne *et al.*, 2004:210; Brault, 2007:108; Maniar, 2014:17).

## Post-departure

In this stage, the real challenge lies in persuading tourists to return to the destination. The newly arrived tourist must not replace the old departed one in the manager's mind. Managers can follow two strategies to maximise the tourists' experiences, namely stay in touch with tourists and respond to reviews (Blythe & Hassenzahl, 2003:99; Bigne *et al.*, 2004:210; Brault, 2007:108; Maniar, 2014:17).

### 3.4.2 Food and beverage

Food and beverage, or the so-called gastronomic experience, has become an indispensable part of tourist experience (UNWTO, 2012:6). Tourists arrive at a destination with pre-conceived expectations regarding the food and beverage provided. These expectations arise from tourists' knowledge of the local cultures and their previous experiences (Kleynhans, 2003:22).

Food and beverage could be viewed as intrinsic elements of the entire experience because all tourists enjoy the gastronomic experience (Johns & Pine, 2002). Since tourists must eat and drink, the availability of food and beverage constitutes a top priority. Product owners must ensure that they are sending tourists home with memorable, satisfactory and unique dining experiences. The provision of satisfactory food and beverage from the product owners increases tourist arrivals as well as revenue which, in turn, benefit the local population (Johns & Pine, 2002:119).

Food is a fundamental component of the destination attributes that contribute to the overall tourist experience. Over 30% of tourist spending is dedicated to food and beverage (Quan & Wang, 2004:297). The consumption of food and beverage by tourists is an integral aspect of the tourism experience together with atmosphere and circumstance. Eating out is considered a form of leisure experience where tourists consume not only the sights and sounds, but also the taste of the visited place (Hall & Sharples, 2003:24).

The culinary experience is also part of the cultural experience of tourists (Sparks, Wildman & Bowen, 2001:17). As cuisine is part of local culture, there is an increase

in tourists' expectations to experience the local dishes when visiting a particular destination (Soriano, 2002:1055). This is associated with multiculturalism and is referred to as 'food tourism'. Food tourism can include visits to producers of food, gastronomic fairs and festivals, cooking shows, food and wine pairings, and so forth (Hall & Sharples, 2003).

Pike (2008:68) suggested that local dishes should be presented as a specific cultural menu. Furthermore, several researchers (Sparks *et al.*, 2001:21; Soriano, 2002:1055; Sparks, Bowen & Kags, 2003:6; Neld, Kosak & Legrys, 2010:375) state that local dish should be offered to tourists for three reasons: Firstly, they expose tourists to the local culture; secondly, they preserve the local cuisine of the region; and, finally, they educate tourists about the local culture.

In conclusion, this section elucidated the food and beverage service as one of the components of the expectations of leisure tourists and how leisure tourists experience it while visiting a destination.

### **3.4.3 Attractions**

The tourism industry depends on various types of resources that are transformed into attractions that entice tourists to the destination. Attractions constitute the core element of the tourism product and the main driver behind drawing leisure tourists to the destination (Moss, 2007:2).

Natural and built attractions are distinguished (Fyall, Garrod, Leask & Wanhill, 2008:116; Wanhill, 2008:16; Middleton *et al.*, 2009:40; Keyser, 2011:26). Natural attractions refer to attractions that have been created by nature, such as mountains, beaches, rivers, lakes, forests, parks and reserves. Built attractions refer to man-made structures such as historic places, museums, art galleries, zoos and aquaria.

Attractions form one of the central components of the tourism industry together with the transport and accommodation sectors. It represents the site of the destination where recreational activities take place (Page, 2011:215; Inkson & Minnaert, 2012:115). Page and Connell (2009) refer to tourism attractions as resources

formally designated to provide tourists pleasure, entertainment, education and other experiences. Attractions draw tourists to a destination and stimulate the demand for transport, accommodation and other tourism-related services (Boniface & Cooper, 2001; 2005:67; 2009:40).

Swarbrooke (2002:262) refers to attractions as the heart of the tourism industry because they stimulate tourists to travel. Attractions can also be considered the lifeblood of a destination because they are responsible for creating memorable experiences. A tourist attraction can be viewed as an experience in itself. This means that the tourist experience is complex and is composed of different factors that shape feelings and attitudes towards a particular attraction. Different tourists may have different experiences of the same attraction because experiences are formed based on the value judgments of individuals.

According to Page (2011:221), there is a difference between an attraction and a destination. Attractions are single units within a specific geographical area, while a destination may be composed of a series of attractions. Four factors affect the tourist's experience when visiting attractions, namely accessibility to the attraction, opening hours, on-site amenities including parking areas, tourist centres, signs and labels, shops, tourist guides, refreshments and public toilets; and off-site amenities, such as signposting and local accommodation (Page, 2011:221).

According to Haselhoff and Ong (2005:10), when tourists visit cultural attractions especially they are offered the opportunity to learn about other cultures. Culture refers to beliefs, customs, artistic norms, food habits and crafts which are embraced as a legacy from the past and conveyed by formal and informal education (Parker & Ballantyne, 2002:183; Goeldner & Ritchie, 2012:10). Cultural tourism is described as travelling to experience the places and activities that authentically represent the stories and the people of the past, including their traditions, lifestyles, music, dances and geographic landscape features (Kleynhans, 2003:14). Cultural tourism is of growing interest, especially for leisure tourists (Parker & Ballantyne, 2002:183).

Smith and Richards (2013:389) stated that tourists visit cultural sites for various reasons, including entertainment, sociocultural interaction, personal identification,

historical interest, lifestyle preferences, fun, escaping daily routine and curiosity. Tourists with different backgrounds and needs are brought together. Given the different reasons why tourists visit cultural places, the approach from tourist guides is crucial because tourists are basically purchasing experiences which they are co-creating (Smith & Richards, 2013:389).

#### **3.4.4 Outdoor activities**

Outdoor activities can be defined as ‘activities that take place in a natural setting, as opposed to a highly cultivated or managed landscape such as a playing field or golf course’ (Tourism BC, 2013:47). Moreover, outdoor activities include activities that take place in the natural environment, specifically in any unmodified natural landscape, without the existence of any built facility or infrastructure (Tourism BC, 2013:47).

The term ‘adventure tourism’ refers to outdoor activities undertaken by tourists during leisure time (Bentley, 2001:327; Weber, 2001:360; Dorobantu, Tenovici & Gheorghe, 2013:41). Adventure tourism can be defined as ‘a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion’ (UNWTO, 2014:12). Adventure tourism consists of visiting regions almost unaffected by humans with the purpose of engaging in sports and outdoor activities (Girard & Nijkam, 2009:42; Amy & Denise, 2010:121). The adventure tourist always wants to visit new places and be exposed to new experiences (Sekajja, 2006:27). The adventure segment has grown rapidly in recent years and is increasingly being commercialised (Ahuja, 2011:296; Dorobantu *et al.*, 2013:41).

Leisure tourists generally engage in outdoor activities to escape from the stress of modern life. Outdoor activities can include activities such as backpacking, picnicking, hunting, bird watching, kayaking, cycling, sailing, scuba diving, snorkelling, surfing, fishing, mountaineering, hang-gliding, rafting, boating, canoeing, spelunking, ballooning, rappelling, trekking, hiking, bungee jumping, bushwalking, horse riding, rock climbing, camping, jet skiing, four-wheel driving and skiing. Participation in these activities can be risky and dangerous (Bentley, 2001:327; Weber, 2001:365;

Kyle, Graefe & Manning, 2004:65; Kyle, Graefe, Manning & Bacon, 2004:209; Kutay, 2010; Dorobantu *et al.*, 2013:41).

### **3.4.5 Safety and security issues**

Safety and security is regarded as one of the main concerns of tourists when they choose to visit a certain destination. When tourists visit unknown places, they expect to be safe and secure (Keyser, 2011:132; Anuar, Ahmad, Jusoh & Hussain, 2012:62; UNWTO, 2014). Safety and security constitute the third pillar of the regulatory framework sub-index issued by the World Economic Forum (WEF) within the Travel and Tourism Competitiveness Index (TTCI). This tool measures the country's performance and establishes policies that make a destination viable to receive investment in tourism (Blanke & Chiesa, 2007:25; 2013:15).

The safety and security of tourists is one of the global forces that drive the tourism industry (Ravinder Vinayek, 2012:21). Because the number of destinations and tourists affected by a lack of security is increasing, safety and security has become an issue of great concern for tourists (Drakopoulos, 2011:11). Floyd, Gibson, Pennington and Thapa (2003:19) listed four safety and security risk factors that can damage the image of tourism destinations, namely war, unstable politics, unsafe health situations, and the prevalence of crime and violence. A combination of these factors is enough to have a significant influence on tourists' intentions to visit a certain destination, besides their own experiences and motivations.

According to Holcomb and Pizam (2006:105), safety and security is not limited to the basic needs of tourists, but includes threats such as rape, kidnapping, begging, cheating, bribery, murder and snatch thefts (Kovári & Zimányi, 2012:45). Other challenges of safety and security include financial scams, taxi drivers who overcharge international tourists, passport thefts, other petty thefts and cheating (Ravinder Vinayek, 2012:23). Natural disasters such as floods, tsunamis, volcanoes and epidemics, for instance Ebola and malaria, also pose a challenge to the safety and security of visitors. Moreover, safety and security is related to the hygienic and maintenance aspects concerned with the cleanliness and availability of clean drinking water (Kovári & Zimányi, 2012:45).

It is thus clear that safety and security is a critical concern for tourism destinations and that it requires the coordinated efforts of stakeholders at all levels, including government, the tourism sector and the media. Since 9/11, the 2005 London bombings and various other similar terrorist attacks, the tourism industry has experienced a stagnation and a decrease in tourist flow at a global level (Anuar *et al.*, 2011:407).

### **3.5 The role of tourist guides**

When tourists travel to new and unknown destination, a knowledgeable tourist guide is crucial in guiding the tourists' understanding of the heritage and cultural aspects of the destination and its attractions (Rabotic, 2010:1). Tourist guides offer tourists relevant information to increase their experiences. Tourist guides are front-line professionals whose main task is to establish a close and influencing contact with tourists at the visited destinations (Rabotic, 2010:1; Morrison, 2013:176; Smith & Richards 2013:389).

The findings of a study by Weiler and Yu (2007:225) on the experiences of Chinese visitors to three tourist attractions in Australia suggest that tourism managers focus on not only providing tourists physical access to places, but also opportunities to understand, appreciate and interact with the people at the visited destination. The responsibility to provide such opportunities lies with tourist guides, who serve as a point of contact between the destination and tourists and, at the same time, play the key role in mediating the tourist experience (Weiler & Yu, 2007:225).

Several other studies (Bras, 2000; Ap & Wong, 2001:551; Smith, 2001:275; Yu, Weiler & Ham, 2001:75; Markwell, 2004:19) acknowledge the role of tourist guides by reiterating that tourists' experiences are facilitated in at least three ways: firstly, physical access to places; secondly, appreciation and understanding of places; and, thirdly, social encounters at the destination.

### **3.6 Summary**

This chapter presented the main issues regarding the expectations and experiences of leisure tourists. The stages of tourist experiences were presented, as well as the different factors affecting the expectations of tourists regarding accommodation, food and beverage, visited attractions, outdoor activities, and safety and security issues. The role of tourist guides in influencing the tourist experience was also addressed.



## CHAPTER 4: TOURISM IN MOZAMBIQUE

### 4.1 Introduction

Mozambique is a tropical country located in Southern Africa. Its coastline extends along the warm waters of the Indian Ocean and the beaches are some of the main tourist attractions in the country. According to Visser (2004:3), Mozambique was one of the most visited destinations in Southern Africa. In 2011 and 2012 more than two million tourists visited the country (INE, 2014: Online). The table below illustrates the performance of inbound tourism in Mozambique. It shows the tourism arrivals from different continents and Southern African countries from 2010 to 2013.

**Table 2: Tourism flows to Mozambique**

Continents/ Countries	2010	2011	2012	2013	Percentage by continent and countries in 2013
<b>Africa</b>	<b>1 465 793</b>	<b>1 584 095</b>	<b>1 580 523</b>	<b>1 411 327</b>	<b>71.7%</b>
South Africa	946 583	950 941	971 868	872 017	44.3%
Malawi	228 092	215 374	264 723	236 385	12.0%
Zimbabwe	147 060	151 264	198 021	176 823	9.0%
Swaziland	39 016	140 884	64 096	67 007	-
Other African countries	237 396	125 632	81 815	59 096	-
<b>Americas</b>	102 041	106 67	135 488	120 984	<b>6.1%</b>
<b>Asia</b>	28 211	33 293	28 661	25 593	<b>1.3%</b>
<b>Europe</b>	219 089	284 493	444 506	396 921	<b>20.2%</b>
<b>Total</b>	<b>1 836 143</b>	<b>2 012 640</b>	<b>2 205 853</b>	<b>1 969 716</b>	<b>99.3%</b>

**Source:** INE (2014:Online)

According to table 2, the majority of international tourist arrivals to Mozambique is from SADC countries (71.7%), followed by Europe (20.2%). In the SADC region, the majority of tourists who visit Mozambique are from South Africa (44.3%) (Batey, 2014:32). Based on these encouraging numbers, government and the private sector

invested over US\$180 million in the tourism sector in 2013 – representing 5.8% of the total investment in the country's economy (Batey, 2014:20).

In 2011 spending on leisure activities accounted for 55.7% and business travel for 44.3% of the overall tourism income (Batey, 2014:19). The actual direct contribution of travel and tourism to the Mozambican GDP is around 2.97%, which is equivalent to US\$290 million (Enriquez, 2013:8).

The aim of this chapter is to provide a background of the tourism industry in Mozambique. It will describe tourism legislation in Mozambique and provide a historical and geographical perspective of Mozambique, as well as its major tourism resources. The characteristics of South African leisure tourists to Mozambique will also be discussed.

## **4. 2 Tourism legislation and regulations**

The Ministry of Tourism (MITUR) was established in 2000 and is responsible for the promotion and development of the tourism industry in Mozambique (Visser, 2004:1). The Ministry is represented at provincial and district level by the Provincial Directorates of Tourism and the District Economic Services (SDAE). These entities are responsible for inspecting tourism developments and ensuring that they are legally compliant with tourism sector legislation.

The following legislation applies to the regulation of the tourism industry in Mozambique:

*Conservation Law (Lei da Conservação) Act 2014 (Act 16 of 2014)*: This law establishes the principles and basic standards for the protection, conservation, renewal and sustainable use of biological diversity in conservation areas. The law stipulates that the development of activities in conservation areas may be authorised for purposes including concessions for tourism activities such as hunting, fishing, capturing of live animals, egg collecting, bee keeping and scientific research (Republic of Mozambique, 2014:71).

*Forestry and Wildlife Law (Lei de Floresta e Fauna Bravia) Act 2002 (Act 12 of 2002)*: This law promotes the sustainable use of forest and wildlife resources and encourages initiative to guarantee their protection, conservation and exploitation of forest resources (Republic of Mozambique, 2002).

*Ecotourism Regulation (Regulamento do Ecoturismo) Act 2009 (Act 88 of 2009)*: This regulation guides the sustainable development of ecotourism in areas such as national parks, national reserves and other zones with historical and cultural use and value. The regulation stipulates that tourists can enjoy ecotourism activities by viewing the natural landscape and cultural heritage while ensuring the conservation of the environment and the well-being of the local community (Republic of Mozambique, 2014:65).

*Tourism Policy and Implementation Strategy (Política Nacional de Turismo e Estratégia de sua Implementação) Act 2003 (Act 14 of 2003)*: This policy provides the guidelines and principles for tourism development by outlining the institutional framework that allows integrated tourism planning at national, provincial and district levels. The policy sets up principles that enhance a favourable environment for tourism development by promoting partnerships between the private and public sector including the communities. Moreover, it supports infrastructure development with regard to transport, services and marketing (Republic of Mozambique, 2003; Johnstone, 2011:50).

*Tourism Law (Lei do Turismo) Act 2004 (Act, 4 of 2004)*: This law establishes the legal framework for the promotion of tourism in Mozambique. The law regulates the functioning of all tourism activities and ensures that tourism investments are fully integrated in the area in which they are located in Mozambique (Batey, 2014:26). The law stipulates the involvement of local communities in tourism projects and recognise their right to benefit in 20% of taxes collected from the exploitation of the forestry resources, for example, as a strategy to promote the sustainable use of natural resources. Moreover, the law determines that tourism as economic activity be entirely operated by the private sector (Republic of Mozambique, 2004; MITUR, 2006:8; Johnstone, 2011:51).

The aforementioned governmental decision came after an analysis of the top three major private investors (from South Africa, Mauritius and Portugal) who had been exploring and investing in the tourism industry in Mozambique since 1990. Investment in the tourism industry in Mozambique is still being dominated by foreign investors, mainly South Africans who invest in medium-sized hotels or resorts, alone or in joint ventures with nationals. Most of them are focused on beach products (Kiambo, 2014:150).

*Strategic Plan for Tourism Development (Plano Estratégico para o Desenvolvimento do Turismo) 2004–2013*: This plan sets the tourism priorities, defines the tourism products and market, identifies the priority areas for tourism investment aligned with the action plan for poverty alleviation in rural areas through tourism projects (Johnstone, 2011:51).

*Travel Agencies, Tour Operators and Tourism Information Professionals (Regulamento das Agências de Viagens e Turismo e de Profissionais de Informação Turística) Act 2005 (Act 41 of 2005)*: This Act regulates travel agencies and the travel professionals who provide information to tourists. It also informs licensing requirements for travel agencies and regulates the tourist guide industry (Republic of Mozambique, 2005:42).

*Health Regulations (Regulamento de Saude)*. In Mozambique, two health-related regulations are applied in the tourism industry: Act 2006 (Act 15 of 2006) and Act 2007 (Act 11 of 2007). Act 15 of 2006 provides health-related requirements for the preparation of food in public kitchens. Act 11 of 2007 deals with smoking control in respect of public areas including bars and restaurants in Mozambique (Republic of Mozambique, 2006:55).

*Tourism Marketing Strategy (Estratégia de Marketing do Turismo) 2006–2013 Act 2006 (Act 45 of 2006)*: This strategy identifies the tourism routes to be promoted and outlines the strategic marketing objectives, marketing activities and budgeting in order to position Mozambique as one of the most appealing tourism destinations in Southern Africa (Republic of Mozambique, 2006:9).

*Amateur Diving Regulation (Regulamento de Mergulhador Amador) Act 2006 (Act 44 of 2006)*: This Act stipulates that all diving centres and schools should be properly licensed by the national maritime authority in Mozambique (Republic of Mozambique, 2006:49).

*Marine Environment Regulation (Regulamento para Prevenção de Poluição e Protecção do Ambiente Marinho e Costeiro) Act, 2006 (Act 45 of 2006)*: This Act sets the requirements for coastal protection against pollution and environmental damages in Mozambique (Republic of Mozambique, 2006:47).

*Entertainment of Tourists Regulation (Regulamento de Animação Turística) Act 2007 (Act 40 of 2007)*: This Act describes the operating procedures of all types of entertainment activities undertaken by tourists in Mozambique (Republic of Mozambique, 2007:47).

*Gambling Law Regulation (Lei de Jogos de Fortuna e Azar) Act 2010 (Act 64 of 2010)*. This law sets the requirement for exploitation of games of chance in Mozambique. The law considers games of chance as those exploited or practised in duly authorised casinos or gambling machine halls, and with uncertain capital, as this depends exclusively or mainly on the gambler's luck (Republic of Mozambique, 2014:50).

*Tourism Transport Regulation (Regulamento de Transporte Turístico)*: The transport of tourists in Mozambique by any means (air, land or water) is regulated by Act 2007 (Act 41 of 2007). This Act, in conjunction with Act 41 of 2005, regulates all travel agencies and other organisations that run the business of paid transport to tourists (Republic of Mozambique, 2007:50).

Regarding accommodation in Mozambique two regulations are applied: The first regulation is denominated *Tourist Lodging, Restaurants, Drinking Establishments and Dance Halls Regulation (Regulamento de Alojamento Turístico, Restauração e Bebidas e Salas de Dança)* and comprises establishments that are designed to offer lodging, food, drink and entertainment to tourists and is regulated by Act 2007 (Act 18 of 2007).

The second regulation is denominated as Periodic Occupation Regulation (*Regulamento de Habitação Periódica*) regulated by Act 2007 (Act 39 of 2007). This regulation guides the periodic occupation and exploration of facilities such as timeshare, as well as the long-term use of business property for both tourism and commercial purposes in Mozambique (Republic of Mozambique, 2006:27).

*Civil Aviation Law (Lei da Aviação Civil)* Act 2009. (Act 21 of 2009): This law regulates and controls the development of civil aviation in all technical, operational and economic aspects, including public order and territorial integrity in Mozambique (Republic of Mozambique, 2009).

*Regulation on Tourism Interest Zones (Regulamento das Zonas de Interesse Turístico)* Act 2009 (Act 77 of 2009): This regulation establishes the rules to be observed for declaring a certain area to be of tourism interest, as long as the area possesses the relevant characteristics, such as natural, historical-cultural resources capable of contributing to tourism development and stimulating tourist flow (Republic of Mozambique, 2009:70).

The aforementioned acts enable the Mozambican government to control the development of the tourism sector and ensure that the tourism industry is developing in a sustainable way and in observance of the tourism laws and regulations (Batey & Spenceley, 2011:9; Batey, 2014:26).

### **4.3 Historical evolution of tourism in Mozambique**

Vasco da Gama, a Portuguese mariner, reached Mozambique in 1498 on his way to India (Pereira, 2011:68). From 1505 to 1590, Portugal began the process of colonising Mozambique. This was a long and tedious process due to resistance from the indigenous people (Crawford, 2016). The period of 1600 to 1700 was characterised by the 'Portuguese settlement'. Portuguese settlers moved more to the inland regions and expanded their territory (Crawford, 2016). The period of 1700 to 1800 was characterised by slavery. Approximately 1 million slaves were shipped from Mozambique to Brazil, France and Mauritius (Crawford, 2016). In 1869 slavery

was abolished and the colonial capital of Mozambique was moved from the Island of Mozambique to Lourenço Marques (Maputo) (Crawford, 2016). The first tourism information centre was established in April 1959 under Portugal administration with the objective of providing tourism information and supporting, coordinating, facilitating and promoting tourism in Mozambique (MITUR, 2006).

In 1962 the political and military party, Mozambique Liberation Front (FRELIMO), was formed, headed by Eduardo Mondlane. Their aim was to rid the country of the Portuguese. In 1964, FRELIMO initiated their ten year guerrilla campaign against the Portuguese due to their refusal to grant independence. This conflict ended in 1974 (Pereira, 2011:68; Government of Mozambique, 2012:11).

In 1975 Mozambique became independent from Portugal and, since then, the country has faced multiple historical transitions: from civil war to peace, from a single-party to a multiparty political system, from a central planning economy to a market economy, and from a centralised administration system to a decentralised one (Kiambo, 2005:142).

A major decline occurred in the tourism industry from 1976 to 1992 due to the civil war. After the peace agreement in 1992, the tourism sector was incorporated into the governmental agenda with the aim of using tourism as a means to alleviate poverty and to advance economic development (MITUR, 2004:54). In 2000, tourism was the fastest growing sector in the Mozambican economy (Rylance, 2008:55). The country's post-conflict development has been extremely positive. In recent years, the country has been allocating major investments in tourism, which is considered the basis of longer-term development of the country (MITUR, 2006; Jones & Ibrahim, 2007:3).

#### **4.4 Geographical profile of Mozambique**

Mozambique is located on the eastern coast of Southern Africa. It borders on Tanzania to the north, Zambia, Malawi and Zimbabwe to the west, Swaziland and South Africa to the south and the Indian Ocean to the east. Mozambique lies between latitudes 10° and 27°S, and longitudes 30° and 41°E. It has a surface area

of 799 380 km<sup>2</sup> and a population of about 25 million (Republic of Mozambique, 2011:17). (See figure 1.)

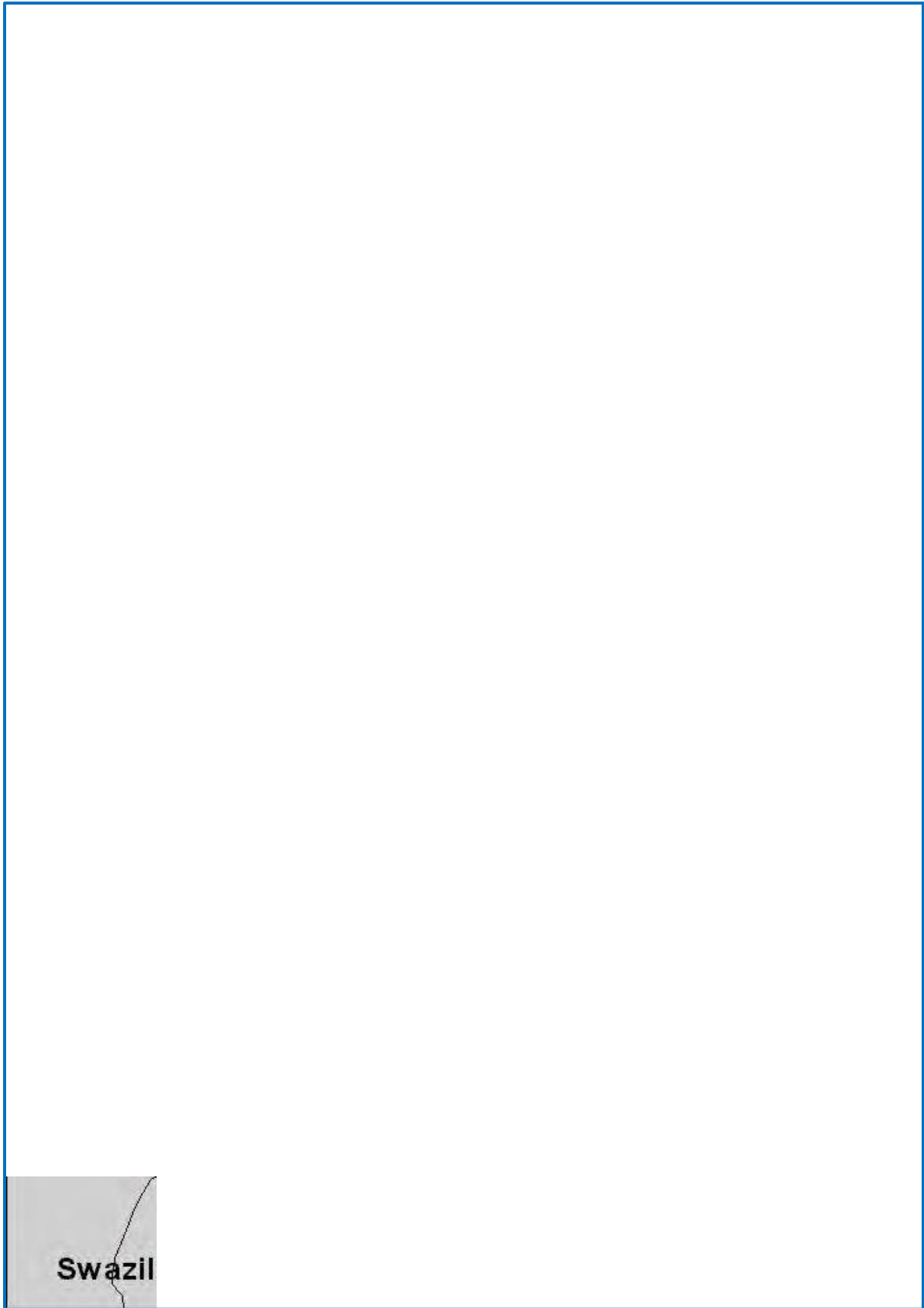


**Figure 1: Mozambique and neighbouring countries**

**Source:** Maps of Mozambique (2015: Online)

Mozambique is strategically divided into three regions (south, centre and north) (MITUR, 2004:61). Mozambique has eleven provinces grouped within the three regions. The southern region comprises the provinces of Maputo, Maputo city (located within the province of Maputo and is considered to be a province in its own), Gaza and Inhambane; the central region comprises the provinces of Sofala, Manica, Zambézia and Tete; and the northern region comprises the provinces of Cabo Delgado, Nampula and Niassa (Batey & Spenceley, 2011:10). See figure 2.





**Figure 2: Provinces of Mozambique and its capitals**

**Source:** Maps of Mozambique (2015: Online)

The climate of Mozambique is tropical with relatively high coastal temperatures for most of the year, while the interior is warm to mild, even in the cool, dry season from April to September. In the south the hot, humid, rainy season is from December to March, while in the north this period lengthens by a few weeks. In general, the weather of Mozambique is usually sunny throughout the year (INATUR, 2008:5).

According to the Mozambican government, the southern region copes best with regional and domestic tourism because it is the most developed part of the country. This region has the highest socio-economic development level and has the best infrastructure. Business tourism is mostly concentrated in Maputo city, while the Inhambane Province hosts the largest number of leisure facilities, thus drawing many leisure tourists, especially from South Africa. These facilities include beaches such as Tofo, Barra and Bazaruto Island (MITUR, 2004:45; Vignati & Laumans, 2009:114).

The southern region of Mozambique is also easily accessible from South Africa, which is considered to be the core source of leisure tourists to Mozambique. The provinces of Inhambane, Gaza and Maputo are popular for leisure tourism, offering facilities to undertake a mixture of tourism activities suitable for families (Visser, 2004:8; Kiambo, 2005:143).

Although all three regions offer ecotourism and adventure-based tourism, the central region offers them as its core product. Apart from the Gorongosa National Park in the Sofala Province, the region has a number of other attractions for leisure tourists. Tourists can experience climbing the Binga Mountain, the highest mountain in the country, do birdwatching and view endemic flora in the Chimanimani National Reserve. This reserve is located in Manica Province. Tourists can experience fishing around Lake Cahora Bassa in the Tete Province. In addition, the central region of Mozambique is considered an important transition zone, lined by the Beira Corridor, connecting the landlocked Zimbabwe with the Mozambique coast. The Tete Corridor in the Tete Province connects Zimbabwe and Malawi and provides a convenient trade route to neighbouring countries (INATUR, 2008:5).

Mozambique has three international airports, namely Maputo, Beira and Nacala International Airports. The Maputo International Airport is located in the southern region, in Maputo city; Beira International Airport is located in the central region, in Sofala Province; and Nacala International Airport is located in the northern region, in Nampula Province. Nacala has one of the deepest harbours in Southern Africa. The northern region is also home to the Niassa Reserve, impressive UNESCO World Heritage Sites such as the Island of Mozambique and Ibo Island, and the marine life of Quirimbas National Park in the Cabo Delgado Province (Government of Mozambique, 2012:11).

This region is also considered to be an exclusive international beach destination with a strong cultural component. The region is separated naturally from the rest of the country by rivers. Along the paradisiacal coast, an endless succession of unspoiled beaches and islands are found, with great emphasis on the Island of Mozambique, considered one of the most appealing cultural places in the northern region of the country. Historically, this region is considered the birthplace of the country's independence struggle.

#### **4.5 Major tourism resources of Mozambique**

According to Visser (2004:3), tourism potential in Mozambique is determined by its resource strengths consisting of natural attractions, fauna and flora, coastal assets, and cultural and human resources. In order to capitalise on these resources, the Mozambican government has grouped them into 'tourism product lines' (MITUR, 2004:3). With this strategy, the government aimed to position Mozambique as a tourism destination by maximising the linkage of the coastal, wildlife and cultural resources and achieving a competitive advantage in the region (MITUR, 2004:3). This means that Mozambique as tourism destination must offer better and more quality products and services than those of competitors and upgrade them continually in order to generate more wealth from tourism. Mozambique must retain its competitive position by satisfying tourist expectations and providing memorable experiences, while eliminating the threats and exploring all opportunities within the competitive environment.

Mozambique as leisure destination can increase its competitiveness by resource stewardship, which involves effectively maintaining and sustaining tourism resources, including ecological, social and cultural resources. In addition, appropriate management of service quality, environmental management and marketing can create and integrate value in tourism products and improve competitive advantage (Mohammadi, Rast & Khalifah, 2010:5).

The tourism product lines in Mozambique are divided into three categories: Blue, Green and Orange. The Blue product line comprises the elements of Sun, Sea and Sand (3 Ss); the Green product line is represented by the natural and wildlife resources; and the Orange product line is represented by the country's cultural identity which is determined by its heritage, people and history. The cultural authenticity of Mozambique differs significantly from other countries in Southern Africa (Visser, 2004:3). This difference is based on the fact that all Mozambique's neighbouring countries, namely Malawi, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe, have Anglo-Saxon influences, while Mozambique is the only country in the region that has Portuguese and Arabic influences (Republic of Mozambique, 2011:101). Besides being a member of the UN and the SADC, Mozambique is a member of the Community of Portuguese Language Countries (CPLP), the Commonwealth and the Organisation of Islamic Conference.

Pereira (2011:4) concurs with Visser (2004:3) and highlights that the potential of tourism in Mozambique is enormous and that the sector provides great support to the country's economy. Mozambique's main touristic asset is its 2 700 km coastline with crystal clear waters and white sandy beaches lined with coconut trees. Fifteen per cent of the country's overall territory is classified as protected areas (World Bank, 2012:8). Its coastline remains unexplored and has a very diverse landscape. Marine life is prolific and international diving and fishing experts praise its quality. Large marine species such as dolphins, whales, sharks, manta ray, turtles and, in some areas, the very rare dugongs, provide to leisure tourists an interesting and memorable coastal experience (Government of Mozambique, 2006:101).

International hotels and award-winning, luxury lodges have opened in Mozambique, while the country's national parks and game reserves are being re-stocked and

returned to their former beauty after a long period of devastating war and political instability. According to the South African Department of Foreign Affairs (DFA) (2004), the Transfrontier Conservation Areas (TFCAs) are “relatively large areas, including frontiers between two or more countries and cover large-scale natural systems encompassing one or more protected areas”. The establishment of TFCAs has allowed the proper management of shared natural resources across international boundaries to meaningfully contribute to the conservation of biodiversity and the socio-economic development of rural communities in those areas (SADC, 2013:11). TFCAs in the SADC region are founded on the principle that conservation should embrace active participation and involvement of local communities in the planning and decision-making processes of natural resources management. Mozambique is part of six TFCAs:

- Lubombo TFCA – includes Mozambique, South Africa and Swaziland;
- Great Limpopo TFCA – includes Mozambique, South Africa and Zimbabwe;
- Chimanimani TFCA – includes Mozambique and Zimbabwe;
- Mnazi Bay–Quirimbas Trans frontier Marine Conservation Area – includes Mozambique and Tanzania;
- Niassa-Selous TFCA – includes Mozambique and Tanzania; and
- ZIMOZA Transboundary Natural Resources Management – includes Mozambique, Zambia and Zimbabwe (SADC, 2013:12).

The government of Mozambique recognises the TFCAs as a vehicle to ensure equitable and sustainable use of the environment and natural resources for the benefit of present and future generations (SADC, 2013:9). Government has taken this position due to the role that TFCAs is playing in the resurgence of wildlife resources in Mozambique (INATUR, 2008:3). In general, the tourism potential of Mozambique is largely influenced by its position in the Southern African region and its ability to link into existing tourism flows and patterns. As an emerging destination, Mozambique is improving its tourism infrastructure, identifying potential markets and developing appropriate marketing strategies (Visser, 2004:6).

The country’s museums constitute part of the tourism products that attract a significant number of tourists who satisfy their curiosity about sociocultural aspects of

Mozambique. The majority of museums are located in Maputo and Nampula. In these provinces, tourists visit museums with different themes, including natural history, revolution, geology, money/currency, ethnology and maritime. Among the listed museums, the most important one is the museum of revolution which recounts the story of the country's determined struggle to gain independence from its Portuguese coloniser in 1975. The museum displays maps, photographs, uniforms and weapons used during the guerrilla resistance.

Museums are, in fact, the best-known and most culturally related leisure settings visited by tourists (Kennedy, 2006:7). Nowadays, museums are important sources for tourists to learn about the sociocultural aspects of the visited place (Falk, 2000:5). As an informal learning sector, museums are a significant medium through which tourists acquire information, develop ideas and construct new visions for themselves drawn from the visited societies (Falk & Dierking, 2000:97).

#### **4.6 Challenges of the tourism industry in Mozambique**

Mozambique has been facing challenges regarding the development of its tourism industry. The growth of the industry has been uncontrolled, and numerous social, economic and ecological problems have arisen, including poor infrastructure, expensive transportation, especially air transportation, inadequate accommodation, a lack of skilled human resources and poor marketing (Visser, 2004:2).

Regarding transportation, a report from the Airports of Mozambique, published in 2012, revealed that only 17% of international tourists in Mozambique arrived by air (Enriquez, 2013:11). The higher airfares that have been applied by LAM were pointed out by tour operators and tourists as the major constraint for tourism development in Mozambique. For example, the average airfare between Johannesburg and Maputo was considered the highest in comparison with a sample of similar routes in the region (Enriquez, 2013:8). Therefore, the non-affordability of flights to Mozambique has reduced the tourism demand significantly. Further evidence has indicated that domestic fares in Mozambique (in US dollar per mile) were 27.4% higher than in Tanzania; 33.5% higher than in South Africa; and 46.5% higher than in India (Enriquez, 2013:8).

Concerning the offer of accommodation in Mozambique, there is still a need for affordable accommodation. The majority of the available accommodation is located in the southern region of the country and is priced in rand or US dollar instead of metical (the Mozambican currency). These factors make the accommodation unaffordable to most domestic tourists (Kiambo, 2014:144).

The Ministry of Tourism in Mozambique aims to fulfil their vision of turning the country into Africa's most vibrant, dynamic and exotic tourism destination by 2020 (MITUR, 2004:50). The fulfilment of this vision is dependent, among other issues, on the availability of financial resources. Owing to the vastness of the country, the allocation of financial resources to tourism development has been hindered by several key constraints such as excessive bureaucracy, persistent corruption, high input costs, the shortage of expertise, and land-use conflicts (Nhantumbo, 2009:80; Batey, 2014:21).

Despite financial issues, Mozambique needs to adjust the quality of the existing tourism product and services to meet tourist expectations, gain market share internationally and ensure that the available resources are efficiently used for tourism development while respecting the principles of sustainability (Dupeyras & MacCallum, 2013:14).

#### **4.7 The characteristics of South African leisure tourists to Mozambique**

As indicated before, South African tourists constitute the bulk of Mozambique's regional traffic – more than 44% of tourist arrivals (Batey, 2014:32). Kiambo (2014:147) classified four groups of South African leisure tourists visiting Mozambique every year. The first comprises higher income groups who usually fly into the country directly from Johannesburg. They usually stay at four- or five-star hotels. The second group comprises self-drive and self-catering tourists who usually stay at two- or three-star hotels, self-catering establishments, lodges or apartments. Many of these establishments belong to or are managed by South Africans.

The third group comprises lower income tourists who self-drive and stay at camping or caravan sites or backpackers. The fourth group called 'Black Diamonds' comprises young, wealthy black people who are keen to explore beyond their

national borders. As they are relatively inexperienced in travelling, they tend to travel in groups using their own cars and usually stay in cheap accommodation. They seek the beach during the day and enjoy the night life, as well as trying out local dishes (Kiambo, 2014:147). The holiday season for South African leisure tourists in Mozambique is the summer months, with the peak season being early December to mid-January (Kiambo, 2005:145; 2014:147).

The camping grounds or beach resorts of Inhambane Province, located 500 km north of Maputo city, receive the largest number of leisure tourists and have the heaviest concentration of investments in infrastructure for leisure tourism (Vignati & Laumans, 2009 cited in Kiambo, 2014:144). Maputo is considered to be the country's core destination for both business and leisure tourists, because it attracts a significant share of tourists from South Africa (WTO, 2006:17; Republic of Mozambique, 2011:101; Kiambo, 2014:147).

As a result of improved transportation and road connection with South Africa (through the Maputo Development Corridor) more South Africans are visiting Mozambique (Kiambo, 2005:143). An important factor contributing to the increase of cross-border tourism flow from South Africa to Mozambique has been the easing of visa and immigration restrictions in 2005 (Kiambo, 2005:143). Regional tourism from South Africa has also been facilitated by the decision to open up the main border post between Mozambique and South Africa at Ressano Garcia/Komatipoort on a 24-hour basis (Kiambo, 2005:143; WTO, 2006:16).

#### **4.8 Summary**

This chapter profiled the tourism industry in Mozambique. It referred to the applicable tourism legislation and provided the historical and geographical perspective of the country. The challenges of tourism in Mozambique were addressed. As the focus of the study is South African leisure tourists visiting Mozambique, the chapter also profiled the characteristics of these tourists.



## **CHAPTER 5: RESEARCH METHODOLOGY**

### **5.1 Introduction**

This chapter describes the research methodology followed in this investigation. It elucidates the research approach, population and sampling, questionnaire construction, data collection procedures, pilot study and fieldwork challenges.

### **5.2 Research methodology**

Research can be described as a scientific investigation, consisting of a systematic search for pertinent information on a specific topic that is problematic (Mustafa, 2010:1). According to Mustafa (2010:1), the term 'research' is composed of two words, namely 're' and 'search', meaning to search again in order to find a solution to a problem in any field of knowledge. Research methodology refers to a philosophy of the research process. It includes the assumptions and values that serve as a rationale for the research and the standards or criteria the researcher uses for collecting and interpreting data and reaching conclusions (Amin, 2005:63).

### **5.3 Research approach and design**

The research approach for this study was quantitative. Quantitative research is the systematic investigation of observable phenomena by means of statistical, mathematical or numerical data or computational techniques (Zigmund, 2003:94; Cooper & Schindler, 2006:34; Parasuraman, Grewal & Krishnan, 2007:56; George, 2011:144). Quantitative research generates a reliable and valid amount of data on the subject being studied from a large number of representative samples (see Finn, Elliot & Walton, 2000:321; Malhotra & Birks, 2003:97; Aaker, Kumar & Day, 2007:189; Elliott & Percy, 2007:109; Maree & Pietersen, 2007:145; Struwig & Stead, 2007:113).

The quantitative research approach has been used in similar studies conducted on tourists expectations, perception, motivation, satisfaction and experiences (see Akama & Kieti, 2003:3; Kiambo, 2005:142; Van der Merwe & Saayman, 2008:154;

Jadhav & More, 2010:125; Lather *et al.*, 2010:84; Engelbrecht, 2011:11; Kavousy *et al.*, 2011:75; Sheng & Chen, 2011:53; Van Vuuren & Slabbert, 2011:295; Ezeuduji, 2013:170; Sheng & Chen, 2013:101).

Research design is the conceptual structure within which the research is conducted. Research design is a plan of action prepared by the researcher for the collection, measurement and analysis of data to address the research problem (Mustafa, 2010:85; Carroll, 2015). In this study, the research design was survey research and a structured questionnaire was administered to respondents.

### **Population and sampling**

A population is a collection of individuals or objects that have similar characteristics. The vastness of populations, the financial limitations of involving large numbers of respondents and high refusal rates justify the use of research samples. According to Mustafa (2010:135), sampling is the process of selecting a group from the population to conduct a study and obtain accurate and reliable information about the phenomenon under investigation with minimum cost of money, time and energy.

According to border authorities and City Press, (2014: Online), during the festive season of December of 2014, more than 50 000 South African tourists were registered daily crossing the border into Mozambique. According to Israel (n.d.), for any population of 50 000 to 100 000 (N), 397 (n) respondents could be regarded as representative. Thus, for purposes of this investigation, 400 questionnaires were administered to South African leisure tourists returning to South Africa through the Ressano Garcia/Komatipoort Border Post. This Border Post was selected for data collection as it is the main entry and exit point of South African leisure tourists to Mozambique.

Convenience sampling was used because only those respondents who were able and willing to complete questionnaires were targeted for data collection (George, 2011:143). Data collection took place during the end of December 2015 to January 2016, as this is the time of the year that most South African leisure tourists visit Mozambique (Kiambo, 2005:147; 2014:147).

## **Questionnaire construction**

The questionnaire was developed based on the work of Sekajja (2006) on customer service quality strategy in the tourism and leisure industry which evaluated the levels of customer satisfaction with services and attractions visited in South Africa. The questionnaire consisted of section A and section B. Section A captured the demographic profile of the respondents including age, gender, annual income levels, and length of stay, type of accommodation and areas where respondents spent most of their time in Mozambique. Section B captured the expectations and experiences of South African leisure tourists in Mozambique related to accommodation, food and beverage, attractions and outdoor activities. In addition, tourists were asked to indicate any concerns or positive experiences faced during their trip to Mozambique (see annexure B).

A cover letter accompanied the questionnaire explaining the aim and the scope of the study. It reaffirmed that the information being collected was for research purposes only and that all information would be treated confidentially (see annexure A).

## **Data collection procedure**

As indicated before, data gathering was performed at the Ressano Garcia/Komatipoort Border Post and only returning South African leisure tourists were targeted. The researcher personally oversaw the data-gathering process and was assisted by three field workers. Fieldworkers were briefed beforehand on administering the questionnaire. Tourists who stood in queues were approached to complete the questionnaire. The researcher obtained the necessary approval from border authorities to conduct the data collection (see annexure C). Figure 4 presents a map of the Ressano Garcia/Komatipoort Border Post.



**Figure 3: Study area- Ressano Garcia/Komatiport Border Post (Lebombo border)**

**Source:** Map of Komatiport Border Post (2014:Online)

### **Pilot study**

In order to test the applicability of the questionnaire, a pilot study was undertaken. According to Simon (2011:1), before the final form of a questionnaire is constructed, it is useful to conduct a pilot study to ascertain whether the questions are yielding the information needed to answer the research questions. Furthermore, the pilot study gives advance warning regarding the weaknesses of the proposed study and helps to eliminate misleading, inappropriate and ambiguous questions. It ensures that the instrument can be used properly and that the information gathered will be consistent (Simon, 2011:2).

For this study, the pilot study involved administering the questionnaire to five individuals who had visited Mozambique before. They all reside in Bloemfontein and are known to the researcher. The feedback from the pilot study revealed that the questions were relevant, understandable and easy to answer.

## Fieldwork challenges

Some of the challenges the researcher faced while administering the questionnaires were the following:

- In general, tourists felt more comfortable to participate in the study when they were approached using their home languages, i.e. Afrikaans, isiZulu, isiXhosa and Xitsonga;
- Some tourists complained about the length of the questionnaire; and
- Some tourists refused to participate in completing the questionnaire.

## 5.4 Summary

This chapter presented and explained the research approach and design followed to collect the primary data for this study. It also described the population and sampling, questionnaire construction, data collection procedure, pilot study and fieldwork challenges.

## CHAPTER 6: DATA ANALYSIS AND PRESENTATION OF RESULTS

### 6.1 Introduction

This chapter reports on the findings of the empirical section of this study. An analysis is provided on the results of the survey with regard to the demographic information, followed by the expectations and experiences of South African leisure tourists. Microsoft Excel was used to capture the data collected from the questionnaire. Both descriptive and inferential statistics were used to interpret the data.

### 6.2 Descriptive statistics

Section A describes the demographic profile of the respondents and section B the expectations and experiences of the tourists.

#### 6.2.1 Section A: Demographic profile of the respondents

This section describes the demographic profile of the respondents, including age, gender, annual income levels, the length of stay, type of accommodation used and the areas where they spent the most time in Mozambique.

#### **Age**

Question 1 indicates the age composition of the respondents. Refer to table 3.

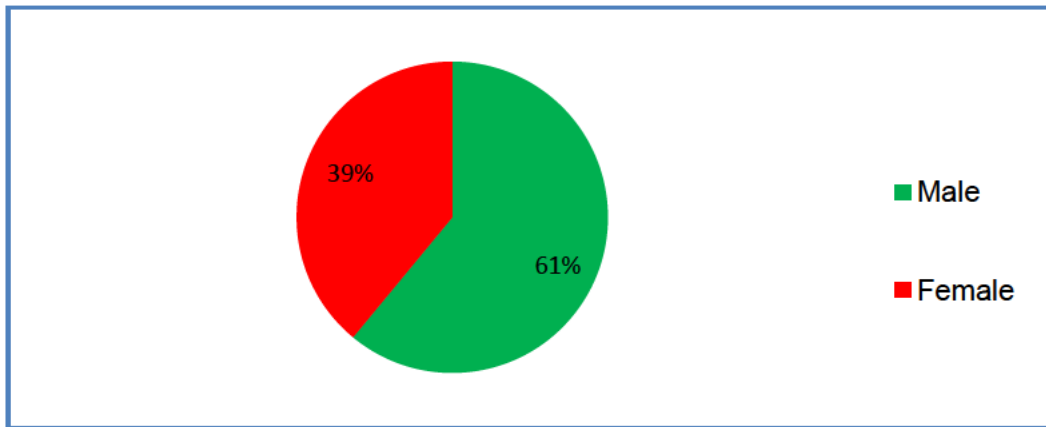
**Table 3: Age of respondents**

Variable	Descriptive Statistics				
	Valid N	Mean	Median	Minimum	Maximum
Age	400	37.4	37	19	67

Table 3 presents the ages of the respondents. The minimum age recorded was 19, and the maximum age recorded was 67 years.

**Gender**

Question 2 required the respondents to indicate their gender. Refer to graph 1.



**Graph 1: Gender composition of respondents**

Graph 1 show that 61% of the tourists were males and 39% were females.

**Annual income levels**

Question 3 indicates the respondents' annual income level. See table 4.

**Table 4: Income levels of respondents**

Income categories	Annual income levels	
	Count	Percentage
Less than R300 000 p.a.	265	66
Between R300 000 and R700 000 p.a.	135	34
More than R700 000 p.a.	0	0

Table 4 indicates the annual income levels of the tourists who visited Mozambique. The majority of the tourists (66%) indicated that their annual income is less than R300000, while 34% indicated that their annual income is between R300 000 and R700 000. No respondents indicated more than R700 000 p.a.

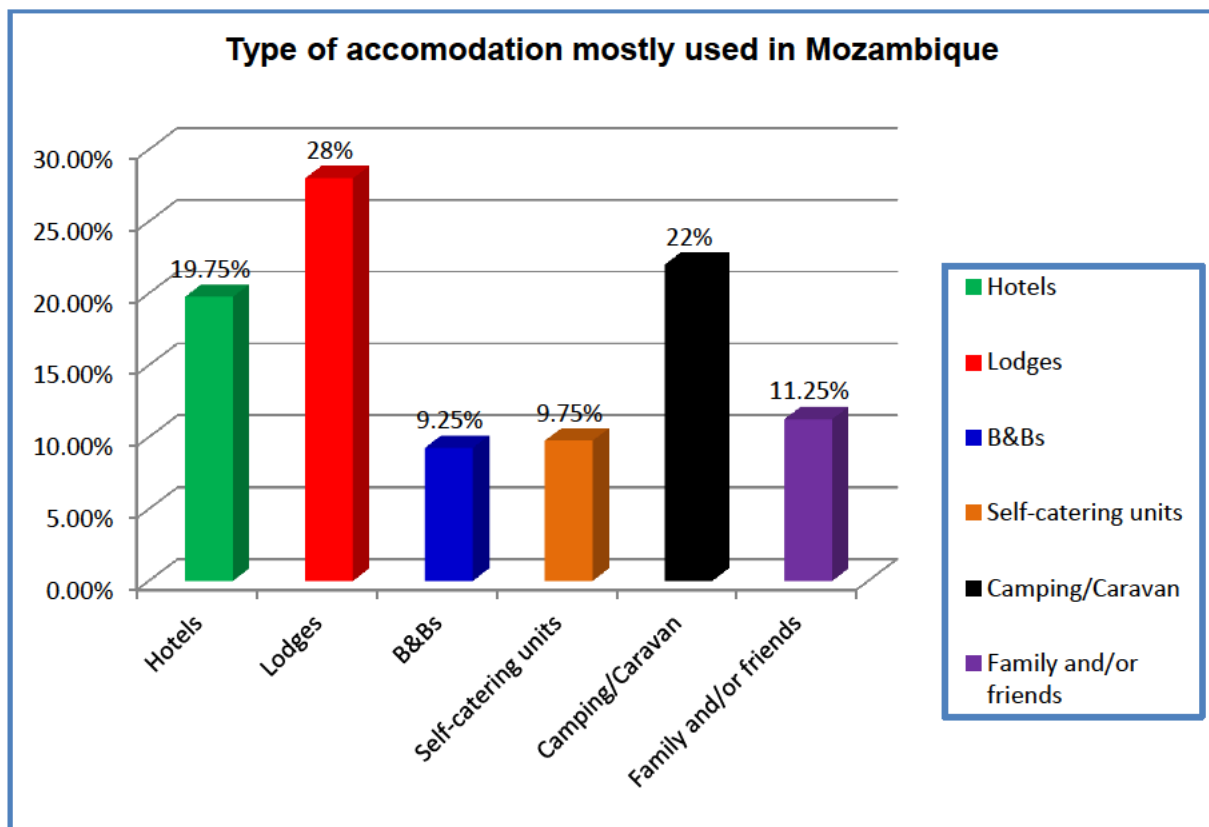
Question 4 indicates the days spent in Mozambique. Table 5 indicates the results.

**Table 5: Days spent in Mozambique**

Variable	Descriptive Statistics				
	Valid N	Mean	Median	Minimum	Maximum
Days spent in Mozambique	400	12.4	12	1	22

Table 5 presents the numbers of days spent in Mozambique. The minimum length of stay was one day, while the maximum was 22 days. The average days spent was 12.4.

Question 5 indicates the type of accommodation mostly used by tourists in Mozambique. Refer to graph 2 for the results.

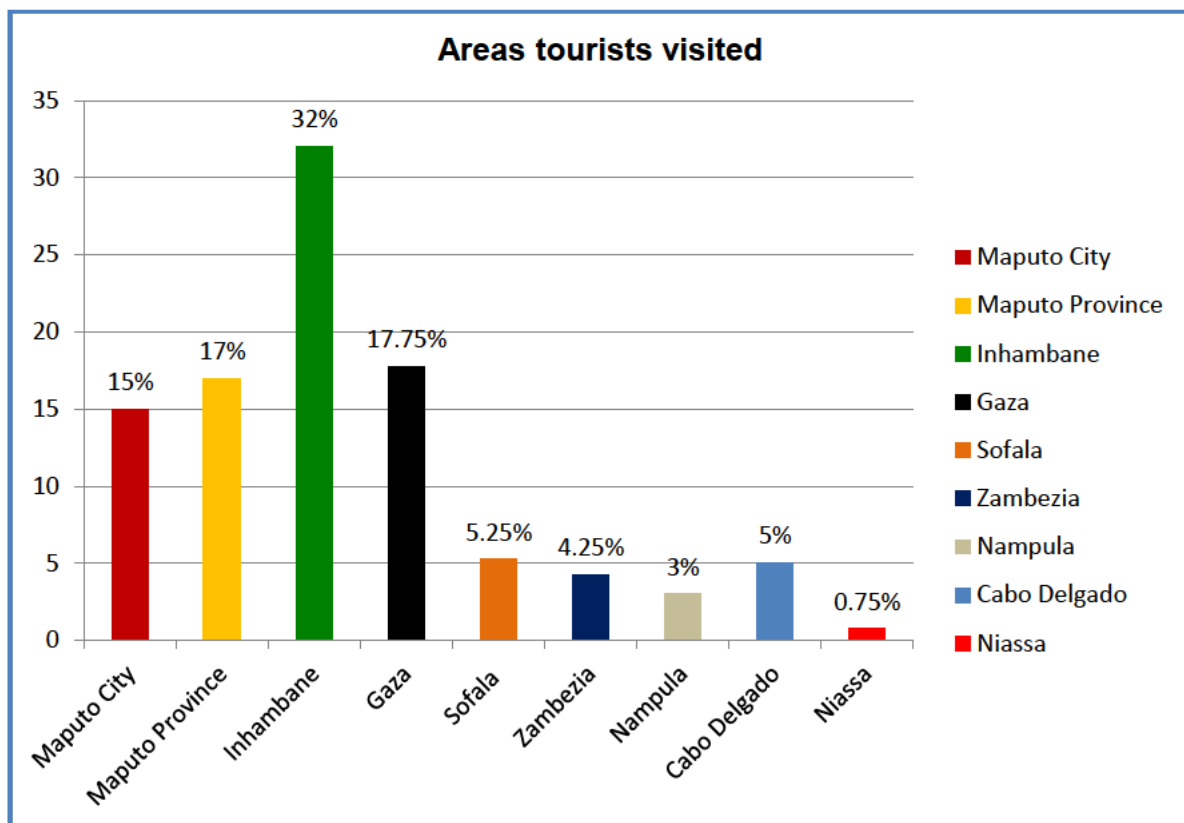


**Graph 2: Type of accommodation mostly used by leisure tourists in Mozambique**



Graph 2 shows the type of accommodation mostly used by the tourists in Mozambique. The graph indicates that the majority of the tourists (28%) used lodges as accommodation, while 22% used camping/caravanning. Some tourists (19.75%) stayed in hotels, while 11.25% stayed with family and/or friends. A total of 9.75% used self-catering units and 9.25% used B&Bs.

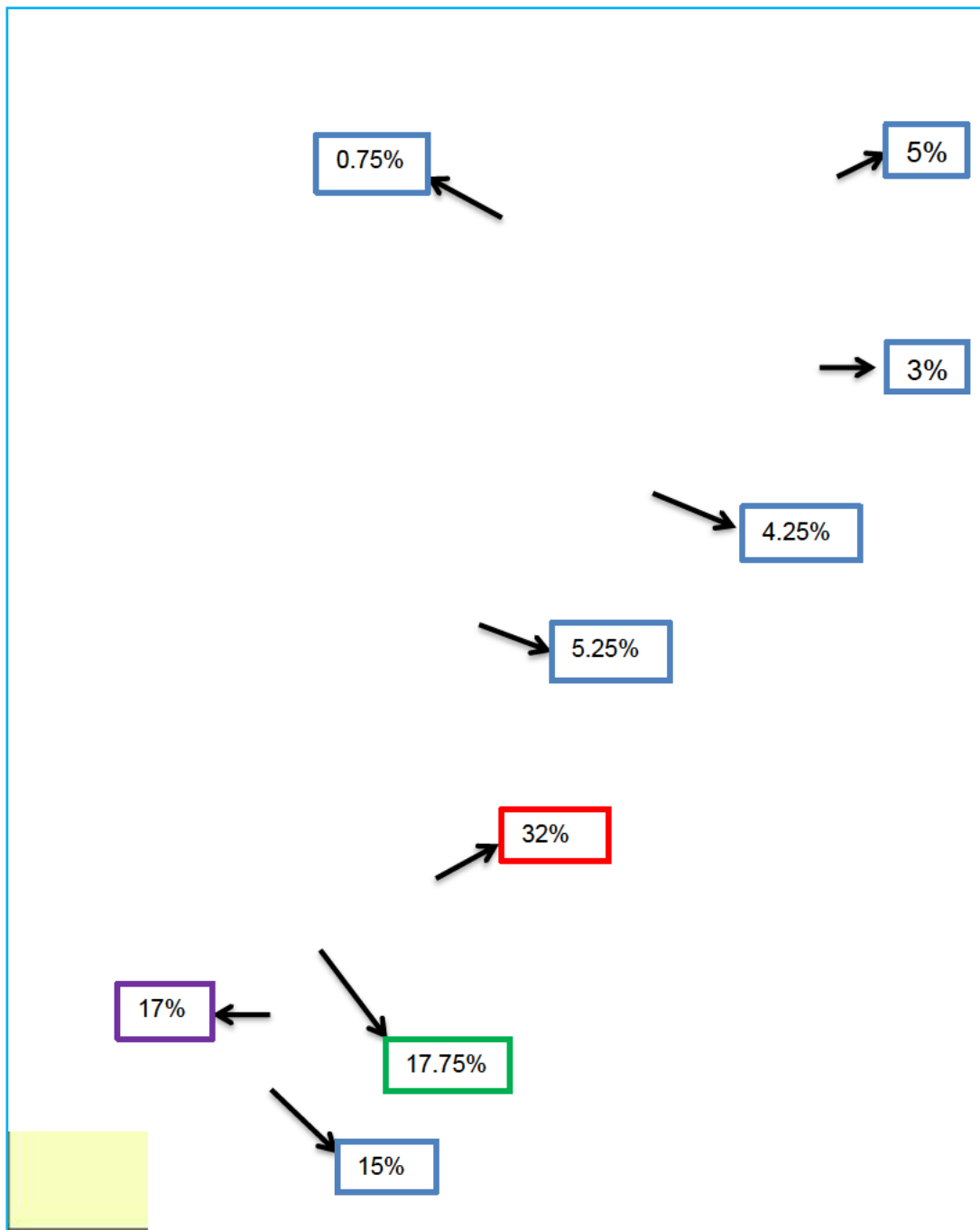
Question 6 indicates the areas tourists visited. Refer to graph 3.



**Graph 3: Areas tourists visited**

Graph 3 shows the areas where tourists spent the most time while visiting Mozambique. A total of 32% indicated that they spent most time in Inhambane, while 17.75% indicated Gaza. A total of 17% indicated they spent most time in Maputo Province, while 15% indicated Maputo city. A total of 5.25% spent most of their time in Sofala, while 5% spent it in Cabo Delgado. A total of 4.25% spent most of their time in Zambézia, while 3% spent it in Nampula. Only 0.75% of tourists indicated Niassa.

Figure 4 illustrates the areas where tourists spent the most time in Mozambique.



**Figure 4: Areas visited in Mozambique and the percentage of visitors**

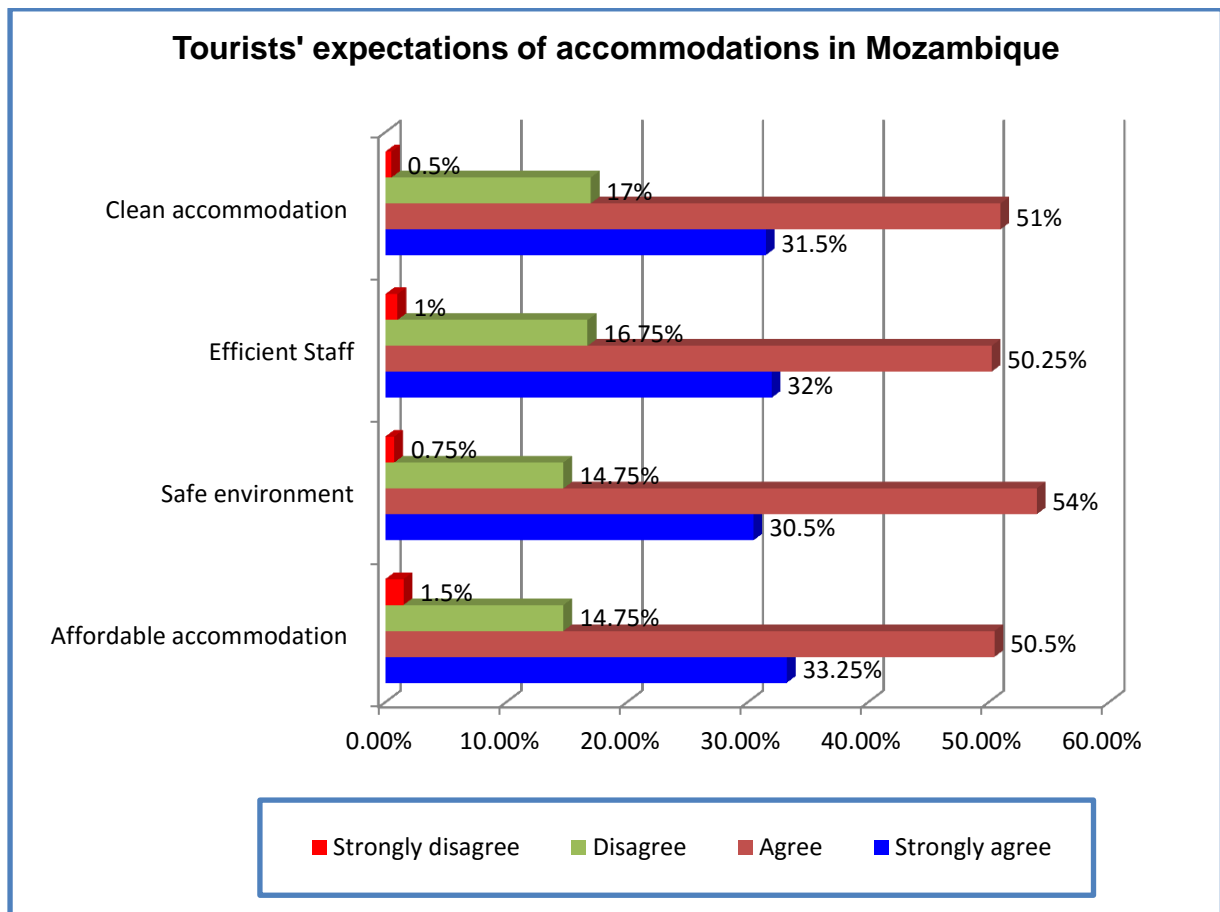
**Source:** Data from questionnaire

The following section (B) presents findings related to the expectations and experiences of the respondents.

### 6.2.2 Section B: The expectations and experiences of leisure tourists

This section deals with the expectations and experiences of leisure tourists regarding accommodation, food and beverage, attractions and outdoor activities in Mozambique.

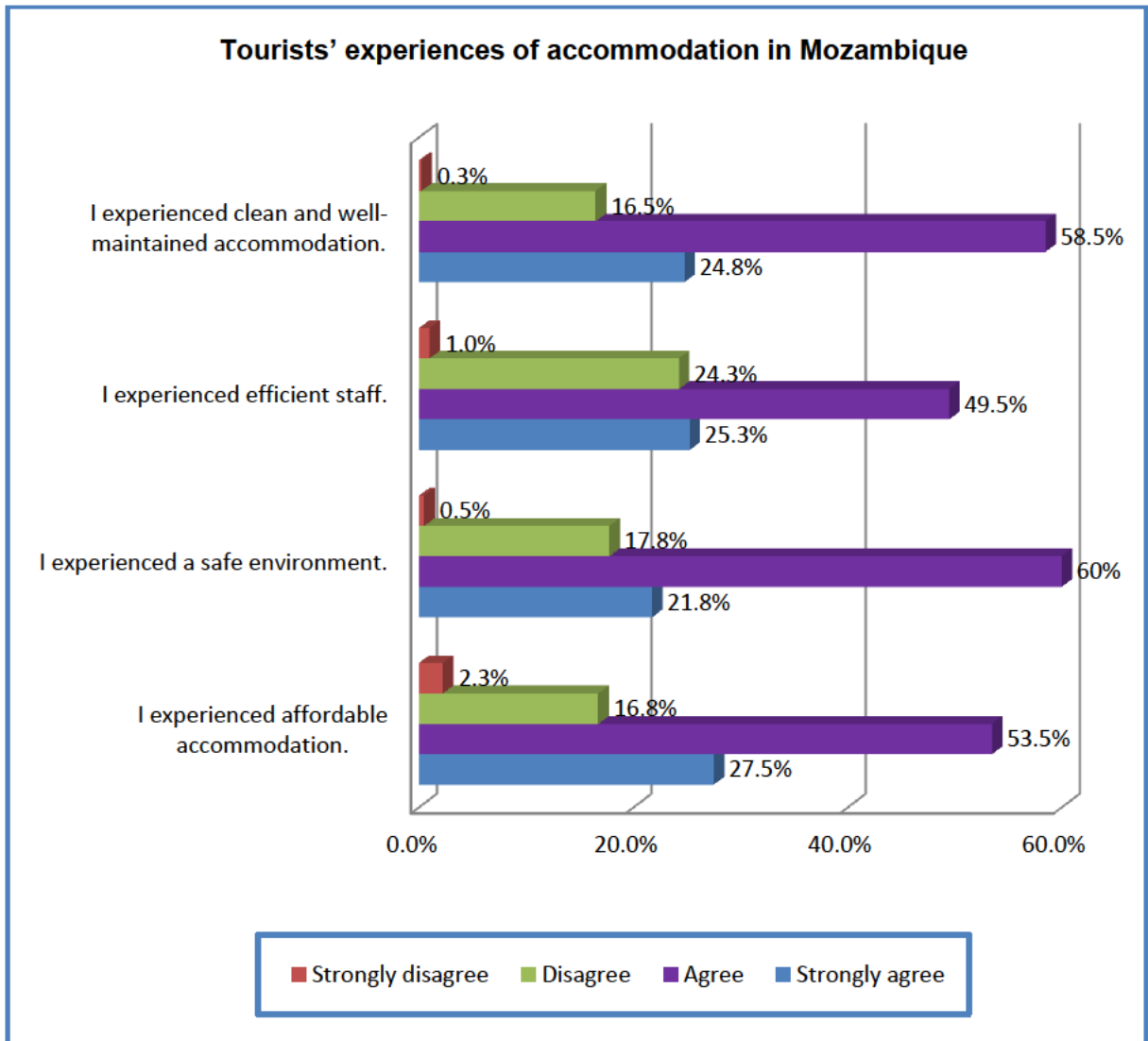
Question 7 refers to the tourists' expectations regarding accommodation in Mozambique. The results are provided in graph 4.



**Graph 4: Tourists' expectations of accommodation in Mozambique**

Graph 4 indicates that 51% of tourists had expected to find clean and well-maintained accommodation in Mozambique, while 50.25% had expected the staff to be efficient. Over half (54%) of the tourists had expected to stay in a safe environment and 50.5% had expected affordable accommodation.

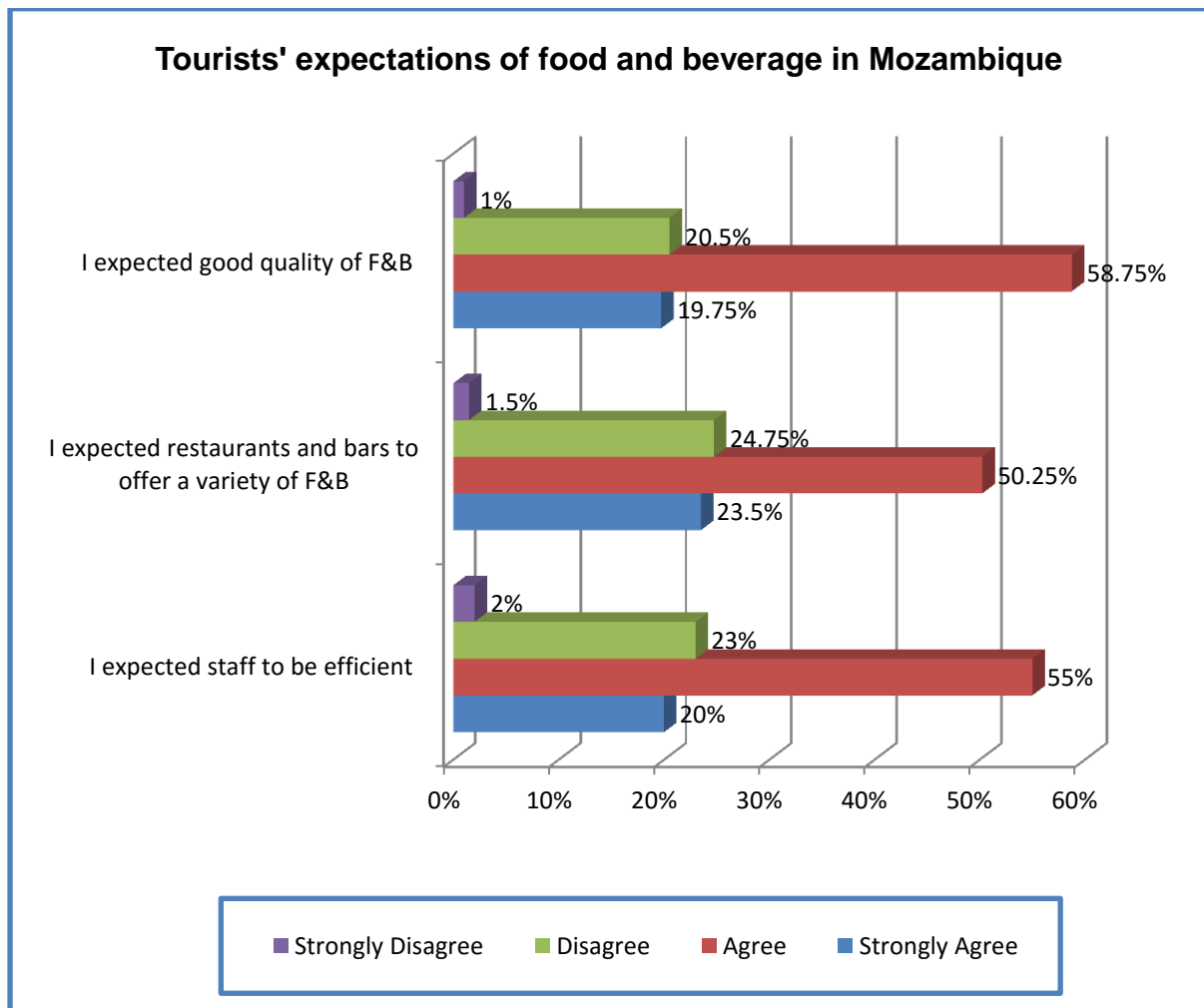
Question 8 refers to the tourists' experience of accommodation in Mozambique. Graph 5 displays the results.



**Graph 5: Tourists' experiences of accommodation in Mozambique**

It is clear from graph 5 that over half of the tourists (58.5%) experienced clean and well-maintained accommodation, while almost half of the tourists (49.5%) experienced efficient staff. A total of 60% of the tourists experienced a safe environment and 53.5% of tourists experienced affordable accommodation.

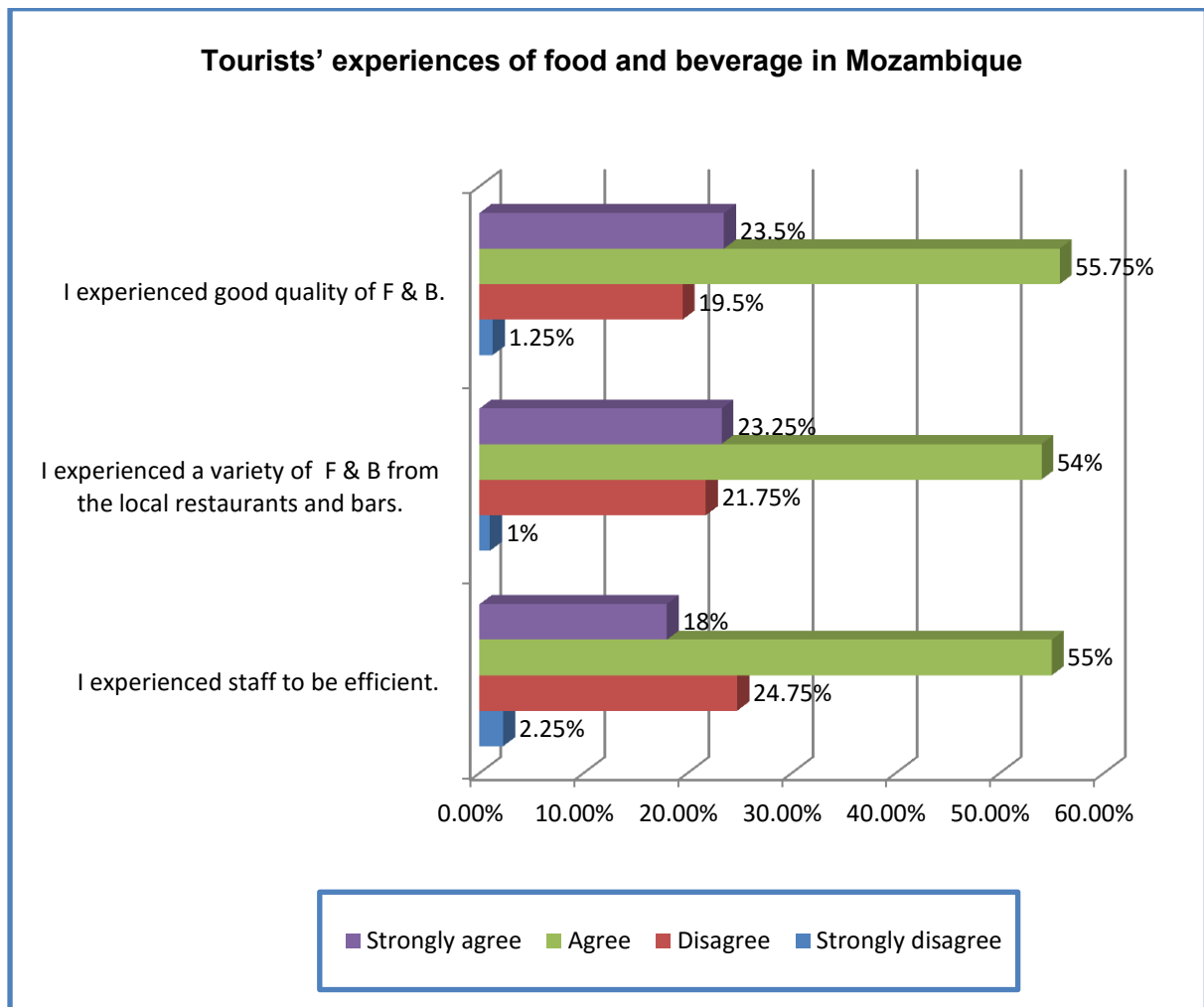
Question 9 examines the tourists' expectations regarding food and beverage in Mozambique. The results are presented in graph 6.



**Graph 6: Tourists' expectations of food and beverage in Mozambique**

According to graph 6, 58.75% of tourists indicated that they had expected good quality food and beverages, while 50.25% of the tourists affirmed that they had expected restaurants and bars to offer a variety of food and beverages. A total of 55% had expected staff to be efficient.

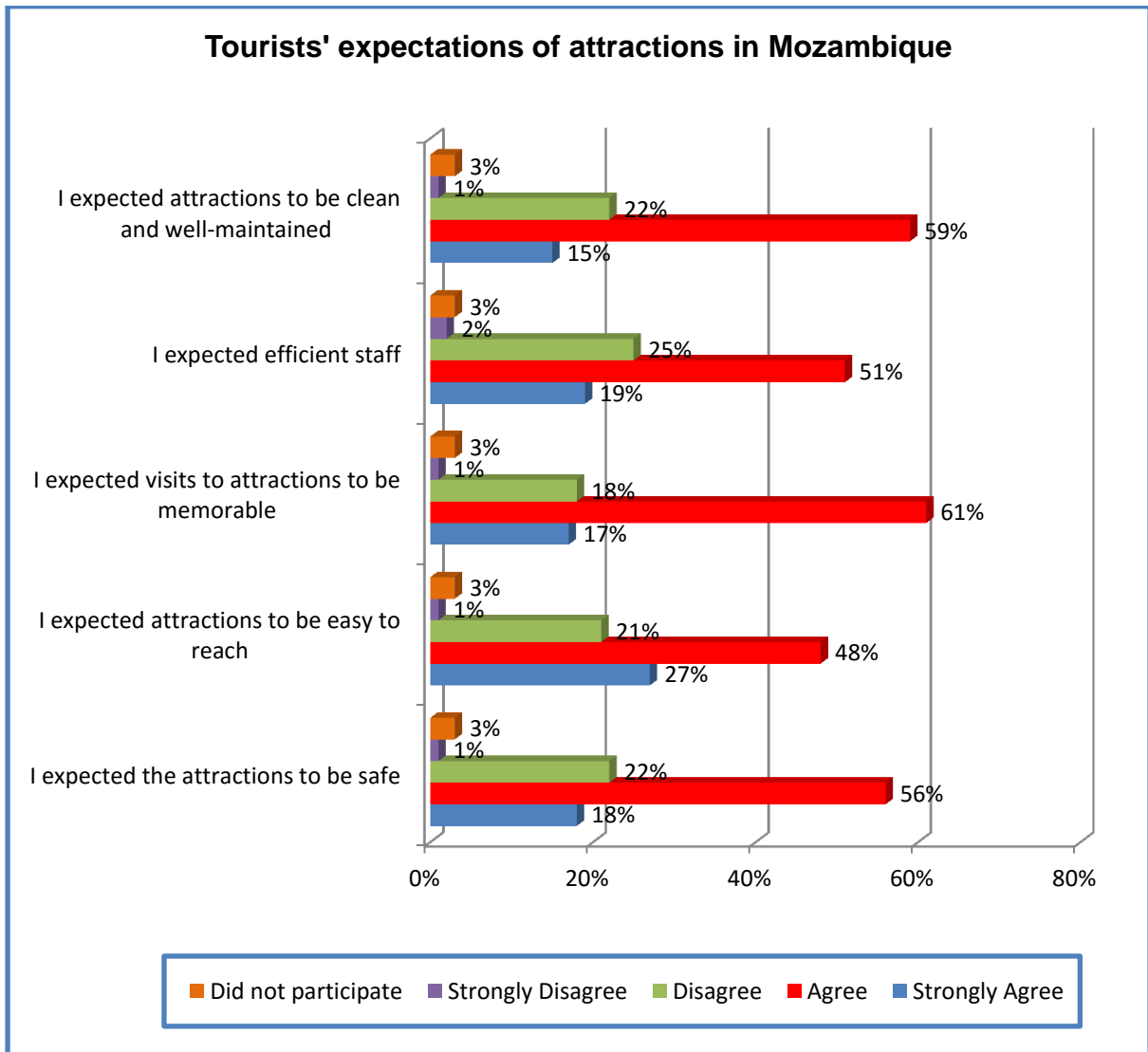
Question 10 indicates tourists' experiences of food and beverage in Mozambique. The results are illustrated in graph 7.



**Graph 7: Tourists' experiences of food and beverage in Mozambique**

Graph 7 indicates that 55.75% of the tourists experienced good quality food and beverage, while 54% of the tourists experienced a variety of food and beverages from the local restaurants and bars. A total of 55% experienced efficient staff.

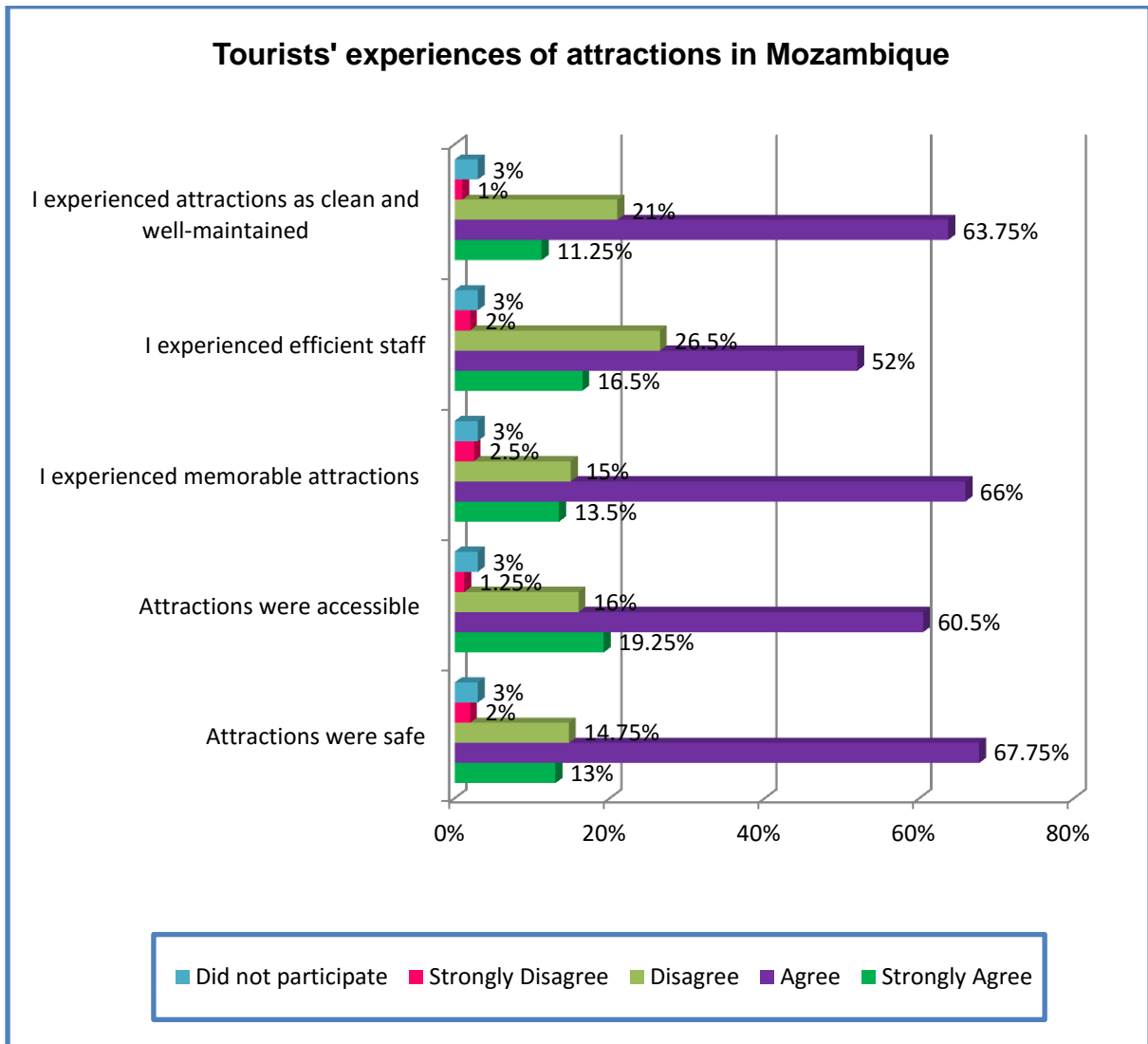
Question 11 indicates the tourists' expectations of attractions visited in Mozambique. Refer to graph 8.



**Graph 8: Tourists' expectations regarding attractions visited in Mozambique**

Graph 8 indicates that 59% of tourists had expected attractions to be clean and well-maintained, while 51% had expected the staff to be efficient. The majority of the tourists (61%) had expected attractions to be memorable, while 48% had expected the attractions to be easy to reach. Over half (56%) of tourists had expected attractions to be safe. A total of 3% did not visit attractions in Mozambique.

Question 12 measures the tourists' experiences of attractions in Mozambique. Graph 9 visualises the results.

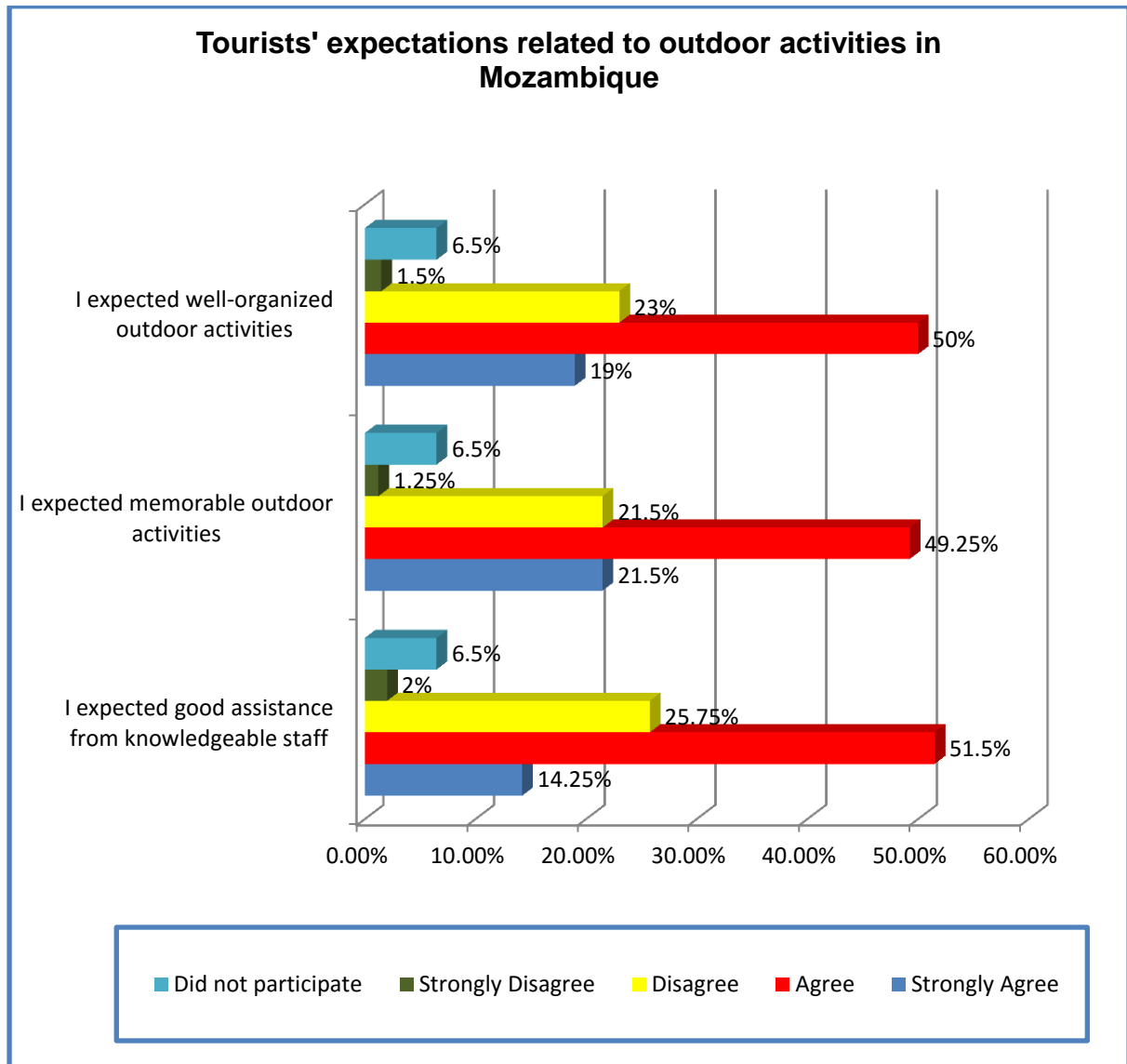


**Graph 9: Tourists' experiences related to attractions in Mozambique**

According to graph 9, a total of 64% of tourists admitted that they experienced attractions as clean and well maintained, while 52% of tourists experienced efficient staff. The majority of tourists (66%) experienced memorable attractions, while 61% affirmed that the attractions were accessible. A large percentage of the tourists (67.75%) stated that the attractions were safe. A total of 3% did not visit attractions in Mozambique.



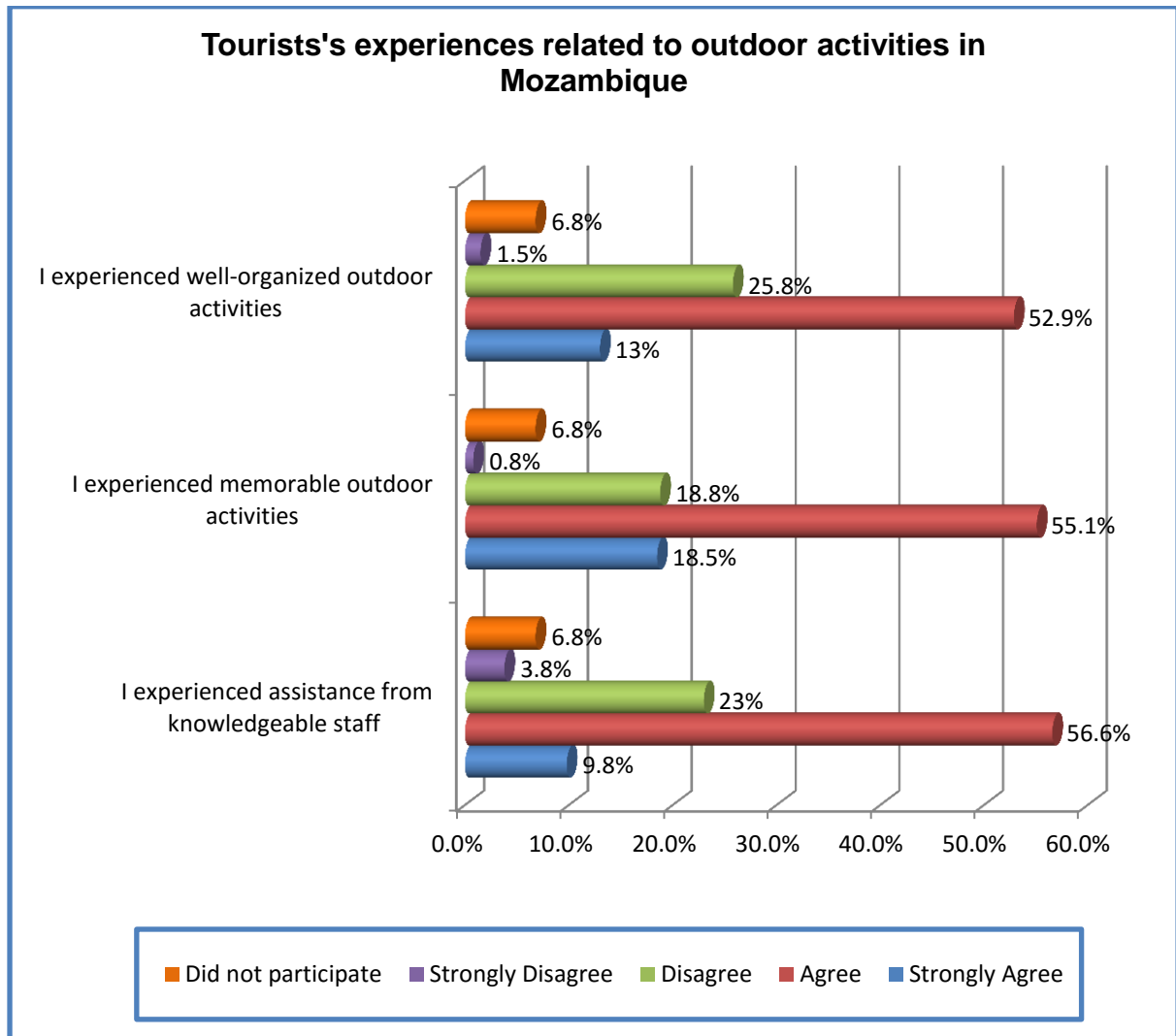
Question 13 indicates the tourists' expectations related to participating in outdoor activities in Mozambique. Graph 10 shows the results.



**Graph 10: Tourists' expectations related to outdoor activities in Mozambique**

The results displayed in graph 10 indicate that half of the tourists (50%) had expected well-organised outdoor activities. Almost half (49.25%) had expected memorable outdoor activities, while 51.5% had expected good assistance from knowledgeable staff. Some tourists (6.5%) did not participate in outdoor activities.

Question 14 refers to the tourists' experiences related to participating in outdoor activities in Mozambique. Refer to graph 11.



**Graph 11: Tourists' experiences related to outdoor activities in Mozambique**

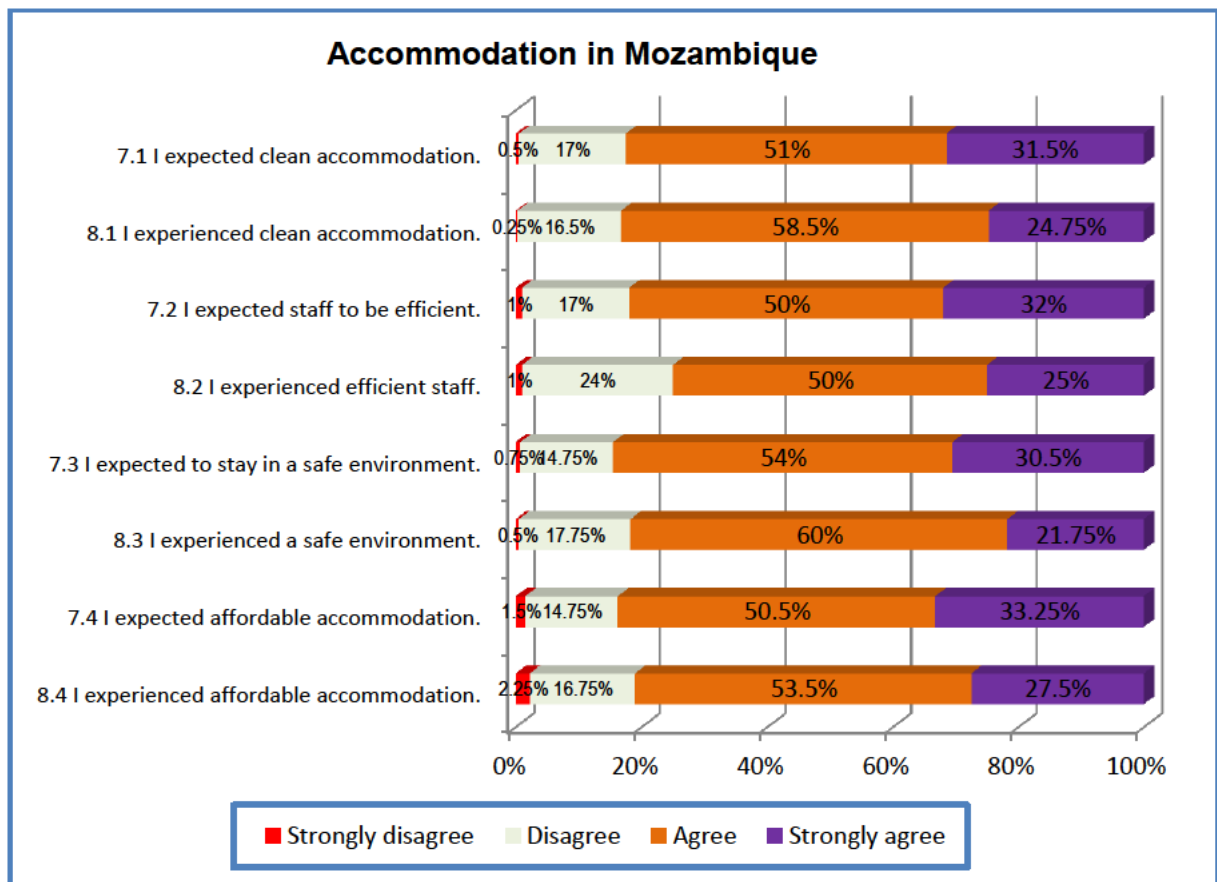
According to graph 11, a total of 52.9% tourists agreed that they experienced well-organised outdoor activities, while 55.1% experienced memorable outdoor activities. A large percentage (56.6%) experienced good assistance from knowledgeable staff, while 6.8% did not participate in outdoor activities.

### 6.3 Comparing experiences and expectations

This section compares the tourists' expectations and experiences with regard to the categories of accommodation, food and beverage, attractions, and outdoor activities.

#### 6.3.1 Accommodation in Mozambique

Tourists' expectations and experiences regarding accommodations are presented in graph 12 (questions 7 and 8).



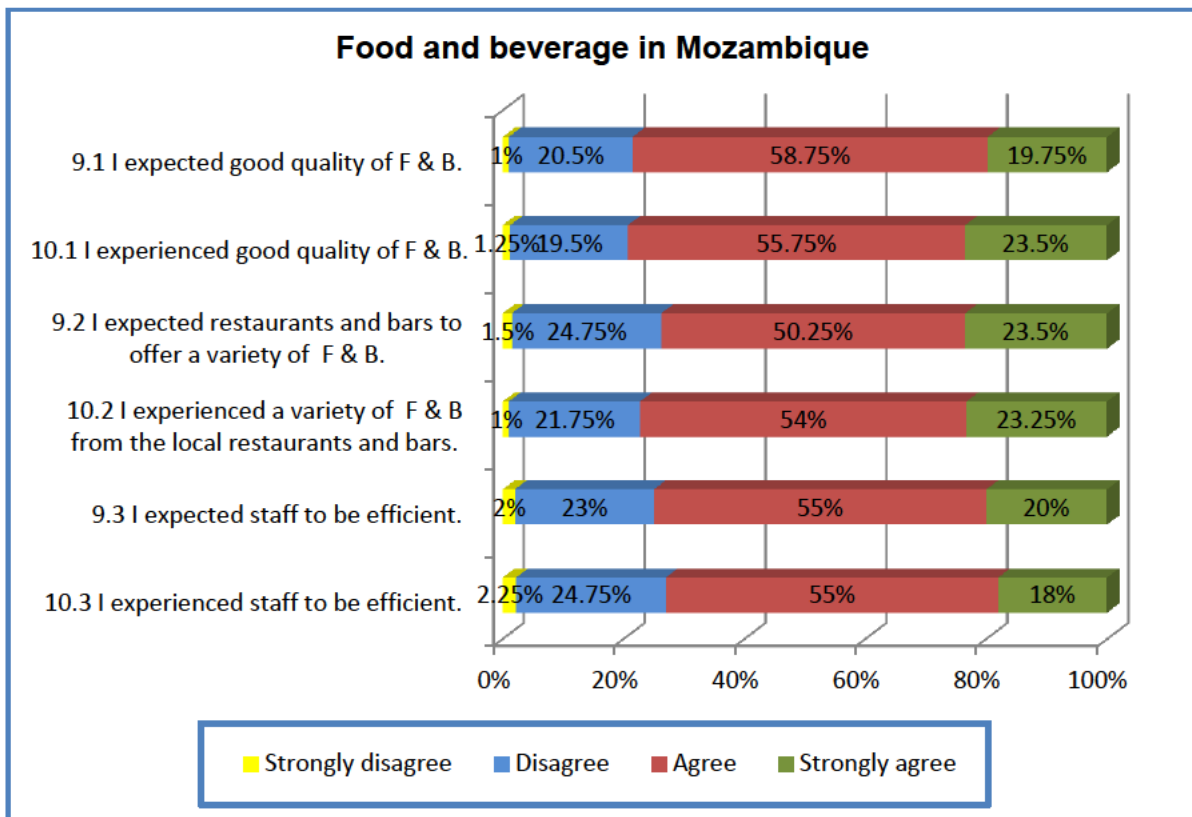
**Graph 12: Expectations versus experiences regarding accommodation**

Graph 12 compares the expectations and experiences of leisure tourists regarding accommodation in Mozambique. Regarding expectations, 51% of tourists had expected clean and well-maintained accommodation while 50% had expected staff to be efficient. A total of 54% had expected to stay in a safe environment while 50.5% had expected affordable accommodation. Regarding experiences, 58.5% of tourists experienced clean and well-maintained accommodation, while 50%

experienced efficient staff. The majority of tourists (60%) experienced a safe environment, while 53.5% experienced affordable accommodation.

### 6.3.2 Food and beverage in Mozambique

Tourists' expectations and experiences related to food and beverage are presented in graph 13 (questions 9 and 10).

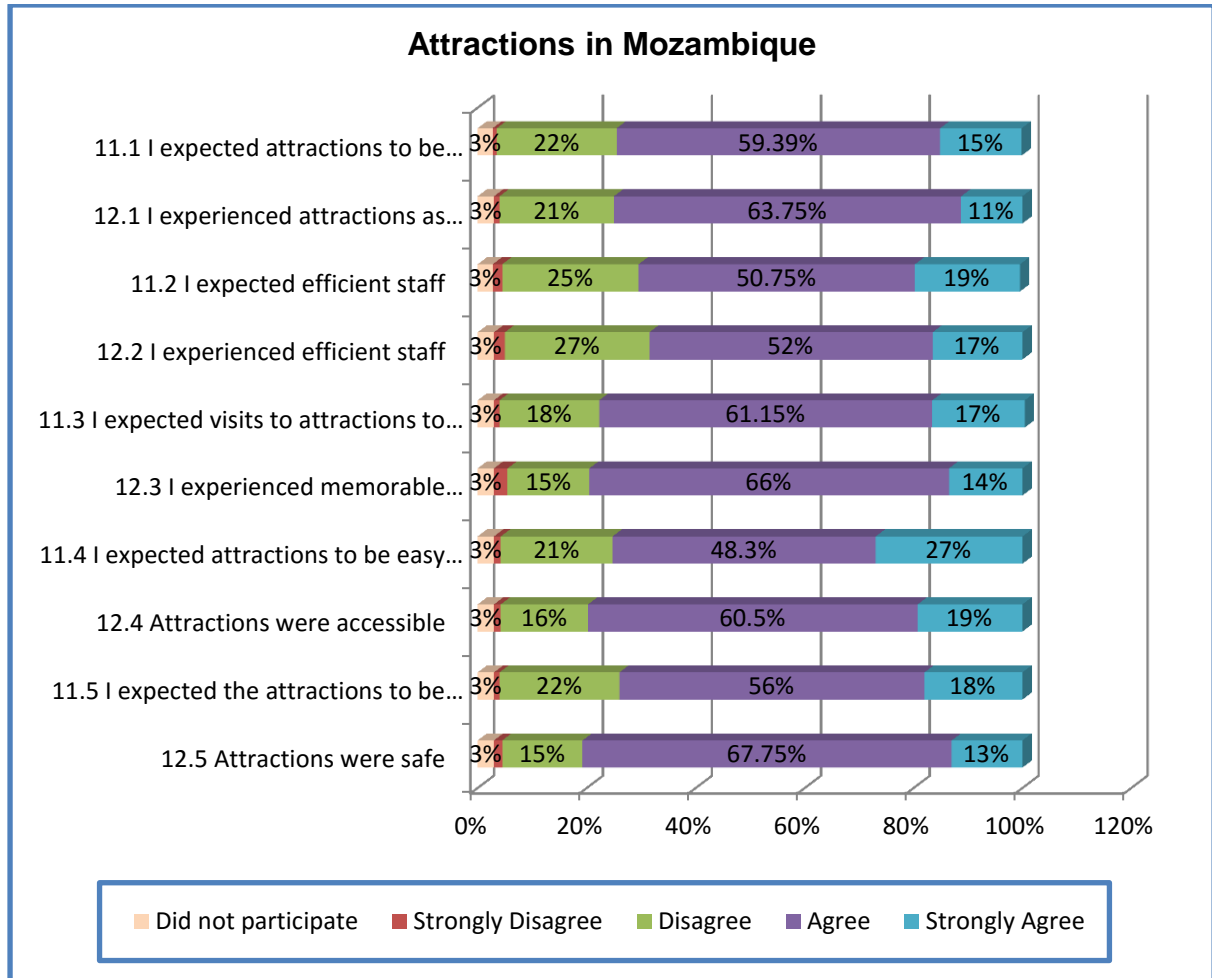


**Graph 13: Expectations versus experiences regarding food and beverage**

Graph 13 compares the expectations and experiences of leisure tourists regarding food and beverage. In terms of expectations, the graph shows that the majority of tourists (58.7%) had expected good quality of food and beverage, while 50.25% had expected restaurants and bars to offer a variety of food and beverage and 55% had expected staff to be efficient. Regarding tourist experiences, the graph shows that 55.75% of tourists experienced good quality of food and beverage, 54% experienced a variety of food and beverage from the local restaurants and bars, and 55% experienced staff to be efficient.

### 6.3.3 Attractions in Mozambique

Tourists' expectations and experiences related to attractions are displayed in graph 14 (questions 11 and 12).

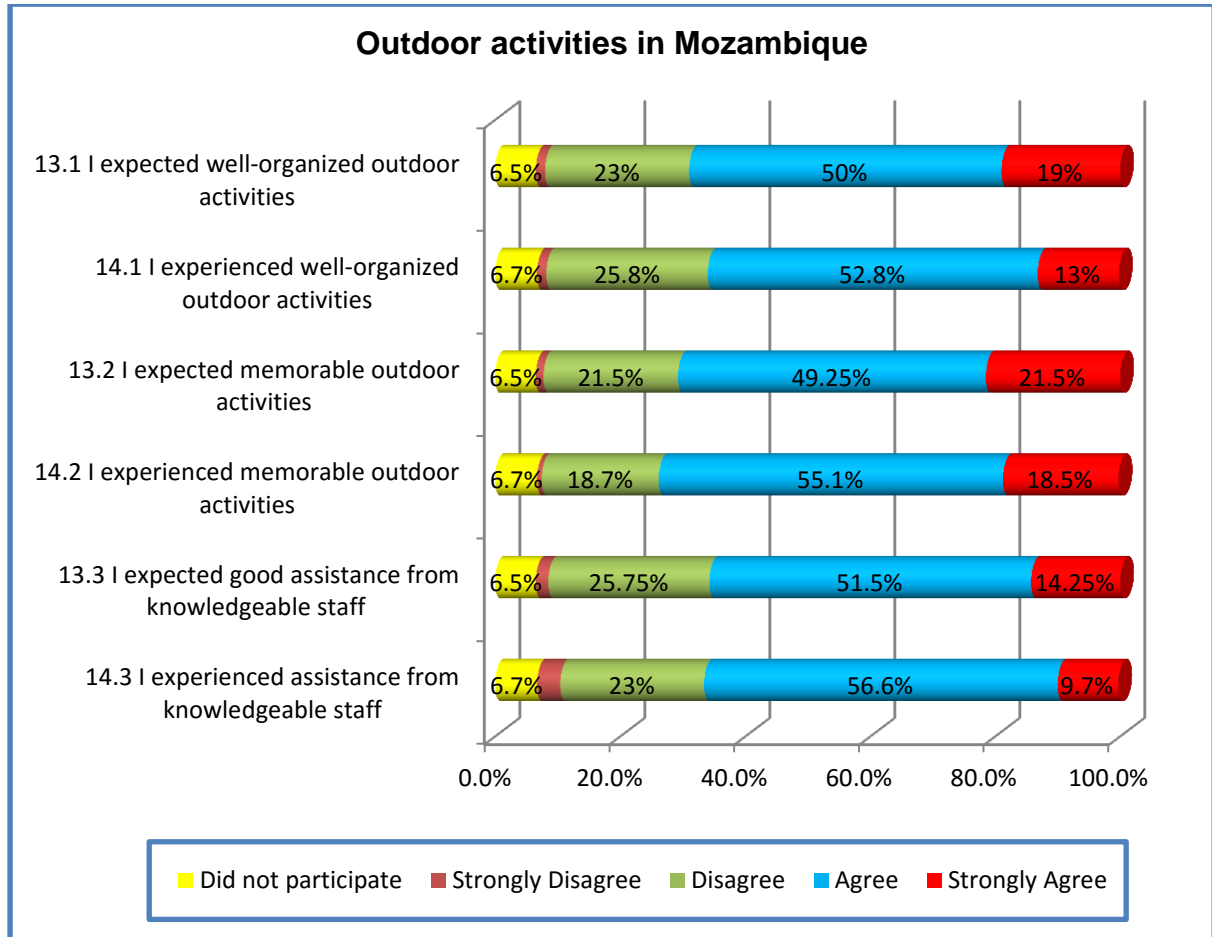


**Graph 14: Expectations versus experiences regarding attractions**

Graph 14 compares the expectations and experiences regarding attractions in Mozambique. According to the graph, 59.39% of tourists had expected attractions to be clean and well maintained; 50.75% had expected efficient staff; 61.15% had expected visits to attractions to be memorable; 48.3% had expected attractions to be easy to reach; and 56% had expected attractions to be safe. In terms of experiences, the graph shows that 63.75% of tourists experienced attractions to be clean and well maintained; 52% experienced efficient staff; 66% experienced memorable attractions; 60.5% experienced accessible attractions; and 67.75% experienced safe attractions.

### 6.3.4 Outdoor activities in Mozambique

Tourists' expectations and experiences related to outdoor activities are presented in graph 15 (questions 13 and 14).



**Graph 15: Expectations versus experiences regarding outdoor activities**

Graph 15 compares the frequencies of tourists' assessment of their expectations and experiences regarding the outdoor activities in which they had participated in Mozambique. The graph shows that 50% of tourists had expected well-organised outdoor activities, while 49.25% had expected memorable outdoor activities and 51.5% had expected good assistance from knowledgeable staff. The same graph indicates that 52.8% experienced well-organised outdoor activities, while 55.1% experienced memorable outdoor activities and 56.6% experienced good assistance from knowledgeable staff.

## Responses to the open question

The responses to the open question (question 15) are as follows. A total of 271 (67.76%) of tourists responded to the open question. The next section presents the responses in terms of concerns and positive experiences.

The main concerns reported by the tourists include the following:

1. A lack of entertainment programmes, reported by 13 tourists;
2. Poor variety of entertainment, reported by four tourists;
3. A lack of water-sport equipment, reported by three tourists;
4. Some diving sites are not safe and have poor rescue services available, reported by five tourists;
5. A limited offering of cultural exposure and traditional dances to tourists, reported by three tourists;
6. A limited offering of local traditional food in some areas, reported by one tourist;
7. A lack of well-trained and professional tourist guides in some areas, reported by seven tourists;
8. Inefficient beach cleaning system during the peak season, reported by two tourists;
9. Poor communication and public relation skills by some staff members in some areas, reported by four tourists;
10. A lack of fast-food suppliers along the road, reported by one tourist;
11. Numerous stops for passport and car inspection by police officers, reported by four tourists;
12. Inadequate road signage, reported by 10 tourists;
13. Poor quality roads, especially secondary roads, reported by four tourists;
14. Long queues and complex process at border posts, reported by five tourists;
15. Insufficient tourism information centres, reported by two tourists;
16. Some accommodation, especially hotels, is very expensive, reported by four tourists;
17. Inefficient and chaotic public transportation system, reported by four tourists;  
and
18. Ineffective public illumination in Maputo city, reported by one tourist.

### **Positive experiences:**

1. Exciting and relaxing trip, spending quality time with family and friends, reported by 60 tourists (15%);
2. The natural scenery, such as beaches and islands, was spectacular, reported by 28 tourists (7%);
3. The locals were friendly and tourists visited the local markets and attractions, reported by 39 tourists (9.75%);
4. Tourists enjoyed guided tours in different places, reported by 16 tourists (4%);
5. Tourists had the opportunity to learn some of the local languages, reported by two tourists (0.5%); and
6. The seafood dishes were good, reported by four tourists (1%).

### **6.4 Inferential statistics**

In order to ascertain whether there is a statistically significant mean difference between the expectations and experiences of leisure tourists visiting Mozambique, a paired t-test was performed. Paired t-tests typically apply to a sample of matched pairs of similar units or one group of units that has been tested twice (Bower, 2010). In this case, the returning tourists were asked to rate their before and after impressions, and the analysis was performed on the differences between these, per tourist per question. Note that in the third column of table 6, the totals of the differences are mostly negative i.e. 'after' scores appeared to be lower than 'before' scores.

Table 6 displays the results of the paired t-test applicable to this study. For each tourist, the difference between the after and before rating was calculated and the sign (positive or negative) retained. The p-value represents the probability of rejecting the hypothesis of a zero mean value for the differences between two sets of ratings on the Likert scale. The level of significance selected was 5%, hence, the values in the last column lower than 0.05 indicate a significant mean difference (marked with \*).



**Table 6: Paired t-test of expectations and experiences of South African leisure tourists visiting Mozambique**

Rows	(experienced - expected)	Sum of differences in scores	No. of differences equal to 0, out of 400	Percentage of no differences in the ratings	p-value
1	(Q 8.1-Q7.1)	-27	207	51.8%	<b>0.119</b>
2	(Q 8.2-Q 7.2)	-57	210	52.5%	<b>0.000*</b>
3	(Q 8.3-Q 7.3)	-45	204	51.0%	<b>0.003*</b>
4	(Q 8.4-Q 7.4)	-37	211	52.8%	<b>0.015</b>
5	(Q 10.1-Q 9.1)	17	188	47.0%	<b>0.260</b>
6	(Q 10.2-Q 9.2)	15	180	45.0%	<b>0.340</b>
7	(Q 10.3-Q 9.3)	-17	188	47.0%	<b>0.266</b>
8	(Q 12.1-Q 11.1)	-13	213	53.3%	<b>0.281</b>
9	(Q 12.2-Q 11.2)	-15	221	55.3%	<b>0.140</b>
10	(Q 12.3-Q 11.3)	-12	219	54.8%	<b>0.322</b>
11	(Q 12.4-Q 11.4)	-13	218	54.5%	<b>0.253</b>
12	(Q 12.5-Q 11.5)	8	226	56.5%	<b>0.946</b>
13	(Q 14.1-Q 13.1)	-41	192	48.0%	<b>0.012*</b>
14	(Q 14.2-Q 14.2)	-3	204	51.0%	<b>1.000</b>
15	(Q 14.3-Q 14.3)	-27	214	53.5%	<b>0.094</b>

\*Indicates significant differences between the mean scores of the two groups

Table 6 indicates a significant difference between the mean scores of the experience and expectation of clean accommodation, a safe environment and well-organised outdoor activities.

## 6.5 Summary

This chapter presented and discussed the research findings from the empirical part of the investigation. It presented both the descriptive and inferential statistics applicable to this investigation. Chapter 7 will present the conclusions of the investigation.

## **CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS**

### **7.1 Introduction**

Chapter 6 presented, analysed and discussed the findings of the empirical part of the investigation. This chapter presents the conclusions and recommendations drawn from the findings. Future research is also suggested.

### **7.2 Summary and conclusions**

The aim of this investigation was to ascertain the expectations and experiences of South African leisure tourists visiting Mozambique. Four hundred questionnaires were administered to South African leisure tourists returning via the Ressano Garcia/Komatipoort Border Post.

Findings indicate that most respondents were between 19 and 67 years of age. The majority of respondents were males (61%). Most respondents (66%) earned an annual income of less than R300 000 p.a. The average stay of tourists in Mozambique was 22 days. Most respondents visited Inhambane Province (32%), followed by Gaza Province (17.75%) and Maputo Province (17%). Most respondents stayed in lodges (28%), followed by camping/caravanning (22%) and hotels (19.75%). This accommodation preference is supported by Kiambo (2014:147) who made a similar finding about the accommodation preferences of South African tourists to Mozambique.

By combining the 'agree' and 'strongly agree' responses from graphs 12 to 15, the following conclusions apply. In graph 12 (the experiences versus the expectations of tourists related to accommodation) the findings reflect that the majority of respondents had better experiences than expectations, except for staff efficiency (questions 7.1 and 8.1).

Regarding food and beverage, graph 13 indicates that tourists had better experiences compared to their expectations (in all the cases). Graph 14 (experiences and expectations related to attractions) shows that tourists had better

experiences than expected regarding attractions, except for questions 11.2 and 12.3 where their expectation regarding staff efficiency was higher.

Regarding outdoor activities, graph 15 indicates that respondents had expected more from well-organised outdoor activities than they experienced (questions 13.1 and 14.1). The other responses indicate that experiences exceeded expectations.

The overall findings show that, in numerous cases, the experiences of tourists exceeded their expectations. This is justified by the fact that the majority of tourists reported that they experienced an exciting and relaxing trip, spending quality time with family and friends. The good memories of the South African leisure tourists after exploring the spectacular natural scenery of attractions such as the beaches and islands and the friendliness of the locals justify their repeating trend to visit Mozambique. This conclusion aligns with the views of Tiefenbacher *et al.* (2000:299) that, after a trip, tourists' memories are generated based on the last experiences they had visiting a particular destination. This is likely to influence decisions pertaining to their next trip.

However, some challenges were highlighted by the responses, especially related to the efficiency of staff (at accommodation establishments and in the food and beverage area) that needs to be addressed. Moreover, the establishment of effective tourism information centres and improving the poor roads and signage are further challenges the Mozambican government needs to address. Product owners have the challenge of offering affordable accommodation, allocating well-trained tourist guides and diversifying the entertainment industry.

This conclusion supports the views of Erdly and Kesterson-Townes (2003:12) that tourists' experiences enable product owners, managers and governments to understand the overall process of travel from a tourist perspective and to make adjustments based on the feedback from tourists. The process of investigating tourist experience allows tourism managers to better identify and satisfy the expectations of prospective tourists.

### 7.3 Recommendations

This section presents recommendations that address the expectations and experiences of South African leisure tourists. Recommendations are directed at the Mozambican government and product owners.

***Recommendations to the government of Mozambique are the following:***

1. Roads should be upgraded.
2. Adequate signage should be erected along the routes.
3. Procedures at the border posts need to be streamlined, especially during the peak season.
4. Designated stop areas should be established for car and passport inspection.
5. Car and passport inspections should be kept minimal.
6. The number of tourism information centres should be increased to at least three for each province.
7. Public transportation services should be enhanced. This includes establishing schedules for departures and arrivals, route control and car inspections.
8. The illumination of cities and suburban areas should be improved.
9. Local communities should be involved in business opportunities. Tourist guides should be better trained and their knowledge should be continuously updated.
10. The cleaning of areas such as beaches needs to be improved.

***Recommendations to the product owners in Mozambique are the following:***

1. A greater variety of entertainment and recreational programmes needs to be established. This can include traditional themes, where the local communities can be involved.
2. The offering of traditional food and beverage needs to be increased.
3. A greater variety of water-sport equipment should be made available for outdoor activities.
4. Staff at accommodation establishments and food and beverage outlets needs to be better trained.

## **7.4 Suggested future research**

Further studies should focus on the socio-economic impacts of tourism in the areas in Mozambique most visited by South African leisure tourists.

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## ANNEXURE A: Cover letter



December 2015

Dear Participant

### **RE: MASTER'S STUDY: THE EXPECTATIONS AND EXPERIENCES OF SOUTH AFRICAN LEISURE TOURISTS VISITING MOZAMBIQUE**

Thank you for your co-operation in the completion of this questionnaire.

The completion of this questionnaire is anonymous and the information will be handled confidentially. Your inputs are of extreme value and importance for the researcher and the tourism product owners operating in Mozambique.

The information will be used for research purposes only.

Please answer this questionnaire as honestly as possible.

*Dankie vir u berdeiwillingheid om die vraelys te voltooi. Alle inligting is slegs vir navorsingsdoeleides en u eerlike opinies sal waardeer word. Alle inligting sal konfidensieel hanteer word.*

Yours truly

Mr FDA Muir

Study leader: Prof Deseré Kock (051 507 3114, email: koktd@cut.ac.za)

## ANNEXURE B: Questionnaire



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Please complete the questionnaire by making an **X** in the applicable answer in the box.

### SECTION A: DEMOGRAPHIC INFORMATION

1. Please indicate your age in years.

Age in years	
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2. Please indicate your gender.

1	Male
2	Female

3. Please indicate your income level.

1	Less than R300 000 p.a.
2	Between R300 000 and R700 000 p.a.
3	More than R700 000 p.a.

4. How long did you stay in Mozambique for this trip? .....days

5. Please indicate which type of accommodation you mostly used.

1	Hotels		5	Camping / caravan	
2	Lodges		6	Family and/or friends	
3	B&Bs		7	Other, specify .....	
4	Self-catering units			.....	

6. Please indicate in which area you spent the most time during this visit to Mozambique.

1	Maputo City		7	Zambézia	
2	Maputo Province		8	Tete	
3	Inhambane		9	Nampula	
4	Gaza		10	Cabo Delgado	
5	Sofala		11	Niassa	
6	Manica		12	If unsure, in which town did you spend most of your holiday? .....	

## SECTION B: THE EXPECTATIONS AND EXPERIENCES OF LEISURE TOURISTS

7. Please indicate your **expectations** related to accommodation in Mozambique.

		Strongly disagree	Disagree	Agree	Strongly Agree
7.1	I <b>expected</b> clean and well-maintained accommodation.	1	2	3	4
7.2	I <b>expected</b> staff to be efficient.	1	2	3	4
7.3	I <b>expected</b> to stay in a safe environment.	1	2	3	4
7.4	I <b>expected</b> affordable accommodation.	1	2	3	4

8. Please indicate your **experiences** related to accommodation in Mozambique.

		Strongly disagree	Disagree	Agree	Strongly Agree
8.1	I <b>experienced</b> clean and well-maintained accommodation.	1	2	3	4
8.2	I <b>experienced</b> efficient staff.	1	2	3	4
8.3	I <b>experienced</b> a safe environment.	1	2	3	4
8.4	I <b>experienced</b> affordable accommodation.	1	2	3	4

9. Please indicate your **expectations** related to food and beverages in Mozambique.

		Strongly disagree	Disagree	Agree	Strongly Agree
9.1	I <b>expected</b> good quality food and beverages.	1	2	3	4
9.2	I <b>expected</b> restaurants and bars to offer a variety of food and beverages.	1	2	3	4
9.3	I <b>expected</b> staff to be efficient.	1	2	3	4



10. Please indicate your **experiences** related to the food and beverages in Mozambique.

		Strongly disagree	Disagree	Agree	Strongly Agree
10.1	I <b>experienced</b> good quality food and beverage.	1	2	3	4
10.2	I <b>experienced</b> a variety of food and beverages from the local restaurants and bars.	1	2	3	4
10.3	I <b>experienced</b> staff to be efficient.	1	2	3	4

11. Please indicate your **expectations** related to the attractions you visited in Mozambique. (*Attractions include beaches, parks, game reserves, zoos, art galleries, museums, etc.*)

		Did not visit attractions	Strongly disagree	Disagree	Agree	Strongly Agree
11.1	I <b>expected</b> attractions to be clean and well-maintained.	0	1	2	3	4
11.2	I <b>expected</b> efficient staff.	0	1	2	3	4
11.3	I <b>expected</b> visits to attractions to be memorable.	0	1	2	3	4
11.4	I <b>expected</b> attractions to be easy to reach.	0	1	2	3	4
11.5	I <b>expected</b> the attractions to be safe.	0	1	2	3	4

12. Please indicate your **experiences** related to attractions in Mozambique.

		Did not visit attractions	Strongly Disagree	Disagree	Agree	Strongly Agree
12.1	I <b>experienced</b> attractions as clean and well-maintained.	0	1	2	3	4
12.2	I <b>experienced</b> efficient staff.	0	1	2	3	4
12.3	I <b>experienced</b> memorable attractions.	0	1	2	3	4
12.4	Attractions were accessible.	0	1	2	3	4
12.5	Attractions were safe.	0	1	2	3	4

13. Please indicate your **expectations** related to participating in outdoor activities in Mozambique. (*Outdoor activities include backpacking, fishing, birdwatching, diving, hiking, etc.*)

		Did not participate in outdoor activities	Strongly Disagree	Disagree	Agree	Strongly Agree
13.1	I <b>expected</b> well-organized outdoor activities.	0	1	2	3	4
13.2	I <b>expected</b> memorable outdoor activities.	0	1	2	3	4
13.3	I <b>expected</b> good assistance from knowledgeable staff.	0	1	2	3	4

14. Please indicate your **experiences** related to participating in outdoor activities in Mozambique.

		Did not participate in outdoor activities	Strongly Disagree	Disagree	Agree	Strongly Agree
14.1	I <b>experienced</b> well-organized outdoor activities.	0	1	2	3	4
14.2	I <b>experienced</b> memorable outdoor activities.	0	1	2	3	4
14.3	I <b>experienced</b> assistance from knowledgeable staff.	0	1	2	3	4

15. Please indicate any concerns or positive experiences you had during your trip to Mozambique.


**Thanks for your participation in this study!**

## ANNEXURE C: Letter of consent to border authorities of Mozambique



**To:** National Directorate of Migration (Direção Nacional de Migração)  
Av. Ho-Chi Min no. 316  
Mozambique  
Maputo

**Dear Sir/Madam**

**RE: Permission to conduct survey**

**Francisco de Assis António Muir** with passport no. 13AF89146 is a post-graduate student of the Department of Tourism and Event Management at the Central University of Technology, Free State (CUT) in South Africa (with student no. 214130665).

He is currently busy with this master's dissertation entitled: ***“The expectations and experiences of South African leisure tourists visiting Mozambique”***. This letter seeks permission from border authorities in Mozambique to allow the student to administer a questionnaire to returning South African leisure tourists at the Ressano Garcia Border Post. The data gathering is scheduled for December of 2015/January 2016.

Thank you in advance for your kind consideration.

Yours truly



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