

**VISITORS' PERCEPTION OF DESTINATION  
ATTRACTIVENESS: THE CASE OF SELECTED KIMBERLEY  
RESORTS**

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**at the**

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# DECLARATION OF INDEPENDENT WORK

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## DECLARATION WITH REGARD TO

## INDEPENDENT WORK

I, Kulsum Bibi Gany, identity number ----- and student number -----, do hereby declare that this research project is submitted to the Central University of Technology, Free State, for the Degree of Masters of Management Sciences: Tourism and Hospitality Management.

This is my own independent work; it complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the Central University of Technology, Free State. This study has not been submitted before to any institution by myself or any other person in fulfillment (or partial fulfillment) of the requirements for the attainment of any qualification.

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SIGNATURE OF STUDENT

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DATE

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## LIST OF ABBREVIATIONS

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- ABSA – Amalgamated Banks of South Africa
- ATKV – Afrikaans Language and Culture Association
- ATM – Automated Teller Machine
- ATR – Annual Tourism Report
- CNBC – Consumer News and Business Channel
- DFA – *Diamond Fields Advertiser*
- EPCOT – Experimental Prototype Community of Tomorrow
- FNB – First National Bank
- GDP– Gross Domestic Product
- KCP – Kimberley City Portal
- KZN – KwaZulu-Natal (Province)
- NC – Northern Cape (Province)
- NCDT – Northern Cape Department of Tourism
- NCPG – Northern Cape Provincial Government
- NCT – Northern Cape Tourism
- NCDT – Northern Cape Department of Tourism
- NDT – National Department of Tourism
- NPS – Net Promoter Score
- NTGS – National Tourism Growth Strategy
- NTSS – National Tourism Sector Strategy
- SATSA - Southern African Tourism Services Association
- SPLM – Sol Plaatje Local Municipality
- STATSSA – Statistics South Africa
- TEP – Tourism Enterprise Programme
- TGCSA – Tourism Grading Council of South Africa
- WTO – World Trade Organisation

## ABSTRACT

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Tourism is more frequently referred to as the world's biggest and fastest growing industry. Together with this trend, the importance of visitor perception has been increasingly analysed and is considered a significant factor in destination attractiveness. An investigation of the impact of destination attributes on frequency of visitors and their intention to return could demonstrate the strengths and weaknesses of a destination by assessing its attractiveness level.

This study analyses destination attractiveness and the influence of these attributes on visitors' perception. Information and knowledge about destination attractiveness can assist with development and planning, marketing, and can also improve management of a destination. In other words, the more impressed visitors are with the destination, the greater visitation frequency is expected. However, very few studies have been conducted on visitors' perception of destination attractiveness for a South African resort. The purpose of this study was therefore to determine the current overall perception of visitors to selected resorts near Kimberley, Northern Cape, South Africa. The study also focused on developing a list of attributes which influence the destination attractiveness. Another focus was to determine whether the attractiveness of the resorts affected the visitation level and frequency of visitors to the resorts.

The research design falls under the qualitative and quantitative paradigm and was divided into two parts: literature and empirical research. The population of the study included domestic visitors who visited Langleg and Riverton resorts and stayed for at least one night. A structured questionnaire was used to collect data from 400 visitors to the selected resorts during the December holiday period of 2015.

The main findings of the study indicate that visitors to selected Kimberley resorts perceive the attributes as being average to poor quality. Despite this, it is evident from results that majority visitors to Langleg and Riverton resorts wish to revisit the resort

and would recommend the resort to others. Chapter 5 portrays the results in detail. These outcomes contribute to Sol Plaatje tourism by assisting Kimberley resort managers to identify and satisfy tourists' needs and to make recommendations on how to improve destination attractiveness at selected Kimberley resorts.

# TABLE CONTENTS

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## CHAPTER 1: INTRODUCTION AND PROBLEM STATEMENT

1.1	Introduction	1
1.1.1	Tourism in the Sol Plaatje Municipal region, Northern Cape: South Africa.	2
1.2	Problem statement	3
1.3	Objectives of study	4
1.3.1	Primary objectives	4
1.3.2	Secondary objectives	4
1.4.	Research methodology	4
1.4.1	Literature research	5
1.4.2	Empirical research	6
1.5	Limitations of the Study	8
1.6	Chapter classification	8

## CHAPTER 2: EXPLORING THE TOURISM DESTINATION CONCEPT

2.1	Introduction	9
2.2	Understanding a Tourist Destination	10
2.2.1	Defining a Tourist Destination	10
2.2.2	Destination characteristics	11
2.3	Resorts	18
2.3.1	Defining resorts	18
2.3.2	Resorts as destinations	19
2.3.3	Types of resorts	21
2.4	Selected Kimberley resorts: Background	22
2.4.1	Historical development of Riverton and Langleg	24
2.5	What makes a destination attractive?	26
2.6	Attributes that influence destination attractiveness	29
2.6.1	Push factors	30
2.6.2	Pull factors	30
2.7	Conclusion	47

## CHAPTER 3: DESTINATION IMAGE: TOURIST PERCEPTION LEADING TO DESTINATION CHOICE

3.1	Introduction	49
3.2	Tourist perception	50
3.3	Destination Image	55
3.3.1	Factors that influence destination image	56
3.4	Tourist decision making	68
3.4.1	Understanding the tourist decision making process	68
3.5	The relationship between tourist perception, destination image and tourist decision making	72
3.6	Conclusion	74

## **CHAPTER 4: RESEARCH METHODOLOGY**

4.1	Introduction	75
4.2	Research design	76
4.2.1.	Population and sample	77
4.3	Measuring instrument	78
4.3.1	Demographical information	78
4.3.2	Destination attractiveness variables	78
4.3.3	Tourist perception	80
4.4	Pilot study	80
4.5	Data collection	80
4.6	Data analysis	81
4.7	Conclusion	81

## **CHAPTER 5: STATISTICAL RESULTS**

5.1	Introduction	82
5.2	Research results	83
5.2.1	The socio-demographic profile of visitors	84
5.2.2	Travel preferences of respondents	91
5.2.3	Destination attractiveness variables	95
5.2.4	Visitor perceptions	116
5.3	Conclusion	124

## **CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS**

6.1	Introduction	125
6.2	Overview of literature	127
6.2.1	Conclusions regarding the literature study	128
6.3	Overview of empirical study	132
6.3.1	Socio-demographic profile and travel preference of respondents to selected Kimberley resorts	132
6.3.2	Destination attractiveness: selected Kimberley resorts	135
6.3.3	Perception and recommendation of visitors to selected Kimberley resorts	142
6.4	Topics for future research	142

<b>REFERENCES</b>		<b>143</b>
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# LIST OF FIGURES

---

## CHAPTER 2

2.1:	Destination characteristics: An Amalgamation of Authors Views	14
2.2:	Push and pull factors of a tourist resort	29
2.3:	Flowchart of destination attractiveness attributes	31

## CHAPTER 3

3.1:	Factors influencing the formation of tourist destination image	57
3.2:	Levels of consumer expectations	60
3.3:	Theories of motivation	62
3.4:	The travel decision making process	70
3.5:	Impacts of visitor perception, destination image and visitor satisfaction on destination loyalty	73

## CHAPTER 5

5.1:	Marital status of respondents	86
5.2:	Race of respondents	87
5.3:	Educational level of respondents	87
5.4:	Employment status of respondents	88
5.5:	Total number in travelling party	89
5.6:	Market communication method	90
5.7:	Duration of stay	90
5.8:	Accompanying travelers	92
5.9:	Reason for travelling	93
5.10:	Transport	93
5.11:	Frequency of visiting the resort	94
5.12:	Natural attractions' ratings	96
5.13:	Riverton tea room café	97
5.14:	Infrastructure: roads and ablution	98
5.15:	Infrastructure: water and electricity	99
5.16:	Safety	100
5.17:	Riverton activities (a)	101
5.18:	Riverton activities (b)	102
5.19:	Langleg activities	103
5.20:	Staff	104
5.21:	Price perception: Riverton	105
5.22:	Price perception: Langleg	106
5.23:	Accommodation	107
5.24:	Overall satisfaction	108
5.25:	Experience of staying at the resort	116
5.26:	Attraction that has motivated residents from outside Kimberley to visit the resort	123

# LIST OF TABLES

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## CHAPTER 2

2.1	Timeline on development of authors' views on destination characteristics	11
2.2	Newspaper reports on Riverton and Langleg	24
2.3	Different types of tourism and related activities	40

## CHAPTER 3

3.1	Perception studies in tourism	51
3.2	Evolvement of Defining Destination Image	55
3.3	Marketing mix elements	66

## CHAPTER 4

4.1	Questions from the destination attractiveness dimension	79
-----	---------------------------------------------------------	----

## CHAPTER 5

5.1	City of residence	84
5.2	Accommodation type	91
5.3	The tourist profile of visitors' to selected Kimberley resorts	94
5.4	Overall satisfaction by gender	109
5.5	Overall satisfaction by employment status	111
5.6	Overall satisfaction by marital status	112
5.7	Overall satisfaction by education level	113
5.8	Summary of resort attribute ratings	114
5.9	Positive reason for score rating	117
5.10	Negative reason for score rating	118
5.11	Problems Reported with Facilities	123
5.12	First time VS repeat visitors Chi-square test	121
5.13	Summary of visitor perceptions and recommendations	123

# ANNEXURES

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A	Empirical research questionnaire	165
B	Map of Northern Cape (showing the location of Sol Plaatje Municipal region)	169
C	Photograph: Photograph: Griekwaland-West sport skiing event held at Riverton resort in 1999	170
D	Photograph: Photograph: Luxury chalets being built at Riverton and Langleg resorts	171

# CHAPTER 1

## INTRODUCTION AND PROBLEM STATEMENT

### 1.1. Introduction

The tourism industry is widely considered to be one of the largest and fastest growing industries in the world (Ninemeier & Perdue, 2008). According to the Annual Report on tourism in South Africa (NDT, 2015), the total contribution to the national economy was R323 billion – supporting over 1.4 million jobs. This report confirms that the performance firmly entrenches the tourism sector as a major contributor to national economic development. South African Minister of Tourism, Derek Hanekom, says in the report that tourism is one of the six pillars of economic growth in South Africa (NDT, 2015). The Northern Cape is a unique part of South Africa, and, according to the White Paper on Development and Promotion of Tourism in this area (NCPG, 2005), given the range and depth of assets on offer – it has substantial tourism potential. The Tourism Master Plan for the Northern Cape Province identifies the province, and, in particular, Kimberley, as being a region which could be developed into a successful and competitive tourism destination in South Africa and in the international market space (NCDT, 2004). Since then, the Tourism Master Plan for the NC province has been under review to align it with the National Tourism Sector Strategy (NTSS) and other strategic plans of South African tourism, in order to achieve sustainable national growth and development.

According to Keyser (2009), a tourism destination is a defined geographical area in which visitors spend at least one night, and comprises tourism products such as accommodation, transportation, infrastructure, facilities and services. Resorts located at the destination attract tourists and aim to fulfill all the wants, needs, requirements and entertainment of a tourist in one of the premises. The resort concept is developed through the provision of quality accommodation, food and beverages, entertainment, recreational facilities, health amenities, pleasant and restful surroundings, and high levels of service (Gee, 1996). Ramchander, Ivanovic and Foggin (2006) argue that a

resort can be regarded as a destination because of its similar attributes, and its ability to attract tourists to the destination.

In order for a destination or resort to be successful, sustainable and viable, it is important to identify the attributes that lead tourists to choose one destination over another. Kresic and Prebezac (2011) state that destination-attractiveness research is closely associated with the analysis of the destination image, since the notions of destination image and destination attractiveness are closely tied and conceptually interconnected. While the level of destination attractiveness is largely influenced by the destination image, and vice versa. According to Pike (2002), destination attractiveness is a mental image of the destination that is formed on the basis of the physical attractions available at the destination. This study aims to identify which attributes lead visitors to choose one destination over another. It is important to note, however, that – in the context of this study – when reference is made to a destination, it is also referred to as a resort, and vice versa.

### **1.1.1. Tourism in the Sol Plaatje Municipal region, Northern Cape, South Africa**

The Sol Plaatje Municipality in Kimberley, Northern Cape, manages four resorts termed “Kimberley Resorts” (Harmse, Personal communication, 25 April 2012), and, according to Prideaux (2009), resorts are the key building blocks in the development of the global (and domestic) tourism system. The four Kimberley resorts are Reckaofela in Barkley West, Transka in Warrenton, and Riverton and Langleg on the N12 near Riverton (a small rural settlement) (Harmse, 2012). Although all the resorts are run by Sol Plaatje Municipality, according to Harmse (2012), each resort attracts a different market:

- Reckaofela resort attracts mainly business visitors because of its conference and events’ facilities.
- Transka resort attracts more overnight visitors to the small town of Warrenton on the N12 highway.
- Riverton, a popular pleasure resort, attracts day and weekend visitors.

- Langleg, also a pleasure resort, attracts day and weekend visitors.

Despite its tourism potential, the Northern Cape is the least visited province in South Africa (STATSSA, 2012). According to Ackharwary (2012), the visitation levels of Kimberley Resorts have been low over past years and this has resulted in resorts not making a profit or being able to reap the benefits that tourism offers. The aim of this study is to determine the attractiveness of two of the Kimberley resorts: Langleg and Riverton. These two resorts both attract overnight and day visitors. According to Harmse (2012), Reckaofela and Transka attract different markets when compared to Langleg and Riverton. The former resorts do not allow day visitors at the resorts and are therefore excluded from this study. Time and budget constraints also prevented the inclusion of all four resorts in the study.

## **1.2. Problem statement**

According to Prideaux (2009), resorts play an important role in the sustainable development of the destination, including the domestic tourism industry. Resorts are of vital importance in determining whether visitors to Kimberley resorts perceive the resorts as being attractive or not. The Sol Plaatje Municipal Manager, Mr G. Ackharwary, confirmed in an interview that Kimberley resorts have had consecutive years of low visitation levels (Ackhrawary, 2012). Seasonality is also seen as a problem at the selected resorts as there are mostly visitors during the school holidays in Summer (Harmse, 2012). There have been various articles in the local newspaper reporting on the standard and poor condition of facilities at both resorts (DFA, 2006). The resorts have therefore been struggling to make a profit. This provides an opportunity to probe the low visitation levels and under-achievement of the resorts – in order for the selected Kimberley resorts to make a profit and eventually contribute emphatically to the community they serve.

This study would expedite the process – for Sol Plaatje Municipality – of matching the resorts' attributes with the visitors' expectations. In turn, this may lead to the sustainable development of the selected Kimberley resorts, in terms of the triple bottom approach:

harmony between the environment (planet), the local community (people), and the economic impact (profit) (Saayman, 2012:63; George & Rivett-Carnac, 2007:34).

### **1.3. Objectives of study**

#### **1.3.1. Primary Objectives**

1.3.1.1 To determine the visitor's perception of destination attractiveness of selected Kimberley resorts.

#### **1.3.2. Secondary Objectives**

1.3.2.1 Conduct a literature review of destination attractiveness and identify the attributes of a resort which influence visitors to prefer one destination over another.

1.3.2.2 Analyse the perception of visitors to the resorts regarding the attractiveness of the resorts, by means of a literature study and empirical survey.

1.3.2.3 Gain a better understanding of how the attractiveness of the resorts affects the visitation levels, by means of an empirical survey.

1.3.2.4 Determine the profile of visitors to the resorts by means of an empirical survey.

1.3.2.5 Provide resort management with useful visitor data as both resorts were not in possession of any resort data at the time of the study.

1.3.2.6 Draw conclusions and make recommendations concerning the destination attractiveness of the selected Kimberley resorts.

### **1.4. Research Methodology**

In order to attain the goal and objectives of this study, the research has been divided into two parts: literature and empirical research.

### 1.4.1. Literature research

The literature research identifies destination attributes as the theoretical foundation of this study. A destination's core resources and attractors as the primary elements of a destination. These factors are referred to as 'destination characteristics in this study, and play the role of defining and describing the destination. The literature research further examines a destination's attractiveness as being enhanced by its attributes, also known as the "pull factors", which influence destination choice (Mayo & Jarvis, 1981). These factors are the key motivators for destination visitation (Crouch,2006), and are referred to as 'destination (or resort) attributes' in this study. Destination attributes are the theoretical foundation of the study and are discussed during the literature research, and identified as: scenery, climate, activities, accommodation, accessibility, cultural experience, security, serenity of environment, food and entertainment, service, reputation, price, friendliness of staff, safety and security, nightlife and entertainment among others. Van Vuuren and Slabbert (2011) confirm that destination attributes are one of the most important influencing factors in travel decision-making.

The attributes mentioned above play an important role in destination attractiveness and the decision-making process, with two main objectives having been identified as relating to the importance of market/visitors' perception (NCPG, 2005). The keys to unlocking tourism growth are: (i) being visitor-focused – the pursuit of which requires that a comprehensive research database on the NC market be developed;(ii) matching tourism products to the needs and preferences of the various target markets – a prerequisite for an effective and strategic product development strategy (NCPG, 2005). The way a destination is perceived is influenced by internal and external factors – internal factors being identified as: personality, past experiences, attitudes, expectation, and motivation (George, 2008). External factors include culture, price, destination marketing, and gender. These factors are characterised as 'push factors' by Vengesai (2003).

The literature review consists of two chapters: chapter 2 clarifies destination characteristics, examines how a resort can be regarded as a destination, and identifies



destination characteristics which influence destination attractiveness; chapter 3 focuses on the concepts of visitor behaviour, perception, and destination attractiveness. Chapter 4 describes the methodology of the study, whilst chapter 5 reflects on the results of the empirical research. Chapter 6 concludes the study and discusses of recommendations.

## **1.4.2. Empirical research**

### **1.4.2.1 Research design**

The research design falls under the qualitative and quantitative paradigm. The qualitative empirical study aims to provide rich contextual data on selected Kimberley resorts in order to understand the various problems at the resorts. The empirical study assesses the destination attractiveness of selected Kimberley Resorts as perceived by domestic visitors. A destination-based survey was conducted by means of a structured questionnaire, which was developed subsequent to a comprehensive literature review of previous, related studies. The questionnaire included close-ended and open-ended questions – measured using a five-point Likert scale and qualitative comments respectively – in order to derive the importance of different destination attributes and to determine destination attractiveness as perceived by visitors.

### **1.4.2.2. Population**

The two resorts under scrutiny, Langleg and Riverton, are located 37 km from Kimberley, NC on the N12 highway (ANNEXURE B). Both resorts host various annual events, have day-visitor facilities with entertainment such as swimming pools, a children's playground, mini golf, and provide self-catering accommodation which attracts both day and overnight visitors. Written consent for research efforts was obtained from resort management. Unfortunately, previous data of visitors to the two Kimberley resorts in question was not obtainable from resort management. The historical data that is available suggests an estimation of 8 000 visitors to sister resorts Reckaofela and Transka during the December 2015 peak season. The population is therefore estimated at 8 000 visitors at the two resorts, Langleg and Riverton, during this period.

### **1.4.2.3. Sampling Method**

The stratified sampling method was used for the two resorts because the population was divided into two subgroups or strata. A total sample of 400 was used, with 400 questionnaires having been completed. Israel (2013) suggests that for a population of 8 000, a sample size of 201 is sufficient.

A mixed sampling method was used alongside random sampling and convenience sampling techniques. Convenience sampling involved making selections that are easiest to obtain for the sample (Welman, Kruger & Mitchell, 2005). In this instance, convenience sampling was employed in the reception areas of the identified resorts.

### **1.4.2.4. The Questionnaire**

The questionnaire (ANNEXURE A) covered a wide range of variables and contained both open-ended and closed-ended questions. The questionnaire was divided into three sections. The sections focused on: 1) the socio-demographic profiles of visitors, 2) destination-attractiveness variables 3) perceptions and recommendations. Destination-attractiveness attributes were rated on a 5-point Likert scale – ‘1’ being very poor, and ‘5’ being very good.

The clarity of questions was tested by providing a pilot questionnaire to 30 visitors who had visited a resort in the past for their inputs and recommendations. Inputs were used to structure the final questionnaire in order to eliminate possible problem areas and any ambiguity in the questionnaire.

### **1.4.2.5. Data Collection**

Data was collected by means of structured interviews using the aforementioned questionnaire. Personal interviews were deemed the best method – such arrangements avoid any misunderstandings by allowing immediate clarification regarding ambiguity. Field workers were trained by the researcher before collecting the research data. Data

was collected at the resorts for a period of four weeks during the December 2015 peak season.

#### **1.4.2.6. Data Analysis**

After data was collected by means of the interviews using the questionnaire, it was encoded into Microsoft Excel for analysis, with emphasis on the recording, encoding, and cleaning of the data. Chi-square and ANOVA tests were performed and an array of statistical comparisons, graphs, plots, summaries, and tables were used to display all relevant data comparisons, creating the basis for the primary and secondary objectives of the study.

### **1.5. Limitations of the Study**

- Difficulties collecting data from visitors at the resorts who are willing to complete questionnaires.
- High costs involved in the remuneration of fieldworkers and travelling to and from the resorts on several occasions to conduct fieldwork.
- Data being specific to the selected resorts and the Kimberley region, and therefore not being generalisable.
- Not being able to include all four resorts in the study due to time and money constraints.

### **1.6. Chapter Classification**

This study is comprised of six chapters. Chapter 1 includes a general introduction to the research, the problem statement, and the research methodology. Chapter 2 describes and classifies destination characteristics and destination attractiveness, thereby acting as a theoretical basis for destination-attractiveness attributes. Chapter 3 focuses on destination image and the perception of visitors, each playing a vital role in visitors' decision-making process. The analysis, interpretation, and findings of the empirical research data are addressed in chapter 4. Chapter 5 outlines recommendations and Chapter 6 concludes the study.

# CHAPTER 2

## EXPLORING THE TOURISM DESTINATION CONCEPT

### 2.1. Introduction

A tourism destination is the cornerstone of tourists' experiences. It is located away from the tourists' permanent residences, and is either one of the points of interest on an overarching journey, or the end destination. As former Minister of Tourism Marthinus Van Schalkwyk indicated, "South Africa was not spared the impact of the past few years' [of] global financial crisis, and, despite the continued annual growth, some of our key overseas tourism markets showed a slight overall decline" (NDT, 2012a). The 2012 Annual Tourism Report (NDT, 2012a) showed an 11% decrease in domestic trips taken in South Africa from 2011, and a 1% decrease in 2013 from 2012 (NDT, 2013). According to the SA tourism review committee, even though there was an increase of 11% in the total number of domestic trips in South Africa in 2014 from 2013, "the domestic tourism data shows that the key SA Tourism metrics of holiday trips, length of stay and spend per trip all dropped in 2014, indicating a weakening performance" (ND, 2015). Traditionally, destinations react to a decrease in visitor numbers by increasing their marketing efforts (Buhalis, 2000; Ritchie & Crouch, 2003). This strategy may not always be adequately effective, and on many occasions it has returned limited results (Vengesai, 2003). Emphasis, therefore, rather needs to be placed on the pulling power of the destination, and assessing whether the destination is perceived as attractive by tourists. Without destination attractiveness, tourism would cease to exist and there would be little to no need for tourist facilities and services. The extensive value of destination attractiveness is the pulling effect it has on tourists – it is only when tourists are attracted to a destination that services and facilities follow (Ferrario, 1979).

The NC Province lacks depth and diversity in the realm of tourism facilities and packaged experiences. Many of its valuable tourist attractions suffer from inadequate packaging and limited visitor facilities – the whole industry being in need of interpretive innovation (NCPG, 2005). The province especially needs to focus on targeting the most

lucrative segments of the markets, and matching attractions accordingly (NCPG, 2005). The attractiveness of a destination has considerable influence on determining a tourist's destination of choice, levels of expectation, intentions to revisit, perceptions of advantages and motivations, and the duration of stay (Henkel, Henkel, Agrusa, Agrusa & Tanner, 2006). The more capable a destination is in terms of meeting the needs of its visitors, the more it is regarded as attractive, and the higher the probability that it will be a preferred destination (Cheng-Fei, Wei-Ming & Husn-I, 2009).

The above-mentioned factors bring the tourism industry to the point where destinations within the NC Province – especially the Sol Plaatje Municipal Area which covers an approximate 30km radius around Kimberley – have to become competitive and focused on meeting the needs of visitors, in order to compete with other destinations.

This chapter explores the concepts of a destination, its characteristics and motivations as to why a resort may be regarded as a destination. Destination attractiveness and the important attributes that contribute to a destination's appeal will incorporate background information of the selected Kimberley resorts located in the Sol Plaatje Municipal Area – thereby providing context to the study.

## **2.2. Understanding a Tourist Destination**

### **2.2.1. Defining a Tourist Destination**

Destinations are places which people travel towards and where these people choose to stay in order to experience certain features or characteristics: a kind of perceived attraction” (Ramchander *et al.*, 2006). According to Leiper (1995), destinations are generally regarded as a geographical area, town, or city. However, it has recently become more acceptable to recognize destinations as perceptual notions interpreted by tourists – depending on their travel itinerary, background, intention of visit, educational level, and past experiences. Ramchander *et al.* (2006) argue that all resorts can be identified as destination zones, as they are mental constructions of an area containing identified clusters of attraction facilities and services. Van Raaij (1986) viewed a tourist

destination – or in this case a resort – as a set of features or attributes where some features are ‘given’ and others are partly ‘man-made’. ‘Given’ or natural attributes include a number of natural features of tourism destinations – like the climate, scenery, beaches, mountains, and historical and cultural buildings. The ‘man-made’ features include accommodation and transportation, package tours, sports and recreational facilities – all of which can be tailored to visitor preferences, depending on budget restrictions. Thus for the purpose of this study a tourist destination is seen as a place away from the tourists’ home, and includes the perception a tourist has of the destinations attractions.

### 2.2.2. Destination Characteristics

A tourist destination consists of what the tourism industry, support services, and infrastructure deliver to the tourist. Creating packages according to the needs of tourists is the foundation of what makes a destination attractive to potential tourists and therefore increases the destinations competitiveness. Destination characteristics and components have been the subject of the evolution in several classifications of researchers (Lubbe, 1998; Buhalis, 2000; Dwyer & Kim, 2003; Ritchie & Crouch, 2003; Mill & Morrison, 2013; George, 2008; Keyser, 2009).

Destinations offer a mixture of tourism products and services, which are absorbed under the overarching brand of the destination (Buhalis, 2000). Destinations have unique and complex components, and therefore several views exist on their characteristics. Over the years, destinations have developed into composite structures and have become an intricate part of tourism studies. Table 2.1 (below) briefly overviews the timeline indicating the development of different authors’ views on destination characteristics.

Year	Author	Characteristics of a Destination
1998	Lubbe	<p><b>Primary attractiveness:</b>                      Natural Resources                      Cultural Resources</p> <p><b>Secondary attractiveness:</b>                      Attractions                      Transportation                      Hospitality</p>

		Auxiliary services
<b>1999</b>	Crouch & Ritchie	<b>Core Resources &amp; Attractors</b> Physiography and Climate Culture and History Market Ties Mix of Activities Special Events Entertainment Superstructure <b>Supporting Factors &amp; Resources</b> Infrastructure Accessibility Facilitating Resources Hospitality Enterprise
<b>2000</b>	Buhalis (supported by George, 2008)	<b>An Amalgam of 6 A's:</b> Attractions Accessibility Amenities Available Packages Activities Ancillary Services
<b>2003</b>	Dwyer & Kim	<b>Endowed Resources</b> Natural Resources Cultural/Heritage Resources <b>Created Resources</b> Tourism Infrastructure Special Events Range of Available Activities Entertainment Shopping <b>Supporting Factors &amp; Resources</b> General Infrastructure Quality of Service Accessibility of Destination Hospitality Market Ties
<b>2009</b>	Keyser	<b>Endowed Resources</b> Cultural and Natural Resources Human Resources <b>Created Resources</b> Tourism Infrastructure

		Events Product Diversity and Packaging Support Services <b>Qualifying &amp; Amplifying</b> <b>Determinants</b> Situational Conditions Safety and Security Price Competitiveness and Value Destination Accessibility General Infrastructure Destination Service Quality Facilitating Resources Interdependencies
<b>2013</b>	Mill & Morrison	Attractions Facilities Infrastructure Transport Hospitality Resources

**Table 2.1 Timeline of the Development of Authors’  
Views on Destination Characteristics**

Table 2.1 clearly indicates a wide range of characteristics which are used to describe a destination. Several author views coincide and have common components – namely attractions, infrastructure, transport, and facilities. George (2008) supports Buhalis (2000) in the ‘Amalgam of six A’s theory. Lubbe (1998) contributes to this theory by dividing the components into primary and secondary attractiveness elements. Ritchie and Crouch (2003), on the other hand, divide the elements into core resources and supporting resources. Dwyer and Kim (2003) and Keyser (2009) have similar theories, where endowed and created resources are common factors; however, Dwyer and Kim (2003) include supporting factors and resources, whereas Keyser (2009) includes qualifying and amplifying determinants as destination characteristics. Further investigation into these factors is necessary, in order to understand the importance of each element. The components, as described by the above-mentioned authors (Lubbe, 1998; Buhalis, 2000; Dwyer & Kim, 2003; Ritchie & Crouch 2003; Mill & Morrison, 2013; George, 2008; Keyser, 2009), where similarities were found, were integrated into unique characteristics, and are depicted in figure 2.1 (below). Additional authors who support



the outlined common characteristics were included in the table to motivate each characteristics importance. The identified characteristics provide the framework upon which this study will focus.



**Figure 2.1 Destination Characteristics (source: Authors summary of theory)**

### **2.2.2.1. Attractions**

Attractions are the fundamental basis of destination appeal, with indications of a strong association between a destination and an attraction. The variety of attractions and the mix of related activities offer tourists a wide choice, and, ultimately, the duration of their stay is consequently increased. Attractions can be inherently natural, man-made, artificial, purpose built, heritage-based, or exist as special events. Attractions are the key motivators for visitation to a destination, are the fundamental reasons for prospective visitors choosing one destination over another, and, according to Ramchander *et al.* (2006), stimulate the growth of a destination. Tourist attractions can be divided into three categories:

### **2.2.2.1.1. Natural Attractions**

Natural attractions are understood to be environmental attractions not created by man (Bajs, 2011). These include wilderness areas, forests, mountains, waterfalls, beaches, rivers, and seas. They also include climate, scenic beauty, wildlife, and landscape. Examples of natural attractions are: the Niagara Falls in Canada; Kruger National Park in Mpumalanga; and Table Mountain in Cape Town. Natural attractions in the Sol Plaatje region include: the Flamingos at Kamfersdam; Mokala National Park; Tarentaalrand Safari Lodge; and the Vaal River.

### **2.2.2.1.2. Cultural Attractions**

Cultural attractions are based on the activities of people, including archeological, historical and cultural sites. They include theatres, museums, national monuments, religious buildings, cultural villages, cultural festivals, and art festivals (Ramchander *et al.*, 2006). Examples of cultural attractions include: the Colosseum in Rome; Robben Island in Cape Town; and the uKahlamba-Drakensburg Park in KwaZulu-Natal. Cultural attractions in the Kimberly area include: the Big Hole; Kimberley Mine Museum; William Humphreys Art Gallery; the McGregor Museum; the Africana Library; Magersfontein Battlefield; Wildebeeskuil Rock Art Centre; the Duggan Cronin Gallery; the Sol Plaatje Museum; Galeshewe Township; the Honored Dead memorial; the Gariepfees Arts Festival; and the Diamonds and Dorings Music Festival (NCT, 2015).

### **2.2.2.1.3. Man-made Attractions**

Man-made attractions are artificially created, and include convention centres, promenades, canal waterways, sports and recreation facilities, and stadiums. Built attractions are also known as tourism infrastructure designed specifically for tourists – such as theme parks, zoos, resorts, casinos, amusement parks, and circuses (Ivanovic *et al.*, 2010). Disneyland in the United States of America, Gold Reef City in Johannesburg, and Wild Coast Sun in the Eastern Cape are good examples of man-made attractions. The Flamingo Casino; Kimberley Golf Club; Mitha Seperepere

Convention Centre; Langleg Holiday Resort; and Riverton Holiday Resort, are examples of Kimberley's man-made attractions (KCP, 2015).

#### **2.2.2.2. Transport**

An efficient transportation system is necessary to ensure that a destination is accessible to its visitors. Accessibility of a destination includes transportation infrastructure (airports, roads, railways), operations (available routes, comfort of travel, frequency of services), government regulations (that control transport operations), and equipment (size, speed, and range of public transport vehicles) (George, 2007). Examples of transportation include London's 'night tube'; the Gautrain in Gauteng; and various international airports in South Africa, with several operating airlines and extensive national and international air routes. In Kimberley, the domestic Kimberley airport; Kimberley railway station; and the local public and private taxi services, are examples of transport systems (KCP, 2015).

#### **2.2.2.3. Infrastructure**

A destination's infrastructure includes those facilities and services that support all economic and social activity – such as roads, highways and transportation systems, sanitation systems, communication systems, government services and public facilities, a reliable and potable water supply, legal systems, utilities, financial systems, health systems, and education (Keyser, 2009). A developed and well-maintained infrastructure provides a solid basis for an effective and efficient tourism industry. The levels of infrastructure and technology of a destination are developmental factors that can affect the trip experiences of visitors (Molina, Gomez & Martín-Consuegra, 2010).

#### **2.2.2.4. Facilitating Hospitality Resources**

Hospitality resources are the supportive supply services at destinations that serve the needs of the tourists while away from home, and are essential at any destination. Hospitality resources may include accommodation, catering facilities, and retail facilities like shopping malls and entertainment (Moutinho, 2000). The Sol Plaatje District offers a range of hospitality services, which include accommodation of up to a 4-star grading,

pubs, grills, sports bars, restaurants, coffee shops, shopping malls, and retail shopping centres (KCP, 2015).

#### **2.2.2.5. Activities**

Tourist activities include all activities available at a destination that consumers can participate in during their visit. The range of activities within a destination is an important pull factor, and represents some of the most critical aspects of destination appeal. The activities are especially important as tourists increasingly seek “experiences that go beyond the more passive visitation practices of the past” (Crouch & Ritchie, 1999). Examples of activities include: sightseeing, bird watching, game-viewing, fishing, bungee jumping, and scuba diving. In the Sol Plaatje area, examples of activities include: off-road 4x4 biking, the Kimberley Ghost Tour, golfing at the Magersfontein Memorial Golf Estate, and the Great Kimberley North Walk (SPLM, 2015).

#### **2.2.2.6. Support Services**

Support services refer to all the ‘extra’ things that a tourist might need when going on holiday or taking a business trip, and include services and facilities like banks, car hire, telecommunications, post, newsagents, and hospitals— each becoming a part of the tourist experience. In the absence of such services, a destination’s appeal may be diminished (Ramchander *et al.*, 2006). Support services on a national level include: banks like ABSA, FNB or Standard Bank; Avis Car Hire; Telkom; and post offices. Examples more specific to the Sol Plaatje region include the DFA local newspaper, Kimberley Hospital, local doctors, Tempest Car Hire, and Post Net (KCP, 2015).

#### **2.2.2.7. Service Quality**

According to Bennet, Jooste and Strydom (2005), quality and diversity of tourism services represent an important aspect of a destination’s offerings, and may play a crucial role in the assessments of destination experience made by tourists. Service quality includes aspects such as: the availability of tourism information centres; the

efficiency of service provision in tourism facilities; staff behaviour when providing services; and convenience of working times in tourism facilities (Olivier, 2010).

A tourism destination is conceptualised by Hu and Ritchie (1993) as “a package of tourism facilities and services, which like any other consumer product, is composed of a number of multi-dimensional attributes”. The attributes were briefly discussed and described as: attractions; transport; infrastructure; facilitative hospitality resources; activities; support services; and service quality. Resorts – briefly defined as all-inclusive, large establishments that offer various recreational facilities to cater for tourists’ needs – will be evaluated in the following section and benchmarked against the above-mentioned criteria in order to support the concept that a resort may be regarded as ‘a destination that pulls visitors’.

## **2.3. Resorts**

### **2.3.1. Defining Resorts**

Resorts are often associated with pristine environments, scenic views, and activities that entertain visitors. Prideaux (2009) describes resorts as the essential building blocks in the development of the global and domestic tourism system. In many tourism textbooks, the word ‘resort’ is widely used but never defined (Weigh & Gibbings, 1991). In order to understand what a resort is, a few definitions from different sources will be discussed. A resort can be defined as an establishment that offers extensive recreational facilities on the premises, and may cater to specific interests like golf, tennis, and fishing, with an all-inclusive tariff option (King & Whitelaw, 2003). Inkabaran and Jackson (2005) and King and Whitelaw (2003) report that the most common image of resorts portrayed through promotional material, is, in most instances, that of large-scale developments in isolated areas near to developed towns and cities.

Famous entertainment, sport, or themed resorts have sometimes become household names, like Disneyland in Orlando, EPCOT Centre in Florida, Universal Studios in Florida, and Tivoli Gardens in Italy. Nationally-famous resorts include: Sun City in

Rustenburg, Gold Reef City theme park in Johannesburg, Ratanga Junction in Cape Town, Ushaka Marine World in Durban, and Wild Waves Water Park in Port Edward.

### **2.3.2. Resorts as Destinations**

Since the 1960's, resorts of all kinds have grown to dominate the accommodation sector of the world's tourism industry (Inbakaran & Jackson, 2005). Mill (2007) asserts that focus on the resort industry has been intensified, and that the reason for this is that there is possibly no other word in the English dictionary that evokes an instantaneous and electric response – like the word 'resort'.

Resorts have a unique combination of resources, attractions, and facilities; they also have unique physical environments, ecological conditions, and socio-cultural specifics of the communities inhabiting the zone. There is a lack of research in defining the word resort and research on resorts itself. When comparing the definition of a resort to that of a destination, it is clear that a resort could be included under the umbrella term of 'destination'.

#### **2.3.2.1. South African Destination Resorts**

Many well-developed resorts are located in South Africa, and may, in and of themselves, act as instigators to visit or travel within South Africa. According to an article in Travelstart (2014), based on bookings and reviews, the following are considered to be among the top 25 holiday resorts in South Africa:

1. San Lameer Resort – KwaZulu-Natal (KZN)
2. Zimbali Resort – KZN
3. Pumula Beach Hotel – South Coast, KZN
4. Dolphin Holiday Resort – Ballito, KZN
5. Rocky Bay Resorts – South Coast, KZN
6. Sani Pass Hotel – Drakensburg, KZN
7. Cathedral Peak Resort – Drakensberg, KZN

8. Drakensburg Gardens Golf and Spa Resort – Southern Drakensburg, KZN
9. Champagne Sports Resort – Central Drakensburg, KZN
10. Wild Coast Sun Resort and Casino – Port Edward, KZN/Eastern Cape
11. Umngazi River Bungalows – Port St. Johns, Wild Coast, Eastern Cape
12. Riverside Sun Resort – Gauteng
13. Vaal River Country Lodge – Gauteng
14. Cape St. Francis Coastal Resort – St. Francis, Eastern Cape
15. Beacon Island Resort – Plettenburg Bay, Western Cape
16. Diaz Strand Hotel and Resort – Mossel Bay, Western Cape
17. Berg River Resort – Paarl, Western Cape
18. Montagu Springs – Montagu, Western Cape
19. Calitzdorp Spa – Route 62, Western Cape
20. Club Mykonos – Langebaan, Western Cape
21. Sabi River Sun – Mpumalanga
22. Eagle Waters Wildlife Resort – Hartebeespoort Dam, North West Province
23. Sun City Resort – North West Province
24. Forever Resort – Gariep Dam, Free State
25. ATKV Klein Kariba Holiday Resort – Bela, Limpopo

Of the above-mentioned resorts, some are either themed around a specific recreational activity like golf, gambling, or sporting activities, while others offer a variety of recreational activities. The resorts either attract only overnight visitors, or both day and overnight visitors.

Resorts have been identified as an important part of the development of the tourism industry (Mill, 2007). Not only do they influence international economies, but further impact the local economy. According to the Statistica survey on the revenue of ski and snowboard resorts in the US from 2008 to 2012 (Statistica, 2013), the revenue generated by resorts in the US is approximated at \$3.1 billion for ski and snowboard resorts alone.

According to an online article on the Forbes website (Sylt, 2014), in 2013, Disney's worldwide theme parks provided nearly a third of its' \$45 billion revenue and 20.7% of its \$10.7 billion operating profit. The article reveals that the Sun City Resort in Rustenburg recorded a 10% revenue growth at R720 million, and Wild Coast Sun increased by 3% to R200 million during the 2012 period (CNBC Africa, 2014). Local resorts, Transka and Reckaofela, which form part of Kimberley resorts, indicate a joint income of R321 172 for the December 2013 peak season—annual figures were not available from resort management. Resort management at the Langleg and Riverton resorts – the research subjects of this study – did not provide monthly or annual figures.

### **2.3.3. Types of Resorts**

Resorts occur over a wide range of locations and in many functional forms, so the study of resorts has often been subsumed under other topics and approaches. Brey (2009) and Gee (1996) identified different types of resorts:

- Seaside resorts – located on the coast, e.g. Club Mykonos in Langebaan.
- Golf resorts – cater specifically for the sport of golf, including access to one or more golf courses and/or a clubhouse, e.g. Sun City Resort in Rustenburg.
- Island resorts – located on an island, especially amongst hotels, attractions and other amenities, e.g. Beacon Island Resort in Plettenburg Bay.
- Lake/river resorts – located on a river or lakeside, e.g. Riverside Sun Resort in Vanderbijlpark.
- Ski resorts – located in mountainous areas with ski facilities, including equipment rental, ski schools, and ski lifts to access slopes, e.g. Tiffindell Ski Resort in Rhodes.
- Spa resorts – provide individual services for spa-goers and facilitate the development of healthy habits. Facilities include physical fitness activities, wellness education, healthy cuisine, and special-interest programming. The Drakensburg Gardens Golf and Spa Resort in the South Drakensburg is a good example.



- Casino resorts – offer various gaming activities at an onsite casino, such as slot machines, poker, roulette – as well as other facilities, including accommodation, dining and attractions. Sun City in Rustenburg is an example of a casino resort.
- Entertainment/Theme Park Resorts – the primary purpose of such resorts is to entertain the tourist. Facilities such as water parks with different water slides, amusement parks with various rides, funfairs, and playgrounds, are the focal point of such resorts. Wild Coast Sun Resort and Casino offer numerous types of entertainment for tourists, making it an entertainment resort.

Selected Kimberley resorts would be classified as riverside resorts – both the Langleg and Riverton resorts are located on the riverside of the Vaal River.

Different opinions exist in the area of resort classification – some researchers (Murphy, 2008; Inskeep & Kallenberger, 1992; Gee, 1996; Mill, 2007) feel that resorts need to be studied in their own right since they are an identifiable subdivision in the tourism market. Van Vuuren and Slabbert (2011) are amongst the few researchers that have conducted studies on travel behaviour of tourists visiting South African holiday resorts. The Domestic Tourism Growth Strategy (NDT, 2012b), the National Tourism Sector Strategy (NDT, 2011), and Van Vuuren and Slabbert (2011), all confirm the need for further research focusing specifically on tourism in South Africa, with a priority placed on domestic tourism.

## **2.4. Selected Kimberley Resorts: Background**

Kimberley is the capital of the Northern Cape Province and is located approximately 110km east of the confluence of the Vaal and Orange rivers. The city has historical significance, and is filled with diamond mines, parks, guesthouses, shopping spots, and ‘haunted corners’. Steeped in history, Kimberley possesses many footprints of the past, most of which has been documented and curated within history museums, heritage sites, architectural heritage sites, and a number of monuments. Kimberley’s transportation system is well established, with an airport offering domestic flights, as

well as a railway system with daily trains to major cities in South Africa. There is an efficient road network which was built around the famous 'Big Hole', with further national roads and highways running through the city. There are numerous car rental companies and an extensive taxi-service system – ranging from public to private taxi services. There are daily taxis that run to and from the Riverton and Langleg resort areas which are located adjacent to one another, and are situated 20km north of Kimberley on banks of the Vaal River. The land upon which both resorts reside belongs to Sol Plaatje Municipality, and is located near to both the local township and the municipal waterworks pumping station. Both attractions were declared resorts on 19 May 1944. The resorts are managed and maintained by the Sol Plaatje municipality. The management structure for the resorts are therefore non-complex as there is no specific department that deals with the marketing of the resorts only.

The resorts have tranquil and serene surroundings, with tall trees, green grass, and the sound of the running Vaal River. Riverton resort has many facilities, including three swimming pools, a super-tube, fishing facilities, tennis courts, picnic and braai areas, a children's play park, a cafeteria, and conference facilities. Accommodation at Riverton includes: self-catering chalets with three, five, six or eight beds; bungalows with two or four beds; and a caravan park. A total of 202 people can be accommodated overnight at Riverton resort.

Langleg resort facilities include two swimming pools, a children's play park, fishing facilities, braai and picnic areas, and accommodation that includes six eight-bed self-catering chalets and a dormitory that can accommodate up to 60 people. A total of 108 people can be accommodated overnight at Langleg resort. Neither resort has established a carrying capacity, so the number of guests allowed as day visitors varies according to the season.

The difference between the two resorts is that Riverton resort can accommodate more overnight visitors than Langleg resort, and offers a super-tube, tennis courts, and a café.

### 2.4.1. Historical Development of Riverton and Langleg

Riverton and Langleg resorts operated as tourist attractions as early as 1938, when visitors toured the pumping station and held picnics and annual dances at the riversides within the bounds of the two resorts. This was recorded in an article in the *Diamond Fields Advertiser*, “The remodelling of Riverton council’s scheme for river banks”, in 1937. In 1951, roads to both sites were established and vigorous development began due to demand from visitors. Riverton’s development included bungalows for accommodation and tennis courts for activities, while Langleg resort developed only bungalows (DFA, 1951). In 1968, visitors used campsites as well as the boathouse, which was established on the bank of the Vaal River. On 18 October 1970, the two resorts were officially classified as “white” (Riverton) and “coloured” (Langleg) in the *Diamond Fields Advertiser* (DFA, 1970). This meant that only whites were allowed at Riverton resort, and all non-whites were to use the Langleg resort. The year 1982 again saw development at the respective resorts, whereby Riverton obtained camping facilities, a caravan park, villa tents and bungalows. Nine bungalows were added to Langleg resort (DFA, 1982). A township for the black labourer’s at the waterworks station was erected in 1977 and still stands today as the local township known as Riverton. In 1988, both the resorts received a R1 million boost in development funds (DFA, 1988), and they implemented major upgrades for the holiday season in December 1989.

Year	Report in Newspaper
1982	An article entitled: “No servants allowed at resort”, reported a racial incident where a white family was forcefully removed from Riverton resort because the African nanny had accompanied them (DFA, 1982).
	Resorts are fully booked for the festive season and Riverton hosts a large event with skiing, boating and racing competitions (DFA, 1982).
	Luxury chalets are built at both resorts. Annexure C: Photograph (DFA, 1982).
1999	Griekwaland-West sport hosts skiing event. Annexure D: Photograph ( <i>Die Volksblad</i> , 1999).

<b>2001</b>	World Rural Women’s Day Workshop is hosted at Riverton, and later that year the Northern Cape Tourism Authority launches Tourism Month at the same resort (DFA, 2001).
<b>2002</b>	The African Rendezvous is held at Langleg resort, attracting about 10 000 people to the resort. (DFA, 2002a).
	Festive season celebrations result in 3000 visitors in total at the Langleg and Riverton resorts (DFA, 2002b).
<b>2005</b>	Complains about resort facilities and cleanliness at Riverton resort are reported, as well as claims of false advertising of the resort on the internet.
	Manager of resorts responds to various complaints at Riverton in the DFA, by claiming that visitors are to blame for misuse and vandalising of resort property (DFA, 2005).
<b>2006</b>	Visitors contact the DFA and report that facilities at Riverton resort are not up to standard, and that they will not return to the resort.
	Riverton is labeled the “Resort of Shame”, where facilities are reported to be deteriorating and visitors are unhappy (DFA, 2006).
<b>2009</b>	Some visitors at Riverton resort beat up two other visitors (DFA, 2009a).
	Riverton hosts the South African National Barefoot Ski championship (DFA, 2009c).
	Residents of the Riverton Township protest and vandalise resorts during their demands for jobs, service delivery, and access to water and electricity (DFA, 2009b).
<b>2010</b>	The festive season was reported to have been a disaster at both resorts. A New Year’s party resulted in one death, several robberies, assaults, and stabbings. There were heavy traffic jams outside of the resorts where crowd control was a huge problem, as the ratio of police officers to visitors was reported to have been 1:1000 (DFA, 2010b)
	Riverton and Langleg resorts are reported in a negative light. According to visitors, the resorts are said to be in a “poor state”, with empty swimming pools, bad maintenance, and broken toilets (DFA, 2010a)
	A19-year-old boy drowns in one of the Riverton swimming pools at around 2am (DFA, 2010c) (APPENDIX 2).

<b>2011</b>	The festive season at the resorts is managed by limiting entry of visitors. Extra security measures were put in place, with the South African Police Service, the Diving Unit, Traffic Departmental Officers, and Disaster Management present at both resorts. Langleg had 3000 visitors and Riverton 1500 (DFA, 2011).
<b>2012</b>	A fire breaks out at Langleg resort due to extremely hot and dry weather conditions (DFA, 2012).
<b>2013</b>	Langleg and Riverton resorts are both closed for upgrades. After the upgrades were completed, visitors are reported to be happy, but they still complain about a few facilities (DFA, 2013).

**Table 2.2 Newspaper Reports on Riverton and Langleg**

The two resorts have received much attention from the media over the past decades. As indicated in table 2.2 above, local newspapers –the *Diamond Fields Advertiser* (DFA) and *Die Volksblad*– have reported developments, events and incidents at the two resorts. These reports have had an influence on the resorts’ reputation (the importance of reputation was discussed in section 2.4). It is noted that development took place simultaneously at Riverton and Langleg.

Resorts are regarded as destinations because of the numerous similarities between the characteristics and attributes of each. South Africa has an extensive network of different types of resorts across the country (Van Vuuren & Slabbert, 2011). The Kimberley resorts Riverton and Langleg, can be regarded as destinations which have grown from apartheid-era picnic spots into well-known resorts. Thus, in further discussions, the word destination will therefore refer to and include resorts.

## **2.5. What Makes a Destination Attractive**

Destination attractiveness is defined by Mayo and Jarvis (1981) as “the perceived ability of a destination to deliver individual benefits”. For any tourist activity – like tracking, wind surfing, skiing, bird watching and paragliding – destination choice is an important issue. The attractiveness of a destination plays a role in a tourist’s destination of choice,

expectations of satisfaction, intentions to revisit, perceptions of benefits and motivations, positive perception of opinion leaders, the amount of money spent, and the duration of the stay (Henkel *et al.*, 2006). The attractiveness of a destination also features in the feelings and opinions of visitors about the destination's perceived ability to satisfy their needs. The better a destination meets the needs of the tourists, the more likely it is to be perceived as being attractive, and the more likely it is to be chosen by tourists (Vengesayi, 2003).

Kresic and Prebezac (2011) state that destination attractiveness research is closely associated with the analysis of destination image, since the ideas of destination image and destination attractiveness are closely related and thoughtfully interconnected, whereas the level of destination attractiveness is majorly influenced by the destination image and vice versa. According to Pike (2002), destination attractiveness is a mental image of the destination that is formed on the basis of the physical attractions available at the destination. Pearce (2005) and Woodside and Lysonski (1989) indicate that there is a clear relationship between positive perceptions and positive purchase decisions. Similarly, negative images will result in a decision not to purchase and visit the destination (Morgan & Pritchard, 1998). It is clear why destination attractiveness has become one of the most popular topics in tourism research literature and has received much attention from tourism researchers (Mayo & Jarvis, 1981; Pike, 2002; Dwyer & Kim, 2003; Vengesayi, 2003; Crouch, 2006; Cakici & Harman, 2007; Das, Mohapatra, Sharma, & Sarkar, 2007; Prebezac & Mikulic, 2008; Cheng-Fei *et al.*, 2009; Chen, Chen & Lee, 2011; Kresic & Prebezac, 2011).

Previous research focused on the attractiveness of a tourist destination on the basis of its attribute analysis (Gearing, Swart & Var, 1974; Ritchie & Zins, 1978; Tang & Rochananond, 1990), while a few studies have been able to determine the attractiveness of a destination based on the feelings, belief and opinion that tourists have about a destination's capacity to provide satisfaction with regard to any special vacation needs (Chen *et al.*, 2011; Cheng-Fei *et al.*, 2009; Hu & Ritchie, 1993; Kresic, 2007). Further studies have examined the image of a destination on the basis of gap analysis between expectation and the satisfaction level of visitors based on different

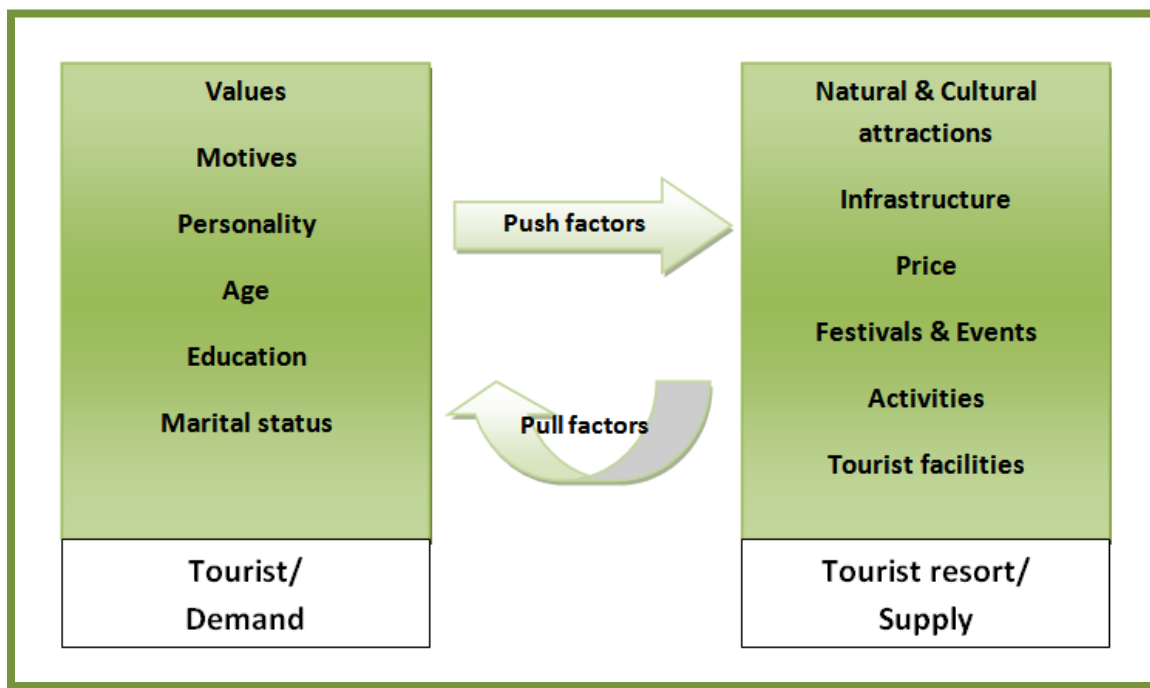
attributes (Cho, 1998; Chaudhary, 2000). Gallarza, Saura and Garcia (2002) have proposed a conceptual model of destination image, featuring its intricate, multiple, proportionate and dynamic nature. Recent studies have made use of the multi-attribute approach and holistic impressions of the destination to determine its image or attractiveness (Baloglu & McCleary, 1999; Choi, Chan & Wu, 1999; Beerli & Martin, 2004). The main downfall of the multi-attribute approach is that the attribute lists of the destination may not be complete. Moreover, the averages of attribute scores are seldom an appropriate assessment of the overall attractiveness of the destination. Echtner and Ritchie (1991, 1993, 2003) therefore, mention that a complete operationalisation of destination image or attractiveness involves measuring both attributes and the holistic perception of the destination.

Many studies (Vengesai, 2003; Cakici & Harman, 2007; Das *et al.*, 2007; Kresic, 2007; Cheng-Fei *et al.*, 2009; Chen *et al.*, 2011) have found that attractiveness attributes represent the comparative advantage of a destination, which can be turned into the competitive advantages of a destination – resulting in high levels of competitiveness and a favorable market position for the destination. It was also found that touristic attributes are important from the experiential perspective of the visitors. This will provide valuable insights to tourism planners who can address the needs of tourists, which influences the overall attractiveness of the destination, motivation to recommend the destination to others, and intention for a repeat visit.

There has been limited research on the underlying dimensions of destination attractiveness in relation to the South African resorts' sector. Studies focusing on resorts in South Africa are scarce and are much needed (NDT, 2012c; NCPG, 2005; NDT, 2012d; Van Vuuren & Slabbert, 2011) – especially with the growing domestic (and international) market. Attributes that influence destination attractiveness are discussed in detail in the next section.

## 2.6. Attributes that Influence Destination Attractiveness

Several factors affect the destination choice process of a tourist and whether tourists regard the destination as attractive. As tourists are attracted to a resort by the special attributes it offers, it may be argued that the resort with more attractive attributes will have a higher probability of being chosen and revisited. However, each resort hosts its own unique attributes in order to enhance its attractiveness. Some attributes may be attractive to tourists, but others may not be. The importance of the attributes helps tourists to evaluate the attractiveness of a resort and to make relevant choices. This raises a need to identify which attributes lead tourists to choose one resort over another – or even return to the same resort over and over again (Cheng-Fei *et al.*, 2009). Generally, resort attributes are grouped into two categories: “push” and “pull” factors (see Pikkemaat, 2004), as indicated in Figure 2.2 (below).



**Figure 2.2. Push and Pull Factors to a Tourist Resort** (source: Pikkemaat, 2004)



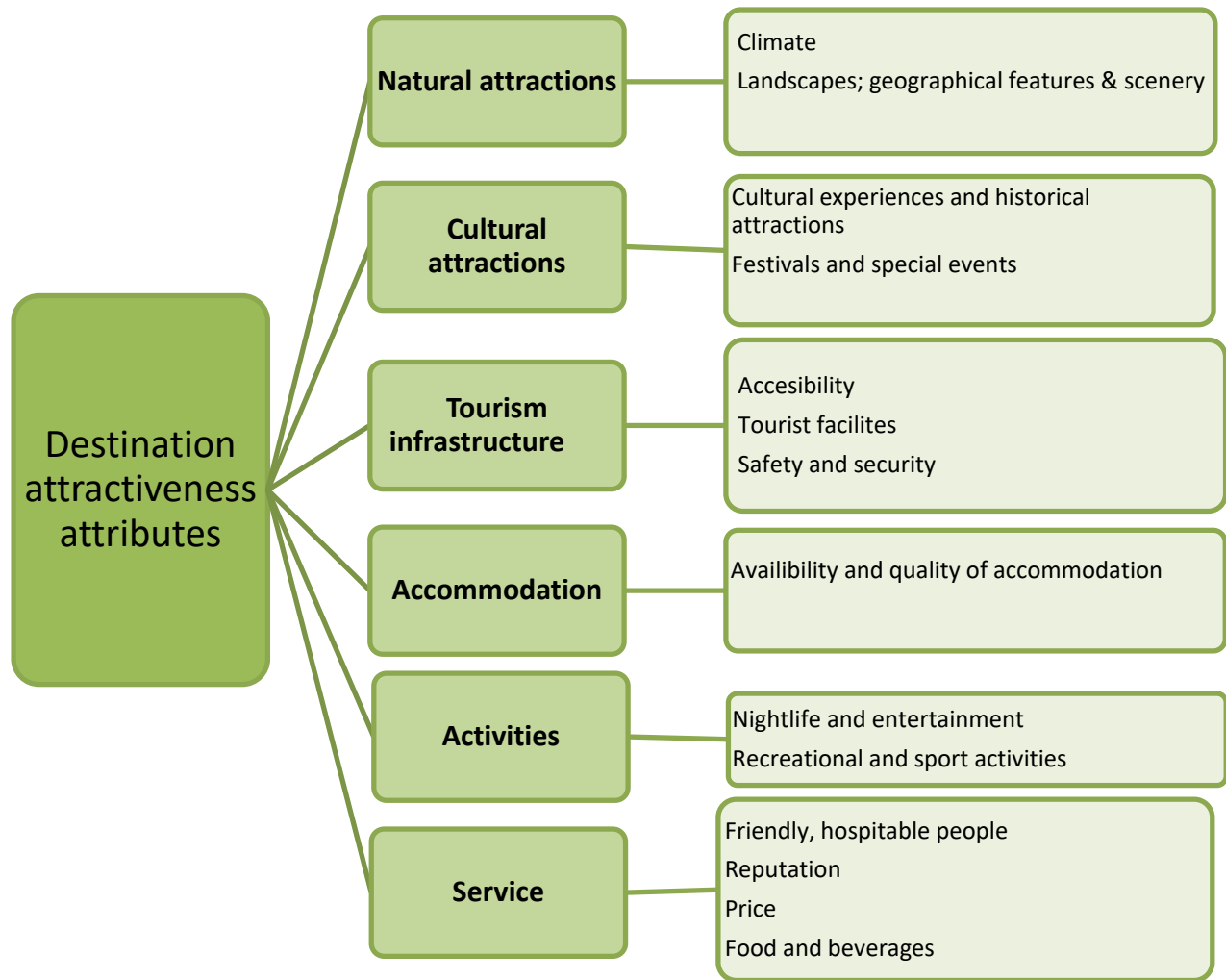
### 2.6.1. Push Factors

Push factors indicate psychological factors like values, motives and personality, as well as social factors like age, education and marital status – all from the tourist's perspective (Moutinho, 2000; Vengesayi, 2003). Push factors are present in the generating region where the tourist market is located. According to Ivanovic *et al.*, 2010, any market displays certain characteristics, ranging from external environmental factors to internal or more individual factors. Often the generating regions also contain certain “push” factors motivating people to travel away from that area for a period of time. For example, many Europeans travel to South Africa during the summer of the southern hemisphere in order to escape the cold winters of the northern hemisphere. This could be seen as a push factor. Push factors are destination image-related and will be further discussed in Chapter 3.

### 2.6.2. Pull Factors

Pull factors are destination-related dimensions like attractions, infrastructure, pricing levels, festivals and events at the destination, activities at the destination, and tourist facilities available. These attributes can contribute to the formation of perceived attraction among tourists (Vengesayi, 2003).

The analysis of destination-attractiveness attributes or pull factors, and their influence on the level of competitiveness of tourism destinations, has been thoroughly researched (Gearing *et al.*, 1974; Ritchie & Zins, 1978; Ferrario, 1979; Haahti, 1986; Van Raaij, 1986; Hu & Ritchie, 1993; Kim, 1998; Crouch, 2006; Formica & Uysal, 2006; Das *et al.*, 2007; Kresic, 2007; Cheng-Fei *et al.*, 2009; Kresic & Prebezac, 2011). In these studies, the attributes (pull factors) have been grouped into main categories and sub-categories as indicated in figure 2.3 (below). An in-depth discussion of each attribute follows. These attributes will be incorporated into the questionnaire of this study and provide a useful reference point for the study design (see table 4.1). Destination attractiveness attributes questions for questionnaire).



**Figure 2.3. Flowchart of Destination Attractiveness Attributes** (source: Author's summary of theory)

The more a destination can meet the needs of its visitors, the more it is perceived to be attractive and the greater the probability that it will be selected as the final destination (Cakici & Harman, 2007). It is acknowledged that the attributes discussed below and the characteristics of a destination are similar, however, even though the topics are similar and overlap, destination characteristics and destination-attractiveness attributes play different roles in the context of this study. Destination characteristics define and describe a destination, whereas attributes focus more on the qualities, features, value

and classification of a destination's characteristics. For this reason, the discussion of destination attributes below is cross referenced with the discussion of destination characteristics in section 2.2.2.

#### **2.6.2.1. Natural Attractions**

Natural attractions (see also paragraph 2.2.2.1.1) are understood to be those environmental attractions not created artificially by man. These include wilderness areas, forests, mountains, waterfalls, flora and fauna, beaches and marine areas, natural wonders and special landscaping features, parks and conservation areas, beaches, seas, and rivers. Tourists are becoming more discerning and expect developers to pay more attention to quality and environmental management. Accordingly, the management of natural attractions requires a strategic approach to ensure the needs of tourists are met – without destroying the irreplaceable natural resource (Ramchander *et al.*, 2006).

Tourism can enhance attractions by encouraging authorities to conserve the wilderness areas, so raising environmental awareness and providing income where normally such opportunities would not exist. Tourism can also provide much needed funding to finance the conservation of the sensitive ecosystems and habitats in which it operates. However, tourism can be harmful to natural attractions because of the damage it causes to the environment, abuse of capacities, and exploitation of resources (Honey, 2008; Swarbrooke, 1991).

#### **2.6.2.2. Climate**

Climate is considered to be a natural tourist attraction and was not created by man for tourist exploitation, but by the actions of natural forces (Kresic, 2007). Climate is an important criterion for locating tourism centres, and many resorts have prospered thanks to the ability to turn the local climatic conditions to their advantage (Kresic & Prebezac, 2011). Examples of this can be seen when destinations use climate in their marketing slogans and logos in order to attract tourists, e.g.:



(Picture credit: Maldives Tourism website, 2016)

Previous Northern Cape Province slogan – “follow the sun not the crowds” (Bennet *et al.*, 2005)

Climate also plays a decisive role in the selection of resorts and the tourist decision-making process, and becomes a factor in attracting people when tourists decide to buy products (Cheng-Fei *et al.*, 2009). It is a natural tourism resource, and is an element that – thanks to human intervention – facilitates tourism and the satisfaction of demand. Climate exists outside of any tourism project, but becomes a resource when it is incorporated with a good service. Many tourist activities depend on the weather and climatic conditions, which include sun and beach tourism, winter sports, health tourism, and water sports (Kresic & Prebezac, 2011).

### **2.6.2.3. Landscapes, Geographical Features and Scenery (see also paragraph 2.2.2.1.)**

According to Keyser (2009) the features of the environment are often the main reasons why people are attracted to an area, and tourism is almost totally dependent on the environment. The landscapes and overall scenic beauty of an area may be a major attraction for tourists – especially if the natural character of the environment has been conserved. Areas of scenic beauty are settings for activities like sightseeing drives, hiking, camping and wildlife viewing. Remote scenic areas offer opportunities for adventure-orientated activities like river rafting, rock climbing, abseiling and hiking.

When the tourism industry depends on the uniqueness of the environment, the resources must be protected, in order to continue to draw tourists. In a changing tourism marketplace, competitive advantages will more and more be a result of careful management of the quality of the environment of destinations. Markets across the world are increasingly alarmed at environmental degradation and exploitation of people (Ramchander *et al.*, 2006). The number of initiatives aimed at saving some part of the environment or improving the living conditions for the world's vulnerable people, increases by the day (Laroche, Bergeron & Guido, 2001).

#### **2.6.2.4. Cultural Attractions (also see paragraph 2.2.2.1.2.)**

##### **2.6.2.4.1. Cultural Experience and Historical Attractions**

Culture is another important factor that shapes tourists' perceptions (Bajs, 2011; Beerli & Martin, 2004; Honey, 2008; NCPG, 2005; NDT, 2012a; Ramchander *et al.*, 2006). Authentic local culture, history and traditions can provide a framework for enriching the experience of a tourist destination. Historical attractions give tourists an opportunity to experience the uniqueness of that destination, and that conveys something about the past of the destination (Keyser, 2009). According to Inskeep (1991), Keyser (2009) and Cudny (2013), the various types of cultural and heritage attractions include:

- Archaeological and historical sites, including: national monuments, historic buildings and districts, religious buildings, and places of historic events.
- Distinctive cultural patterns, lifestyles and traditions, including: customs, dress, ceremonies, religions, beliefs and practices.
- Arts and handicrafts, including: dance, music, drama, painting and sculpture.
- Interesting economic activities or cultural industries, including: traditional fishing, agricultural techniques, hand manufacturing, and machine technology.
- Interesting urban settlements, including: architectural features, shopping facilities, parks, restaurants, and street-life activities.
- Museums, including: exhibits of natural and cultural features of a region.

- Festivals, including: events which display local religious ceremonies, celebrations and pageants.
- Heritage exhibitions, including: historical events and experiences of the communities in the region.

#### **2.4.2.4.2 Festivals and Special Events**

Given that events play an important role by attracting tourists to a particular destination, and serving as an economic stimulator whilst entertaining and cementing society, they will be discussed in more detail. Events generate tourist traffic, and influence a number of elements of the surrounding space (Cudny, 2013). Various researchers (Backman, Backman, Uysal & Mohr, 1995; Burns, Hatch & Mules 1986; Hall, 1992) indicate that events enhance a destination's image and improve awareness of that destination.

The major demand generated by an event is, for the most part, not the demand for the event itself – but for a range of related services like accommodation, food, transport and entertainment (Cudny, 2013; Burns, Hatch & Mules, 1986; Shone & Parry, 2010). Events are those phenomena arising from non-routine occasions which have leisure, cultural, personal, or organisational objectives set apart from daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people. Examples of events include the Formula One Grand Prix held in several international countries; the annual Tourism Indaba held in Durban, and the annual Gariiep Kunstefees held in Kimberley.

#### **2.6.2.5. Tourism Infrastructure (see also paragraph 2.2.2.3.)**

Infrastructure provides the basic framework for the effective functioning of development systems like cities. Adequate infrastructure is also essential for the successful development of tourism (Kresic, 2007; Laws, 1995; Leiper, 1995; Lubbe, 1998; Swarbrooke, 1995; Vengesayi, 2003). Tourist activities and movements are not limited to the interior of tourism facilities, and tourists' experience and perception of the resort

are therefore informed by a larger context and the setting in which these encounters take place (Dwyer & Kim, 2003).

According to Bajs (2011) and Ramchander *et al.*, (2006), tourism-related infrastructure mainly includes:

- Transportation networks, terminals and communications (access to the destination in terms of time, distance and means).
- Water supply and the sewage system.
- Electricity supply and air conditioning.
- Safety for tourists.
- Health services and their condition.
- Postal and other communication services (telephone, email, computerisation, internet access).

#### **2.6.2.5.1. Accessibility (also refer to transport in paragraph 2.2.2.2.)**

Accessibility may be defined as the ease to approach, reach, enter or use a certain product, service or destination, and includes elements such as infrastructure (roads, airports, seaports, railways), transportation equipment (size, speed and range of options available), operational factors (routes, frequency of services and prices charged), and government regulations that relate to transport options – for example the number of adults per bus or coach (Akso & Kiyici, 2011; Bajs, 2011; Bennett *et al.*, 2005). Accessibility of a destination affects the holiday cost, and the speed and convenience at which a traveler may reach a destination, and encapsulates more than the physical transport. It is the degree to which a product, device, service or environment is available to as many people as possible. Development of appropriate access for visitors to and within a destination includes consideration of several key factors. The key factors include: creating a barrier-free destination; transport; high quality services; and information accessible to all (Akso & Kiyici, 2011; Bajs, 2011; Bennett *et al.*, 2005).

#### **2.4.2.5.2 Tourist Facilities (refer also to facilitating hospitality resources in paragraph 2.2.2.4, and support services in paragraph 2.2.2.7)**

Tourist facilities provide the foundation upon which a tourist industry is based (Crouch & Ritchie, 1999). The existence of various amenities and ancillary services to meet the needs of visitors is critical to the success of any resort. It is a wide-ranging set of activities required by tourists, and may include (Inskeep, 1991; Kresic, 2007; Kresic & Prebezac, 2011; Laws, 1995; Lopes, 2011):

- Travel and tour operators.
- Tourist guiding services.
- Food and beverage outlets.
- Tourist information.
- Shopping facilities.
- Convenience and personal services.
- Banking and foreign exchanges.
- Media (including newspapers, magazines, television/radio).
- Insurance and assurance services.
- Health support and medical consulting.
- Internet and email access.
- Postal services.
- Laundry and dry-cleaning.
- Infrastructure (including water, sewerage, electricity and telephone services).
- Local authority management and development control.

The nature, quality and diversity of amenities and facilities depend on the nature of tourist demand, the types of tourists and any needs they might have. The attractiveness of a destination is enhanced by its ability to provide facilities that tourists can use at the destination (Vengesai, 2003). The competitiveness of a destination is achieved when the provision of services and facilities is competitive versus alternative destinations.



### 2.6.2.6. Safety and Security

“Nothing kills tourism like a dead tourist” (Bennet, 1995). Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a resort depends on being able to provide a safe and secure environment for visitors. Crime and violence are probably the most unpredictable factors in the tourism industry (NCPG, 2005) and have the potential to cause tremendous damage to the industry. Any visitor would like to have the assurance of feeling relatively safe in a resort or destination. According to the White Paper Northern Cape (NCPG, 2005), tourism security concerns are one of the key constraints to tourism growth in South Africa, and visitor safety remains an important topic worldwide.

Perceived or real threats have immediate impacts on a destination’s reputation and can dramatically affect visitation. Safety and security have always been an indispensable condition for travel and tourism (Bennet, 1995).

According to Chiang (2000) if visitor health and safety are not well managed, adverse incidents can significantly affect the profitability and sustainability of a resort or destination. If a visitor feels unsafe during a trip, this may impact on the length of stay and expenditure in a destination, and also decrease the likelihood of repeat visitation and word-of-mouth referrals. If a destination develops a negative image for visitor safety, this will likely result in declining visitor market for the region.

According to the National Tourism Sector Strategy (NDT, 2012d), some safety and security concerns for South Africa include:

- Strong international perceptions of South Africa as an unsafe destination.
- The media tending to focus on negative stories only– ignoring the many positives.
- Lack of awareness of the role that the South African Police Service (SAPS) and judicial system could play in promoting or harming the country’s safety and security.

A negative perception may cause potential visitors to decide against visiting South Africa – resulting in significantly lower numbers of foreign visitors to the country (NDT, 2012b). According to the White Paper on the Development and Promotion of Tourism in NC (NCPG, 2005), the Northern Cape Province is a relatively safe tourism destination, but it also adds on that the situation can quickly deteriorate if not properly managed.

### **2.6.2.7. Accommodation**

#### **2.6.2.7.1. Availability and Quality of Accommodation**

Accommodation plays an important role in the selection of a resort, and is the base from which tourists pursue activities. Availability of accommodation is vital but seasonal demand is often a huge challenge for accommodation establishments, resorts and tourist facilities. It is the responsibility of resort marketers and managers to ensure that a similar number of tourists are attracted throughout the year (Vengesayi, 2003).

According to Keyser (2009) the competitiveness of a resort is indicated by the extent of seasonality in accommodation. Destinations have to invest in the delivery of high-quality products in order to stand out from competition. The accommodation sector is very competitive (Ramchander *et al.*, 2006). Grading systems usually protect the interest of tourists and also help them to assess the variety of accommodation establishments found at a resort. The Tourism Grading Council of South Africa (TGCSA) is one of the most recognised, credible quality-assurance bodies for tourism products in South Africa (TGCSA, 2014). The TGCSA focuses on visitor expectation, with the star-grading system rating establishments from one to five stars based on certain criteria.

### **2.6.2.8. Activities (see also paragraph 2.2.2.5.)**

#### **2.6.2.8.1. Mix of Activities**

The number and variety of activities at a resort play a vital role in the attractiveness of the resort – as this adds to the perceived value of a tourist destination (Bajs, 2011). Depending on the type of resort, as listed previously, the activities offered at a resort will

be linked to the type of resort – for example a ski resort will have other activities but will focus mainly on ski activities. It should also be noted that a resort does not develop around the type of tourist, but rather the tourist develops around the type of resort. In order to fully understand the activities at a destination, the different types of tourism and tourism activities are described in table 2.3 (below).

<b>Types of Tourism</b>	<b>Definition</b>	<b>Activities at Resorts</b>
<b><i>Business tourism</i></b>	To complete a business transaction or attend a business meeting or conference	Attending conferences, seminars, business meetings or workshops.  Riverton and Langleg resorts offers conference facilities for business tourists.
<b><i>Ecotourism</i></b>	Stresses low-impact adventure in a natural setting – sometimes called 'green tourism'. Relies on experiences directly related to natural attractions	Visiting undisturbed natural areas, camping, biking, hiking, and canoeing with minimum impact on the environment.  Riverton and Langleg resorts offer nature walks for eco-tourists.
<b><i>Cultural tourism</i></b>	To experience the history, folklore and culture of a people	Visiting cultural villages, attending the theatre or other performing arts, experiencing a certain culture, attending festivals, and visiting historical and heritage buildings, sites or monuments.  Riverton and Langleg resorts has a local township and shebeen nearby, which cultural tourists may visit.
<b><i>Recreation tourism</i></b>	Recreation is an activity of leisure, and recreational activities relate to enjoyment, amusement, pleasure and	Examples include most human activities: camping, visiting the beach, hiking, surfing, watching movies, reading, tennis, and

	to escape the routine of daily life.	volleyball.  Riverton and Langleg resorts have activities for tourists, which include tennis, swimming, fishing and water-sport activities.
<b>Active tourism</b>	This type of travel has an objective/s that the traveler wishes to achieve by the end of the trip. It combines the adventure, ecotourism and cultural aspects of a discovery tour.	Climbing a mountain or learning a new language and cooking lessons.  Riverton and Langleg resorts may help achieve the active traveler's objectives, with the local township nearby forming a partnership, whereby the local community offer cooking lessons on traditional cuisine and/or teach tourists the local language.
<b>Sport tourism</b>	Travelling to experience a sport or attend a sporting event.	Partaking in a soccer match or travelling to the UK to watch a soccer match.  Riverton and Langleg resorts have hosted various water-sport events.
<b>Health or medical</b>	Travelling to improve one's health or medical condition.	Visit to a health resort, spas, attending a weight-loss camp, travelling for plastic surgery.  Riverton and Langleg resorts do not cater for the health/medical tourist.
<b>Religious tourism</b>	Involves travelling for religious purposes and spiritual upliftment	Visiting a place of spiritual significance or partaking in a religious pilgrimage.  Riverton and Langleg resorts do not have any religious attractions on offer.
<b>Adventure tourism</b>	Involves challenges and adventure for adrenaline-seeking tourists	Trekking through a tropical rain forest, rock climbing, river rafting, sand skiing in the

		<p>desert, water skiing, sky diving.</p> <p>Riverton and Langleg resorts offer water skiing in the Vaal River, but with the tourists' own equipment. The resorts could offer rock climbing, river rafting, and sky diving.</p>
<p><b>Wilderness or nature-based tourism</b></p>	<p>To experience something very different from everyday life in remote wilderness areas.</p>	<p>Birdwatching, wildlife photography, stargazing, fishing, visiting forests.</p> <p>Riverton and Langleg resorts' location is ideal for wilderness and nature-based tourism. Nature photography, fishing, and stargazing are activities that can be undertaken at two resorts.</p>

**Table 2.3 Different Types of Tourism and Related Activities** (sources: Bajs, 2011; Baku, 2014)

#### 2.6.2.8.2. Nightlife and Entertainment

Nightlife and entertainment should offer the chance of enjoyment, self-expression and satisfaction, should take place in time set aside from obligation such as business or family care, and should not be an obligatory undertaking: entertainment should come freely (Swarbrooke, Beard, Leckie, & Pomfret 2003).

Entertainment tourism is a popular niche of tourism. Just as the book “*Eye witness travel*” on northern Spain dedicated pages to entertainment in northern Spain, most tourists now approach tourism with different expectations. Rather than just going on a sightseeing tour and sitting on the beach all day (World Tourism Organisation, 1999), tourists often search for more intense and energetic experiences like parties or concerts and would rather choose to go on a vacation to a more entertaining area to have fun and to enjoy memorable moments away from the busy schedule, than end up on another stressful journey. These trips not only provide pleasure to the tourist, but also

serve as a source of employment and income for most businesses around the region – thereby influencing the country economically in the long run Adeboye (2012).

The entertainment sector could also be categorised into different segments:

- *Theme parks* are majorly child-friendly and this makes them interesting places for families to visit; they are usually filled with numerous exciting rides, a carnival atmosphere, and several cartoon and movie characters.
- *Amusement parks* are also a form of entertainment for numerous tourists. Unlike the theme park, this is just to amuse guests and has an array of rides and games which attract tourists.
- *Casinos* are one of the places people enjoy as an entertainment option for gaming. Casino games are part of attractions that make tourists travel across the globe to be entertained, and are seen in many bars, cafes and cities around the world.
- *Cinemas* are another form of entertainment centre which attract much interest from tourists. Movie premiers and artistic displays are always a beehive of activities at the cinema centres where famous actors and actresses are sometimes present to support the movies.
- *Performing art theatre* where people are given roles to perform as characters. This is usually presented to a live audience, which could include tourists from several different regions of the world who have travelled all the way just to be entertained by the performances.
- *Sporting events* like the World Cup, Olympic Games, and the International Association of Athletic Federations World Athletics Championship, are all examples of mega sporting events (Hansome, 2012). These events are grouped under entertainment tourism because of the euphoria and influx of tourists from different parts of the world – to the venue.
- *Nightlife entertainment* is a collective term for entertainment available and generally more popular from the late evening into the early hours of the morning. Pubs, bars, hangouts, nightclubs, parties, live music, concerts, cabarets, theatre,

cinemas, shows, and some restaurants, are all examples of nightlife entertainment (Bhujju, 2015).

Examples of entertainment in Kimberley include the Flamingo Casino, Ster Kinekor cinemas, and the Kimberley Theatre which was recently revamped and has a grand opening planned for the near future. Sporting events are popular in Kimberley at the Griqualand West Stadium and the De Beers Diamond Oval. The Halfway House Pub and Grill and Kim-by-Night nightclub are good examples of nightlife in Kimberley.

#### **2.6.2.8.3. Recreational and Sport Activities**

Several major elements in tourism enterprises which are closely linked to the growth of tourism as a form of recreation are the theme parks, water parks, fun centres and sports' tourism.

Recreational activities include all kinds of sports, both team and individual, such as baseball, football, basketball, tennis, badminton, swimming and skiing. Hiking, jogging, aerobics and rock climbing are active forms of recreation. Passive recreational activities include reading, fishing, listening to music, playing computer games, and watching television or movies. The most common form of recreation is participation in sports and games. Recreational activities are a rewarding form of human experience and constitute an important aspect of economic development and government responsibility (Tumanque, Escoto, Dizon & Cabagan, 2014).

#### **2.6.2.9. Service (see also paragraph 2.2.2.7.)**

Service starts with understanding what good service is from the tourists' point of view, and how it can affect the attractiveness of a resort. The Tourism Enterprise Programme (2014) defines good service as an experience for every visitor which visitors will remember, as well as in terms of giving visitors what is expected and meeting individual needs.

A product's value may be enhanced through service excellence (Olivier, 2010). Some destinations are known for service excellence and this depends on various factors such as the staff selling the product, the appearance of staff, competence and attitude, friendliness, and helpfulness and social interaction with the consumer at the destination (Swarbrooke, 1995).

Tourists do not just buy products or services, but also buy the many intangible things which go with the selling of a product or service – friendliness, goodwill, a caring attitude, and a whole range of other behaviours and emotions, which, together, create the package called 'Good Customer Care' (Burton, 1994; George, 2004; Kolb, 2006). The cumulative effect of really good visitor care is therefore greater than the sum of the separate parts. According to Hayes and Dredge (1998) and TEP (2014), 'good service' needs to be driven by visitors' needs and expectations. If organisations tap into that recognition of an unfulfilled need, a strong and lasting bond with visitors can be created; superior visitor care can also be used to differentiate organisational products (Cook, 2002).

#### **2.6.2.10. Reputation**

Tourism destinations are complex organisations which need to manage their organisational reputation (Marchiori, Inversini, Cantoni & Dedekind, 2010). Reputation is considered as "a perceptual representation of a destination's past actions and future prospects that describes the destination's overall appeal to all of its key constituents when compared with other leading rivals" (Fombrun, Gardberg & Sever, 1999). The reputation of a destination plays a vital role in many areas, and if a good reputation exists (see Fombrun & Shanley, 1990; Yoon, Guffey & Kijewski, 1993), the following advantages can be enjoyed by a destination:

- Being able to charge premium prices, as the brand signals consumers about the quality of the destination attributes.
- Gaining better sources for funding, as capital markets might rely on the destination's reputation in order to grant access to financial resources.



- Attracting and retaining qualified human resources.
- Destination marketing will be made easier by an increase in word-of-mouth recommendations, increased speed of market penetration, and increased effectiveness of advertisement campaigns.
- Possibly attracting more investors and gaining the support of different stakeholders.

#### **2.6.2.11. Price**

Traditionally, price has always been a major determinant in the choice made by tourists (Haarhoff, 2007). Price remains ‘one of the most important elements’ for consumers (Kotler, 2000; Middleton, 2001) and is significant in the economy, the tourist’s mind and for the individual resort (Etzel, Walker & Stanton, 2004). Tourists use a fixed budget when planning a holiday which often involves a period of saving, and therefore before making a final decision prices are compared and the final choice is based on the option that offers the best value for money (Seaton & Bennett, 1996). According to Laws (1995), a London travel agency displaying a variety of “Late Offer” destinations in its shop window attracts tourists to the destination based on price – above any other destination characteristics.

Price has a different meaning to the tourist. It represents the amount of money he or she pays for a product, and thus represents the satisfaction of a need that he or she receives when purchasing the product. George (2008) confirms that the consumer’s perception of price plays an important role, and is the most crucial external factor affecting price. The consumer will view the price as acceptable if he or she receives the value received – as equal to or more than the value of money paid for the product (Cant, Strydom, Jooste, & Du Plessis, 2009). Some prospective tourists may be interested in relatively low prices, whereas another segment may be concerned with other factors like service, quality, value, and brand image.

### 2.6.2.12. Food and Beverages

*"Every tourist is a voyeuring gourmand"* (Lacy & Douglas, 2002)

Food has been considered as being an important attraction at prospective destinations. Fresh seafood in beach resorts, traditional cookery, famous restaurants in expensive hotels and on cruise liners or in major commercial centres are built for this purpose. Some countries and cities expand their unique food experiences in order to engage and attract more travelers (Dann, 1996; Noguchi, 1992). Without food and beverages, a tourist's needs cannot be completely satisfied. Food service forms part of the experience and therefore of the general image of a resort. Therefore, the importance of food service in the tourism industry cannot be over-emphasised. The provision of food and beverages is an integral part of tourism and hospitality (Ardabili, Rasouli, Daryani, Molaie & Sharegi, 2011).

## 2.7. CONCLUSION

Tourists are motivated to travel to particular places for particular reasons, or to satisfy certain needs. "Pull" factors can be attached to these reasons at the destination. Attractions, transport, infrastructure, facilitating hospitality resources, activities, supporting services, and service quality all make up a destination.

At the same time, natural attractions, cultural attractions, infrastructure, accommodation, activities and service act as "pull" factors to a destination and determine the probability of a resort being chosen as a holiday destination. Not only resort attractiveness and attributes influence the probability of being chosen as a holiday destination – but also the competitiveness of the resort. The attributes that will be measured at selected Kimberley resorts include natural attractions, infrastructure, safety and security, various facilities, accommodation and service quality.

The selected Kimberley resorts (Riverton and Langleg) operate within close proximity to other Kimberley resorts (Reckaofela and Transka) – and those resorts' offerings also

influence the decision-making process of tourists. It is therefore the resort's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors (Dwyer & Kim, 2003), and also its ability to maintain its market position and share and/or to improve upon it through time which determines its competitiveness.

“Push” factors motivate tourists to travel away from the place of residence to a particular destination or resort for a period of time. Push factors are identified and described in Chapter 3 as being factors which influence perceptual destination image.

# CHAPTER 3

## DESTINATION IMAGE: TOURIST PERCEPTION LEADING TO DESTINATION CHOICE

### 3.1. Introduction

Destination image is the sum of perceptual beliefs, knowledge, affective feeling, and total impression that a visitor holds about a destination, and it plays a critical role in determining purchase decisions in the destination-choice process, and the attractiveness of a destination (Um & Crompton, 1999). Destination choice is determined by the attributes a destination offers, and also by the characteristics of the tourist (Lopes, 2011). The White Paper on Development and Promotion of Tourism in the Northern Cape (NCPG, 2005) suggests that understanding tourists' perceptions of a destination is of paramount importance, as they play a valuable role in the marketing of a destination. Image plays an important role for destination marketers – to differentiate the destination in this highly competitive market (Yilmaz, Yilmaz, Dçigen, Ekin, & Utku 2009). In order for a destination to be differentiated from its competitors, destination management must have a correlative perception (Zouni & Kouremenos, 2008) and image (Moutinho, 2000) of quality, as the consumer does.

The formation of image is determined by the attributes or characteristics a destination has to offer, and by the exposition of information the tourist receives about a destination (Molina *et al.*, 2010). These factors are known as the external factors. Image formation is also influenced by personal factors like motivation, past experiences, attitudes and expectations (Chen *et al.*, 2011), which are known as internal factors (George, 2008). From this it can be deduced that individuals hold different images, and these images are based on individuals' perceptions.

This chapter explores important concepts of tourist perception, destination image and the internal and external factors that influence destination image, and also the tourist

decision-making process. The chapter concludes with an explanation of the relationship between these four concepts.

### 3.2. Tourist Perception

Perception can be defined as the process by which an individual selects, organises and interprets stimuli into a meaningful and coherent picture of the destination (Cant *et al.*, 2009; George, 2008; Jordaan & Prinsloo, 2004; Rajesh, 2013). Perception comprises consumers' motivations, learning, attitudes, and previous experience. It is subjective in nature and will therefore be different for each consumer. This, in turn, will result in the consumer attitudes towards a product and/or service provider that may fluctuate over time. Perception thus refers to the way in which consumers interpret messages via their senses in order to make a decision when buying a product. Consumers generally perceive what is expected of the product/service, which is normally based on familiarity, previous experience, values and motivations (Bajs, 2011; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Cakici & Harman, 2007; Chaudhary, 2000; Dann, 1996; Henkel *et al.*, 2006).

Krippendorf (1982) indicates that tourists' perception of a destination can be more important than its tangible attributes, and that "the tourist goes to a destination to see the image rather than the reality". Perception remains one of the most engrossing concepts in marketing and tourism. A variety of perception studies exist in the tourism field (Bajs, 2011; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Cakici & Harman, 2007; Chaudhary, 2000; Dann, 1996; Frochot & Kreziak, 2008; Henkel *et al.*, 2006; Jenkins, 1999; Kim & Brown, 2012; Mohammed, 2014; Prebezac & Mikulic, 2008). Table 3.1 (below) provides a theoretical framework for perception studies related to the tourism field:

<b>Year</b>	<b>Author/s</b>	<b>Title of Study</b>	<b>Outcome of study</b>
1996	Dann, G.	The language of tourism: A sociolinguistic perspective	In this paper, it is shown that tourism, in the act of promotion, as well as in the accounts of its practitioners and clients, has a discourse of its own. Through the use of pictures, brochures and other media, the language of tourism attempts to seduce millions of people into becoming tourists, and, subsequently, to control their attitudes and behaviour. As tourists, such people then contribute further to this language through the communication of their experiences.
1999	Baloglu, S. & McCleary, K.W.	A model of destination image formation	A major finding of the study was that a destination image is formed by both stimulus factors and tourist characteristics.
1999	Jenkins, O.	Understanding and measuring tourist destination images	In this paper it is argued that to provide valid image research, a preliminary phase of qualitative research is important, in order to distil the constructs relevant to the population being studied. Construct-elicitation techniques such as free elicitation, interactive interviews and focus-group interviews, are discussed along with new techniques that include the visual aspect of the image – such as photo- elicitation.
2000	Chaudhary, M.	India's image as a tourist destination – A perspective of foreign tourists	It was observed that India is rated highly for its rich art forms and cultural heritage. However, irritants like cheating, begging, unhygienic conditions and lack of safety dampen the spirits of tourists. India can be positioned on the world map only after these hygiene factors are improved, along with other motivators.
2004	Beerli, A. & Martin, J.D.	Factors influencing destination image	This paper developed a model which explains the different factors which

			form the post-visit image of a destination. This included both sources of information (primary and secondary) and stimuli influencing the forming of perceptions and evaluations of destinations pre- and post-visit, respectively, and also motivation, accumulated touristic experiences and socio demographic characteristics.
2006	Henkel, R., Henkel, P., Agrusa, W., Agrusa, J. & Tanner, J.	Thailand as a tourist destination: Perceptions of international visitors and Thai residents	Some results of the study found that Thai residents and international visitors felt that cultural sightseeing, friendly people and food were significantly important when thinking of Thailand as a tourist destination – while international visitors felt that nightlife and entertainment were significantly more important than Thai residents did.
2007	Cakici, C. &Harman, S.	Importance of destination attributes affecting destination choice of birdwatchers	It was determined that birdwatchers assign great importance to experiencing nature in open air – especially the destinations located in national parks. The favourite destinations are those with easy access, with food and beverage outlets, with guiding services, with accommodation facilities, and supported by security and health services.
2008	Frochot, I. & Kreziak, D.	Customers' perceptions of the images of ski resorts: Implications for resort positioning strategies	Regardless of their characteristics, resorts share a core of common and recurring images that represent the ethos of skiing holidays. A second set of images can then be used to ascertain different communication strategies, and to position the resort on different markets.
2011	Bajs, I.	Attributes of a tourist destination as a determinant of tourist perceived value	The quality of service infrastructure, the natural and cultural environment, and emotional, monetary and non-

			monetary dimensions were found to be the most important attributes affecting a tourist evaluation.
2011	Kresic, D. & Prebezac, D.	Index of destination attractiveness as a tool for destination attractiveness assessment	The research findings indicate that there are three pull factors that are more influential among tourists visiting Dubrovnik- Neretva County: natural features, destination aesthetics and destination marketing. At the same time, another three pull factors – accommodation and catering, activities in destination and environmental preservation – are more influential in other analysed counties.
2012	Kim, A. & Brown, G.	Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty	It is argued that to provide valid image research, a preliminary phase of qualitative research is important in order to distil the constructs relevant to the population being studied. Construct-elicitation techniques such as free elicitation, interactive interviews and focus-group interviews, are discussed along with new techniques that include the visual aspect of an image, such as photo-elicitation.
2014	Mohammad, B.A.	Examining tourists satisfaction, loyalty and intention to revisit	The findings of this study indicated that five tourist satisfaction factors affect intention to revisit as well as recommend Jordan as a tourist destination.

**Table 3.1 Perception Studies in Tourism**

The studies in the table above indicate the importance of understanding tourist perception, as it plays a valuable role in determining tourist expectations and matching the products or attributes of a destination with tourist needs. Consumers experience products and services of several destinations, and their perception of a holiday



destination is influenced by comparing the different attributes, facilities, attractions and levels of services. Consumers need to perceive that an offering will satisfy their needs and wants. Both tourism products and services should be perceived as of a quality similar to and/or better than those of similar resorts – in order for a destination to be competitive (Cheng-Fei *et al.*, 2009; Crouch, 2006; Das *et al.*, 2007; Ferrario, 1979; Formica & Uysal, 2006; Gearing *et al.*, 1974; Haahti, 1986; Hu & Ritchie, 1993; Kim, 1998; Kresic, 2007; Kresic & Prebezac, 2011; Ritchie & Zins, 1978; Van Raaij, 1986). At the same time, the product/service price should be perceived as being competitive and commensurate with the perceived value of the product (Haarhoff, 2007).

Due to the intangible nature of tourism offerings, tourists must make decisions based on how a destination is perceived (George, 2008). Thus, understanding tourist perception is extremely complex, as each individual has unique perceptions – and measuring perceptions is even more challenging due to the diverse characteristics of tourism products, specifically at a resort (Mohammad, 2014). Differences in perceptions often lead to variations in tourist behavioural intent, and a key implication of this for tourism is that perceptions, like attitudes, are crucial in constructing tourist involvement, destination image, satisfaction, and service quality (Cohen, Prayag & Moital, 2014). In order to promote tourism and market a destination, it is important to study tourist attitudes, behaviour and demands (Mohsin, 2005). Factors that affect perception and destination image are discussed later in the chapter.

Given the information possessed about a destination, the tourist will form an image of it (Bajs, 2011). This image is a description of the tourist's attitude towards a number of cues related to a destination's attributes. Physical attributes of a destination act only as stimuli inducing certain associations, and thus the image is not what the product actually is but what the tourist's beliefs tend to construct (Kim & Brown, 2012). Perception and image are terms that are closely related and it can be deduced that the perception process affects the image a tourist has of a destination. Destination image and the factors which affect destination image are discussed in the next section.

### 3.3. Destination Image

Destination image is one of the most discussed topics in modern tourism (Echtner & Ritchie, 2003; Pan & Xiang, 2011). Definitions of destination image have developed over the years. The following table depicts the evolvement of definitions of destination image from the year 1984 to 2013.

Author/s and Date	Definition of destination image
Assael, 1984	The overall perception of the destination that is formed by processing information from various sources over time.
Embacher & Buttle, 1989	Ideas or perceptions held individually or collectively about a destination by people.
Kotler, Haider & Rein, 1993	The sum of beliefs, ideas and impressions that people have of a place.
Baloglu & McCleary, 1999	An individual's mental representation of knowledge (beliefs), feelings, and global impressions about a destination.
Tapachai & Waryszak, 2000	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values.
Pearce, 2005	Image is one of those terms that will not go away...a term with vague and shifting meaning.
Aksoy & Kiyici, 2011; De Jesus, 2013	A person's set of beliefs, opinions and impressions about an object; a consideration of all information gained from different channels or a mental connotation the person has about something beyond physical perception.

**Table 3.2. The Evolvement of Defining Destination Image**

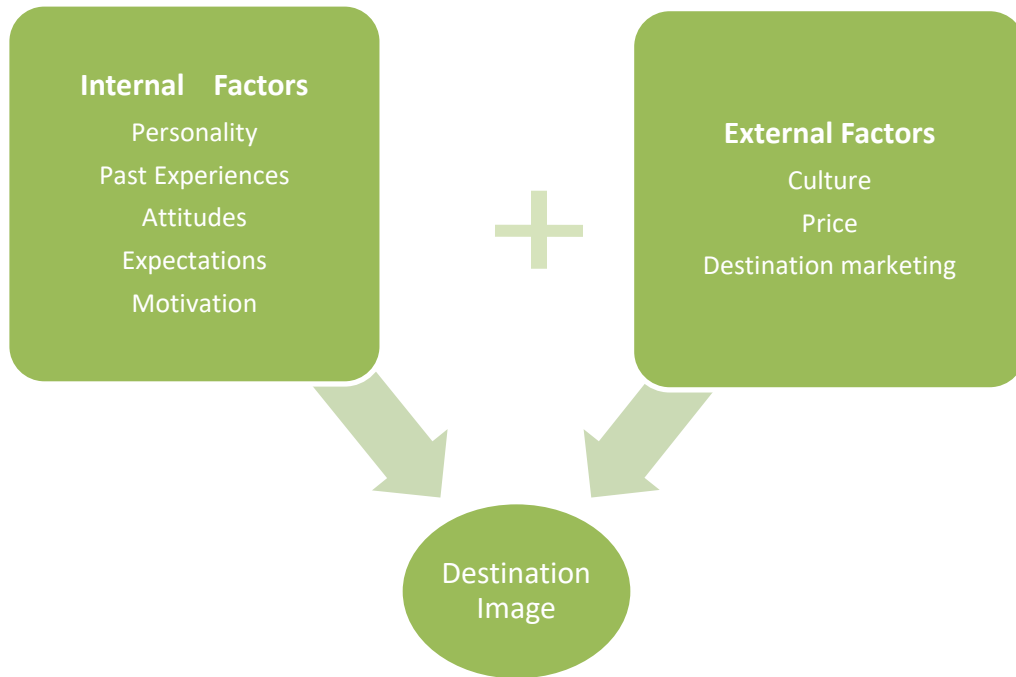
Ultimately, researchers agree that destination image is a valuable concept with regard to tourist destination choice (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Destination image is also a key marketing tool that can have a powerful influence over tourist decisions about where to take their vacation (Echtner & Ritchie, 2003). According

to Lopes (2011) a destination with a strong image is more easily differentiated from its competitors, and tourists are more likely to consider and select destinations with stronger and more positive images. Aksoy and Kiyici (2011) support this by adding that destinations with strong infrastructure, sufficient investment, positive images, and a variety of products gain much more share from the market.

In section 2.4 of chapter 2, push and pull factors of a tourist resort were identified as the attributes of a resort that either “push” the tourist to the resort or “pull” the tourist toward the resort (figure 2.2). Pull factors were discussed in detail as destination attractiveness attributes, whereas push factors were identified as tourist perception of the resort. Here, push factors will be discussed as factors which influence the tourists perception of the resort.

### **3.3.1 Factors that Influence Destination Image**

Destination image, as identified by Baloglu and McCleary (1999), is formed by a combination of internal and external factors. Internal factors are the individual (tourist) characteristics like, among others, personality, past experiences, and motivations that influence the formation of tourists’ destination image. External factors are stimulus factors and include socio-economic factors like culture, price, destination marketing, and as factors that influence destination image formation. Figure 3.1 (below) depicts the internal and external factors that influence the formation of tourist destination image. Each factor is then discussed individually.



**Figure 3.1 Factors Influencing the Formation of Tourist Destination Image (source: Authors summary of theory)**

### 3.3.1.1. Internal Factors

Internal factors are those psychological factors such as personality, past experiences, attitude, learning, expectations and motives that affect an individual’s perceptual process to a considerable extent (Beerli & Martin, 2004; Cakici & Harman, 2007). These factors, in turn, affect tourists’ formation of destination image. Factors that are compatible with a tourist’s learning, interest, attitude and personality are likely to get more attention than others (Moutinho, 2000). Ryan (1991) describes holiday tourism as “the means by which people seek psychological benefits that arise from expectations, new places and new situations that are of a temporary duration, whilst free from constraints of work, or normal patterns of daily life at home”. Internal factors that influence destination image are now discussed.

### 3.3.1.1.1. Personality

Personality refers to those psychological characteristics of people which determine and reflect their reaction to environmental influences (Cant *et al.*, 2009). It can be defined as the configuration of a person's characteristics and ways of behaving, which determine his/her adjustment to the environment in a unique way (Moutinho, 2000). According to Lubbe, (1998), personality is created by patterns of behaviour and mental structures, while Moutinho (2000) adds that it is an emphasis of an individual's past history on their current behaviour.

George (2008) states that marketers have discovered that personality is associated with self-image, which is how consumers like to see themselves, which in turn affects their buying behaviour. While researchers (Aksoy & Kiyici, 2011; Cant *et al.*, 2009; Beerli & Martin, 2004; Moutinho, 2000) seem to indicate that individual traits are not good predictors of behaviour, it is a well-known that marketers use personality traits to describe individuals and to differentiate between them. The consideration of personality traits is important in order to appraise destination behaviour trends. Psychocentric persons are more concerned with themselves, and are anxious and inhibited. Allocentric persons tend to be self-confident, outgoing and adventurous. These personality differences should be taken into account since they will result in diverse destination behaviours. As mentioned earlier, an individual's past experiences influence their personality, and therefore past experiences are discussed next.

### 3.3.1.1.2. Past Experiences

When tourists visit a destination, experience of that destination is gained through a variety of sources. The tourist then builds an inventory of destinations comprised of good and bad experiences. This information/inventory will be stored and used as future reference, when selecting a tourism destination in future (George, 2008). Past experiences have an impact on what tourists perceive. According to Beerli and Martin (2004), every person has a unique perception which is affected by all events in the individual's life. These events affect tourist thinking and play a vital role in perception.

Learning from previous experiences has a critical effect throughout the stages of the perceptual process.

Moutinho (2000) states that past experiences are closely associated with everyday life and play a major role in consumer choice. Therefore, positive experiences that are reinforced in similar situations may generate strong biases towards that situation which in turn influences the consumer's final choice.

### **3.3.1.1.3. Attitudes**

Attitudes are a combination of knowledge and positive and negative feelings about an event, person or object (Aksoy & Kiyici, 2011; Lubbe, 1998). An attitude encompasses an individual's value system, which represents personal standards of what is good and bad and also right and wrong (Cant *et al.*, 2009). Moutinho (2000) defines an attitude as a predisposition created by learning and experience – to respond in a consistent way towards an object such as a product or destination.

Cant *et al.* (2009) and Etzel *et al.* (2004) identify various characteristics of an attitude. It:

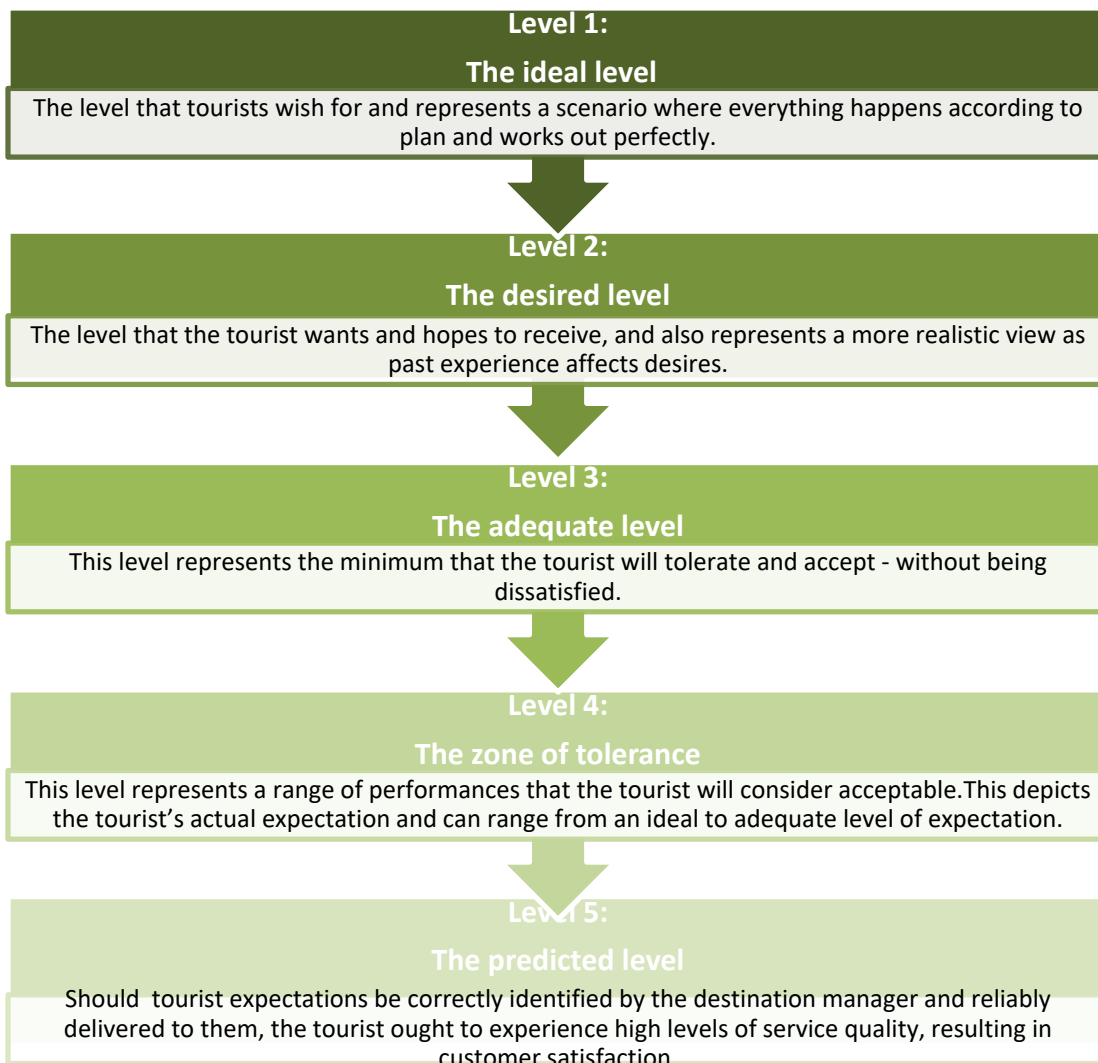
- Is learned either through direct experience with a destination or through indirect experiences such as reading about a destination or interaction with social groups.
- Has an object – tourists hold attitudes only towards something and attitudes vary from object to object.
- Has direction and intensity and can be favourable or unfavourable; tourists either like or dislike an object at an attraction or destination. The intensity of this liking can also differ – some tourists will like an object more than others.
- Tends to be stable, and the longer it is held the more resistant to change it becomes.

George (2008) and Kim and Brown (2012) emphasise that these characteristics are more evident in the hospitality industry than any other industry. If tourists have a

negative experience at a hotel or resort, it is likely that a negative attitude is developed which will deter them from returning.

#### 3.3.1.1.4. Expectations

Expectations are pre-trial beliefs a tourist has about the performance of a destination. This is used as the standard or reference against which the actual performance is judged. Zeithaml, Berry and Parasuraman (1993) have developed a model of consumer expectations. Consumer expectations are complex and exist on five different levels, as depicted in figure 3.2 (below):



**Figure 3.2 Levels of Consumer Expectations** (source: Zeithaml, Berry & Parasuraman, 1993)

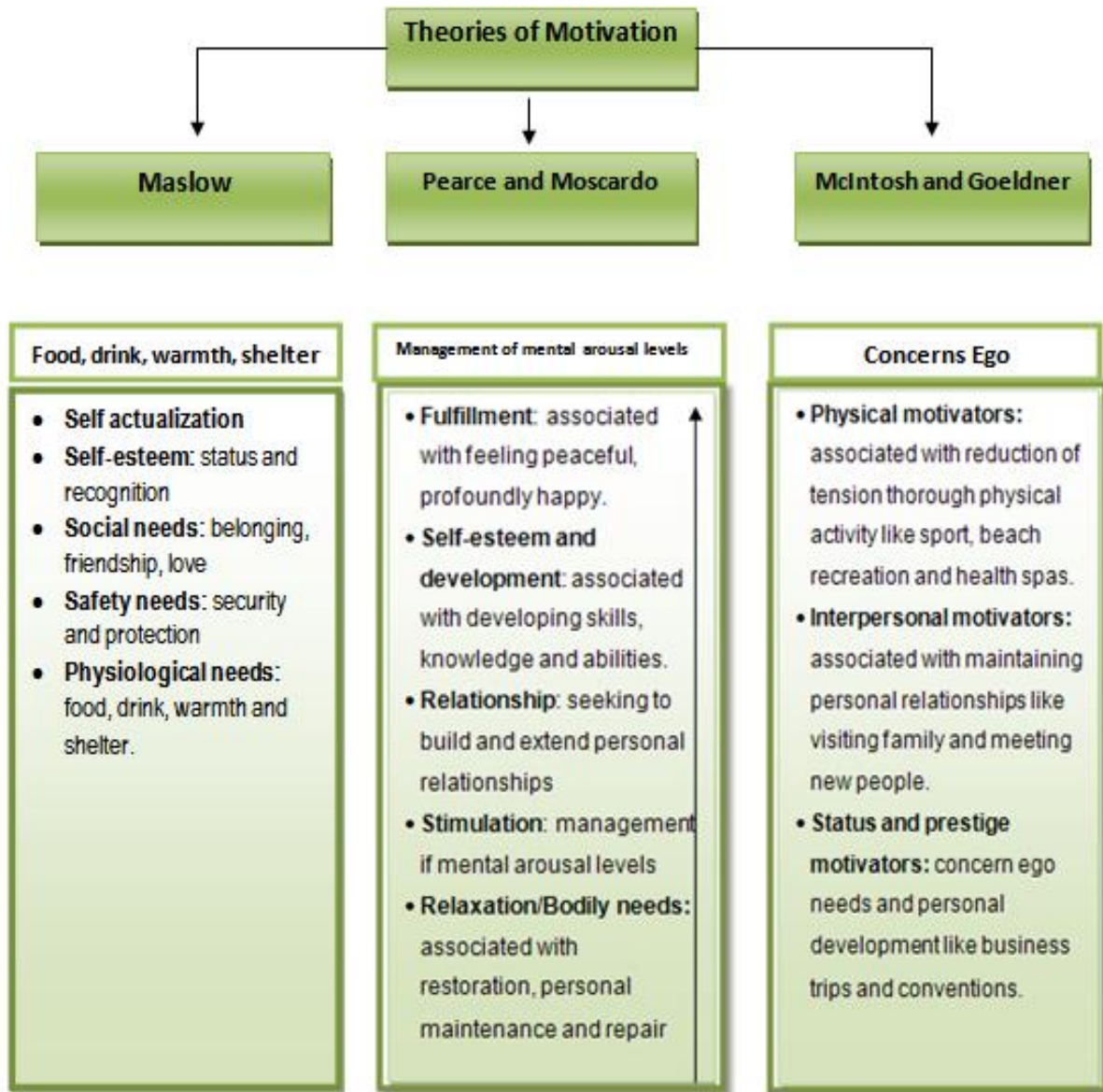
The levels of consumer expectations are described by Jordaan and Prinsloo (2004) as the ideal level, desired level, adequate level, zone of tolerance, and predicted service level. Factors that could influence customer expectation levels include personal needs, self-perceived service roles, implicit service promises, word-of-mouth communication, and past experiences. It is vital that a destination meets tourist expectations (level 3), and it would create a competitive advantage if the destination exceeds tourist expectations (levels 2 and 1). Therefore, it is important for destination managers to have knowledge of tourist expectations – so that the destination can meet, or even better, exceed those expectations.

#### **3.3.1.1.5. Motivation**

Motivation can be defined as a need or set of needs that is the driving force within individuals, and which pushes them into action or to seek satisfaction of a need or set of needs (Ivanovic *et al.*, 2010). Moutinho (2000) defines motivation as a state of need, or a condition that exerts a ‘push’ on the individual toward certain types of actions that are seen as likely to bring satisfaction. Travel factors are the internal factors at work within individuals – expressed as needs, wants and desires – which lead some people to a place much higher in value than others, and influence the type of destinations and tourist experiences chosen.

Various models on theories of motivations have been developed by researchers. According to Ivanovic *et al.* (2010), people often travel for more than one reason, or seek a ‘bundle of benefits’ which meet a variety of needs. This is supported by Moutinho (2000) who states that in the case of travel, there are usually multiple motives based on the tourist’s expectations of what will be gained from the purchase. Most theorists have grouped travel motivation into distinct categories in their models. The most popular are Maslow’s Hierarchy of Needs; Pearce and Moscardo’s Travel Career Ladder and McIntosh and Goeldner’s Three Categories of Motivation (Keyser, 2009). These theories play an important role in understanding why people travel, and can also assist destination managers to meet the needs of tourists.





**Figure 3.3 Theories of Motivation** (Du Plessis, Bothma, Jordaan, & Van Heerden, 2005; Etzel *et al.*, 2004; George, 2008; Ivanovic *et al.*, 2010; Keyser, 2009; Moutinho, 2000)

### 3.3.1.2. External Factors

The ways in which consumers think, believe and act are largely determined by the external factors in society. The needs consumers experience, the alternatives considered, and the ways in which they are evaluated, are all affected by external social forces. There is a strong link between internal (personal) factors previously discussed

and the external factors. The description of external factors begins with culture, price, destination marketing, and gender.

#### **3.3.1.2.1. Culture**

Moutinho (2000) describes culture as values, ideas, attitudes and meaningful symbols, as well as artifacts elaborated in a society. He further states that these elements are transmitted from one generation to another and serve to shape human behaviour. Culture has been described as a “diverse pool of knowledge and shared realities and norms that constitute learned systems of meaning in a particular society” (Ting-Toomey, 1999). Culture is dynamic, because each generation adds something of its own – before passing it on (Hofstede, 1980). Schiffman and Kanuk (2004) define culture as the sum of total beliefs, values and customs that serve to direct the way consumers behave in a particular society.

According to Mulholland (1991) and Saayman (2012), culture is a set of shared and enduring meanings, values, and beliefs that characterise national, ethnic, or other groups and orientate their behaviour. In the tourism literature, the term ‘culture’ can be identified in two ways: culture as process or as a product.

‘Culture as product’ is an approach where culture is regarded as the product of individual or group activities, to which certain meanings are attached. Culture as a process is the goal of tourists seeking authenticity and meaning through their touring experiences (MacCannell, 1976; Cohen, 1988; Saayman, 2012).

South Africa has many cultures and subcultures. An example is the 11 official languages in the country. The different cultures distinguish members of one group from another, and are dynamic because each generation adds something of its own before passing it on. In the words of McLaren (1998): Culture is a human phenomenon and affects the way in which individuals respond to others, events, and to the environment; it

can therefore be said that culture affects the way in which a tourist forms an image of a destination.

#### **3.3.1.2.2. Price**

Consumers do not buy products because of the actual value of the products, but because the price of the product closely matches the perceived value of the product. According to Haarhoff (2007) and George (2008), price must accurately reflect the value of the offering. When purchasing tourism offerings, consumers often use price as an indication of quality – which means that price gives them the first indication of how to determine the quality of an offering. Consumers rely on past prices when judging the appropriateness of current prices, and use current prices to forecast future prices (Bolton *et al.*, 2003; Briesch *et al.*, 1997; Jacobson & Obermiller 1990). The cost of tourism to the visitor includes the cost of transport services to and from the destination, and the cost of ground content (e.g. accommodation, tour services, food and beverages, entertainment) (see Dwyer, Forsyth & Rao, 2000). With tourism, price information is readily available on the Internet, in newspapers and other media – as well as through any travel agency. Frequent travelers who are more experienced are not only more aware of what is happening in the travel industry, but will look further and go to more trouble, in order to save money on a vacation or other trip (Haarhoff, 2007). If the offering is priced too high in relation to what consumers think it is worth – then consumers will not buy it. If the price is too low, however, the offering may be perceived as being of inferior quality, and, again, consumers will not buy it.

It is crucial that the quality of the offering meets the expectations that the price has generated in consumer minds. Prices that compare favourably with the reference point are deemed fair, while prices that compare unfavourably are deemed unfair. Perceptions of price fairness in turn will influence consumer satisfaction (Oliver & Swan, 1989) and behavioural intentions (Campbell, 1999). Price is linked to performance, expectations, perceptions of quality and prestige, satisfying needs, and perceived benefits (Cant *et al.*, 2009).

### 3.3.1.2.3. Destination Marketing

Marketing is defined by Nieuwenhuizen (2007) as a “set of processes for creating, communicating, and delivering value to the consumers” in a mutually beneficial relationship between the organisation and all stakeholders.

Destination marketing plays a vital role in communicating offerings of the organisation to tourists (Jordaan & Prinsloo, 2004). It plays a role in informing, educating, persuading and reminding tourists about the resort (Du Plessis *et al.*, 2005). This information directly affects the perception the tourist has of the resort. Some of the information is designed by marketers of the resorts, while some comes from different sources like opinions of friends, personal experiences, and comparisons with competitors’ advertising (Etzel *et al.*, 2004).

The information about a specific destination is an important means of promotion for the tourism industry and influences destination image (Molina *et al.*, 2010). Understanding how consumers acquire information is important for marketing management decisions. This is especially true for services, travel and tourism products (Molina *et al.*, 2010). Institutions, travel agents and tourist businesses make great efforts and spend a lot of money in order to make tourist information circulate (Molina *et al.*, 2010). Despite the high investment in communication and promotion, there is a general lack of knowledge as to which information source tourists use to make their choice (Kim *et al.*, 2005; Weilbacher, 2003). Fodness and Murray (1997) – in their study of leisure tourist segmentation – have identified several information sources trusted by the tourists while forming an image of a destination. These communication mediums include brochures, guidebooks, local tourist offices, travel guides, travel agents, magazines, newspapers, friends and relatives, and also personal experiences (Fodness & Murray, 1997).

External information sources are used by tourists and form the basis for destination choice. For destination marketers it is relevant to know what kind of information should be used in destination marketing – in order to stimulate the tourist external search

process. McCartney, Butler and Bennett's (2008) results reveal that a communication mix strategy could be considered to more effectively manage tourist destination image perceptions. Numerous elements in the marketing communication strategy have been identified by various authors and researchers. Table 3.3 (below) outlines the different elements in the marketing mix strategy, and gives examples of each element:

Marketing Mix Element	Definition and Examples
<b><i>Advertising</i></b>	<p>A non-personal, paid for, one-way message in order to influence tourist attitudes and behaviour.</p> <p>Example: When marketers use media such as television, radio, outdoor signage, magazines, newspapers and the internet to reach a mass audience.</p>
<b><i>Personal Selling</i></b>	<p>The oral, person-to-person presentation of a product/destination, service or idea to a prospective tourist by a representative of the destination. The seller learns about the prospective tourists wants and seeks to satisfy them by offering suitable goods or services.</p> <p>Example: sitting face-to-face with a travel agent.</p>
<b><i>Sales Promotion</i></b>	<p>An activity that acts as an inducement to potential or existing tourists to buy. It is used for short-term adjustments by tourism organisations because most offerings are perishable.</p> <p>Example: Buy one get one free sales, coupons; competitions.</p>

<p><b>Publicity</b></p>	<p>A means of non-personal communication regarding an organisation, and its position towards issues and its activities.</p> <p>Examples: Press releases, conferences, interviews, community involvement and media launches.</p>
<p><b>Public Relations</b></p>	<p>Public relations is used to communicate information through a variety of media to influence public opinion. It is two-way communication between the organisation and its stakeholders. Public relations emphasises the responsibility of the destination to respect the public interest by social responsibility/investment.</p> <p>Example: Press releases, trade exhibitions, press conferences, trade shows, newsletters.</p>
<p><b>Direct Marketing</b></p>	<p>An interactive marketing system used by one or more media of advertising to gain a measurable response at any place.</p>
<p><b>Sponsorship</b></p>	<p>Sponsorship is the provision of resources by an organisation directly to a sponsored property – to enable the sponsored property to pursue some activity in return for certain sponsorship rights.</p>
<p><b>Digital Communication</b></p>	<p>Any promotional message sent via digital technology. Terms like E-marketing (delivering marketing communication messages across wired connections like the internet) and M-marketing (application of the mobile medium to create communication and entertainment between a brand and the consumer) are used under digital communication.</p>

Examples: e-mails, sms's, blogging, and social networking sites.

**Table 3.3 Marketing mix elements** (*sources: Cant et al., 2009; Deuschl, 2006; Du Plessis et al., 2005; Ehlers & Lazenby, 2010; Etzel et al., 2004; George, 2008; Jooste, Strydom, Berndt & Du Plessis, 2008; Jordaan & Prinsloo, 2004; Nieuwenhuizen, 2007; Theron & McLancaster, 2010*).

The marketing mix sources discussed in table 3.3. are tools which facilitate image formation – the tourist makes an evaluation and forms a judgment of the destination. In order for this evaluation to be positive, a marketer's promotional efforts must be highly coordinated and complementary in order to have a positive impact on tourists' destination image.

### **3.4. Tourist Decision-Making**

#### **3.4.1. Understanding the Tourist Decision-Making Process**

As Pearce (2005) mentioned, academic and scholarly studies can understand tourist decision-making better and even help to influence the choice process – and therefore these studies are likely to be seen as amongst the most relevant tourist decision-making research for practitioners. Much research (Chen, 2007; Poria, Reichel & Biran, 2006; Yan & Morrison, 2007) has been conducted in the area of tourist decision-making to understand who travels where, how and why – i.e. the motivation of tourists, the destination-choice process, typologies of tourists and their decision-making. The greatest emphasis in the tourist decision-making literature has been on the model of destination choice, which helps to articulate the interplay between destination image, profiles of visitors, and destination selection.

Tourist decision-making is that behaviour that tourists display in searching for, purchasing, using, evaluating, and disposing of products or services that are expected to satisfy their needs (Schiffman & Kanuk, 2004). To predict travel behaviour, it is



important to understand how the individual characteristics of a person interact with the characteristics of the situation – thereby promoting understanding of the positive and negative evaluative factors influencing destination choices of tourists (Laws, 1995; March & Woodside, 2005). Travel decision-making is therefore considered an important field in the tourism research literature (Huang & Xiao, 2000; Lam & Hsu, 2006). The prediction of travel decision-making and knowledge of travel motivation, play an important role in tourism marketing to create demand and to assist tourists in decision-making (Decrop, 2006; Holloway, 2004; Mazanec, Crouch, Ritchie & Woodside, 2001; March & Woodside, 2005). Thus, by having adequate knowledge and understanding of tourist behaviour, strategies and policies can be developed and implemented to increase the demand for tourism (Law, Cheung, & Lo, 2004; March & Woodside, 2005; Papatheodorou, 2006).

Effective tourism marketing requires that managers understand not only what people do on vacation, but also how they make leisure travel decisions (Baloglu & McCleary, 1999; Fodness, 1992). It is imperative that businesses consider consumer preferences and choices when making decisions regarding product and service attributes (Verma, Plaschka & Louviere, 2002). When individuals take the decision to travel for leisure, it is done for different reasons or motives (Beerli & Martín, 2004). In tourism research, many models of the decision process in the choice of tourist destination, also show that the individual's demographic and socio-economic status are internal inputs that influence their decision (Beerli & Martín, 2004) – and travel trip characteristics have also been used to predict vacation choices (Lehto, O'Leary & Morrison, 2002). Travel decision-making models are of particular interest to this study due the consideration of travel and tourists. George (2008), Mathieson and Wall (1982) and Moutinho (2000) have described the process of travel decision-making. Figure 3.4 (below) outlines an integrated travel decision-making process of the above-mentioned authors.





**Figure 3.4 Travel Decision-Making Process** (sources: George (2008); Mathieson and Wall (1982); Moutinho (2000))

*Stage 1:* Need recognition. The consumer decision-making process begins when the consumer recognises the desire for a holiday.

*Stage 2:* Information search. the potential tourist searches for more information. This search for a destination usually takes longer and involves the use of more information

sources than other consumer products. Travel agents, brochures, travel websites, friends and family are some of the sources used for travel information.

*Stage 3:* Pre-purchase alternative evaluation. This stage involves the consumer evaluating the collected information against the costs of alternative trips. The tourist determines a set of choice criteria based on price, convenience, recommendation – and then ranks them according to preference.

*Stage 4:* Purchase: The tourist chooses a particular destination/resort, mode of transport, type of accommodation, and also activities. These decisions are made with time and money in mind. Bookings are then made and confirmed.

*Stage 5:* Consumption. The consumer experiences the holiday. During this stage the decision-making process is repeated a number of times as the tourist buys more, and it has a spiral effect on the industry.

*Stage 6:* Post-purchase evaluation of alternatives. Consumers use the information received from actually experiencing the holiday – to evaluate it. The results of these evaluations will influence subsequent holiday decisions.

*Stage 7:* Holiday dis/satisfaction. If consumers have a satisfactory experience, then it is likely they will purchase again, and the likelihood of positive word-of-mouth will be high. An unsatisfactory experience occurs when the offering does not meet consumer expectations. This may result in a low probability of a repeat purchase – and negative word-of-mouth input will be high.

George (2008) further adds that the decision-making process is not always as straightforward as it appears, as the prospective tourist can withdraw at any stage prior to the actual purchase. It is also uncommon for some stages in the process to be skipped.

### 3.5. Relationship Between Tourist Perception, Destination Image and Tourist Decision-Making

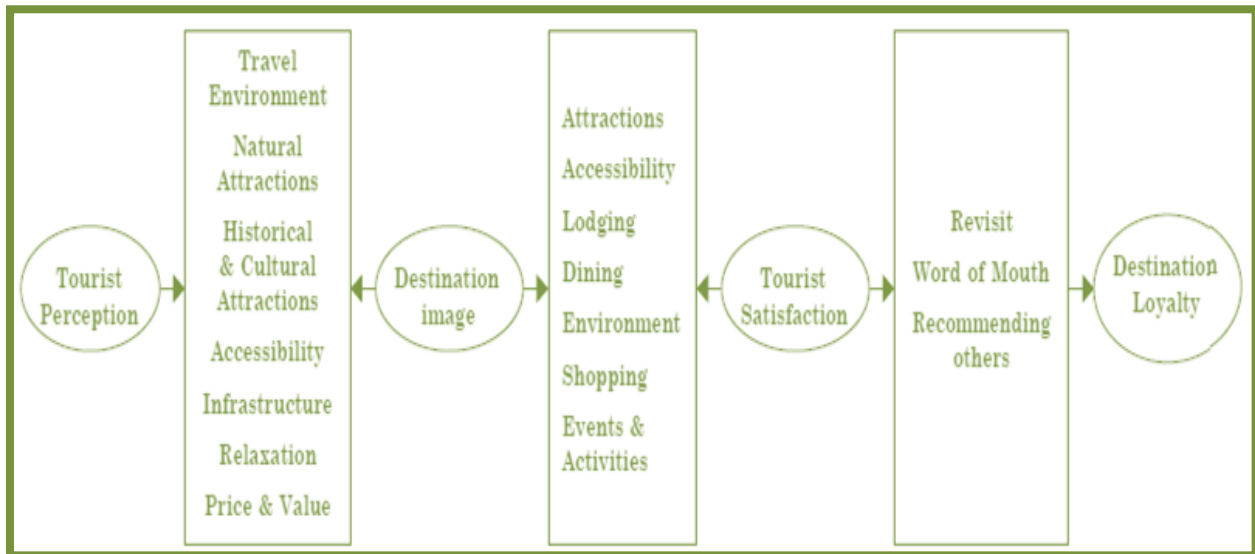
Tourist destination images are important because they influence both the decision-making behaviour of potential tourists (Crompton, 1979) and the levels of satisfaction regarding the tourist experience (Chon, 1992). Mayo (1975) states that the image of a destination area is a critical factor in a tourist's destination-choice process.

The effect of destination image, tourist satisfaction, and loyalty has been a trendy research topic in tourism research. Murphy, Prichard and Smith (2000) have identified the positive relationship of environment, infrastructure, quality, value and intention to revisit – with tourist experience and perceptions. Javier and Bign (2001) have revealed that destination image had a direct relationship with perceived quality, satisfaction and intention to return, and also willingness to recommend to others. Gengqing (2005) developed and tested the theoretical model for building destination loyalty by using destination image and satisfaction. George (2004) investigated the direct relationship among post-purchase decision-making, place attachment, intention to revisit, and novelty seeking. Alcaniz (2005) revealed that the resident decision-making had a direct influence on destination image, tourist experience and future behaviour intentions. Yoon and Uysal (2005) tested the casual relationship among the pull and push factors of motivation, tourist satisfaction, and destination loyalty.

Research on tourist decision-making has to begin with information search (Moutinho, 1987). One of the most influential factors in the purchase of a tourist product (destination) is information about tourist goods and services. Moreover, tourists differ in the information sources used, before making a decision (Moutinho, 1987). Destination image is certainly a determining factor of tourist decision-making. Pearce (1982) and Woodside and Lysonski (1989) demonstrated that there is an evident relationship between positive perceptions of destinations and positive purchase decisions. Although these perceptions may not be based on fact or first-hand experience, it nevertheless exerts a vital influence on a potential tourist's decision to visit a destination. Similarly,

negative images, even if unjustified, will deter potential tourists – and result in a decision not to purchase (Morgan & Pritchard, 1998).

Overall destination image impacts on the antecedents of tourist loyalty (Prayag, 2012). Figure 3.5 (below) explains the impacts that a positive tourist perception can have on a destination.



**Figure 3.5 Impacts of Tourist Perception, Destination Image and Tourist Satisfaction on Destination Loyalty** (source: Prayag, 2012)

Figure 3.5 (above) clearly indicates the impact that a positive tourist perception has for a tourist resort. A good perception leads to a positive destination image, leads tourist satisfaction – which in turn results in destination loyalty. Destination loyalty is when a tourist has a deeply-held commitment to re-buy or re-patronise a preferred product/service (destination) consistently in the future – thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1997). Over the last decade, one of the most thought-provoking, newly developed indicators has been the Net Promoter Score (NPS) metric proposed by Reichheld (2003). The NPS puts forward the idea that visitor loyalty is a tractable and measurable dimension that reflects the potential of a brand to retain and attract a visitor based on the likelihood of existing

visitors recommending the consumption of the brand's product and service offerings to others (Keiningham, Aksoy, Cooil, & Andreassen, 2008). This is conducted based on a single question: "How likely is it that you would recommend our destination to a friend or colleague?" Kristensen and Eskildsen (2014), on the other hand, argue that NPS over-simplifies visitor decisions based on utilising scale measurement points that "do not compensate for undesirable response styles". The root of their argument is that visitor decisions, which together architect the tourist experience and ultimately inform brand-loyalty levels, cannot be evaluated in isolation of a context of other variables that affect the emotive and cognitive processes involved in a purchase decision – as outlined by Klaus and Maklan (2013). Attributes like comfort facilities, safety and infrastructure, cultural attractions and shopping, tourist attractions and ambience, and variety and accessibility, affect tourist loyalty (Prayag, 2012). Tourist loyalty depends on the satisfaction of tourists (i.e. attractions, accommodation, accessibility, amenities and activities) and met expectations (Chi & Qu, 2008).

### **3.6. Conclusion**

This chapter has explored in depth the wealth of literature analysing a tourism destination, destination attractiveness, tourist perception and destination image. The chapter also explains how an understanding of these factors could equip resorts with the knowledge and tools to match tourism products to tourist expectations – which in turn would result in a positive destination image. Past experiences, attitudes, motivation, expectations, culture, price and marketing methods will be measured at selected Kimberley resorts in this study. A positive destination image acts in favour of a destination, as it leads to tourist satisfaction, which may result in destination loyalty.

# CHAPTER 4

## RESEARCH METHODOLOGY

### 4.1. Introduction

“Research is a voyage of discovery” (Kumar, 2011)

Research is described by Grinnell (1993:4) as a careful, systematic, patient study and investigation in some field of knowledge, which is undertaken to establish facts or principles. Grinnell (1993:4) further adds: “research is a structured inquiry that utilises acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable”. Burns (1997:2) defines research as “a systematic investigation to find answers to a problem”. According to Kerlinger (1986:10), “scientific research is a systematic, controlled empirical and critical investigation of propositions about the presumed relationships about various phenomena”. Bulmer (1977:5) states that: “Nevertheless sociological research, as research, is primarily committed to establishing systematic, reliable and valid knowledge about the social world”.

Research involves systematic, controlled, valid and rigorous exploration and description of what is not known and the establishment of associations and causation that permit the accurate prediction of outcomes under a given set of conditions. It also involves identifying gaps in knowledge, verification of what is already known, and identification of past errors and limitations (Kumar, 2011). Research methodology entails obtaining scientific knowledge by means of various objective methods and procedures. These methods include procedures for drawing a sample, measuring variables, collecting information, and analysing this information (Welman *et al.*, 2005).

Research is thus a fountain of knowledge and an important source for providing guidelines for solving different business, governmental and social problems. This chapter explores the methodology used to conduct the research of visitors’ perception at selected Kimberley resorts conducted during the December holiday period in 2015.

The research focuses on the literature review, questionnaire used, sample and sampling procedure, and data collection. The chapter concludes with discussing statistical techniques applied in the analysis of the data.

## 4.2. Research Design

Research design describes the plan to be followed in order to answer the research objectives, and provides the structure to solve the research problem (Cant *et al.*, 2009). It is regarded as significant in any research as it functions as a catalyst or an outline on how the research will be conducted. It refers to the master plan which explains the methods and process to be used in order to collect and analyse the necessary data provided by respondents (Zikmund, Babin, Karr & Griffin, 2010:66). The research design for the current study involved the literature review and empirical study.

The literature review was conducted and focused on the literature available for the two main dimensions of the study: destination attractiveness and tourist perception. Chapter 2 identified the characteristics of destination attractiveness as well as the attributes that contribute to and influence resort attractiveness; this focused on the supply side of the study. Chapter 3, on the other hand, focused on the demand side of the study – identifying factors that influence tourist perception, and understanding destination image and tourist decision-making.

The empirical study focused on the two selected Kimberley resorts in the Northern Cape Province: Langleg and Riverton. Tourists at the respective resorts were the population in this study. It should be noted that the tourists needed to stay for at least one night at one of the resorts in order to be able to give their perception on all the facilities at the resort – including accommodation. This means that only tourists that stayed at the resort(s) for one night will be able to give their perception of the resort(s), and were therefore included in the study. Day visitors were thus excluded from the population because perception of accommodation and other overnight facilities would not be specified.

### 4.2.1. Population and Sample

The population is the study object – about which the researcher wishes to make specific conclusions. A population is the full set of cases from which a sample is taken, and the members or elements of the population are referred to as the unit of analysis (Welman *et al.*, 2005). A population is a group of potential participants to whom the results of the study have to be generalised.

The population of the study included overnight visitors to Riverton and Langleg resorts. These resorts are similar as the same market is attracted to both resorts and are also located adjacent to each other. The size of the population was estimated by previous data of the two sister resorts: Reckaofela and Transka (Harmse, 2012). Numerous attempts were made to obtain data on visitation levels to Langleg and Riverton from various sources, but no data were available or had been collected for the two resorts (Harmse, 2012). In the absence of any data, visitation numbers of the two sister resorts were confirmed as approximately 8000 visitors for the two resorts over the December 2013/January 2014 period (Harmse, 2012). This was used as an indication of the possible population size for Riverton and Langleg resorts.

Population sampling is the process of selecting a few (a sample) from a bigger group (the sampling population) – to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group. A sample is a subgroup of the population of the study (Kumar, 2011). The total number of questionnaires is 400, which is split into 200 at each resort. Therefore stratified sampling was used to divide the population into two strata. Israel (2013) suggests that 201 respondents ( $n$ ) may be regarded as representative (7% sample error) of a population of 15 000 ( $N$ ). The 400 ( $n$ ) is therefore considered far greater than the number required taking into consideration the population size of 8000 which is used for this study. The convenience sampling method was used to select the sample at the respective resorts. Convenience sampling involves selecting haphazardly those cases which are easiest to obtain for the sample (Welman *et al.*, 2005). Only visitors over the



age of 18 years were included in the study, and respondents were briefed about the purpose of the research before-hand by trained field workers. The sample-selection process was continued until the required sample size of 400 was reached in December 2015.

### **4.3. Measuring Instrument**

The instrument used to gather quantitative data was a newly developed questionnaire. The questionnaire (Annexure A) was based on the literature review and previous research – as set out in Chapter 2 and Chapter 3. The aim was to include variables identified in the literature chapters, existing questionnaires, models and other determinants of destination attractiveness. The first section related to the demographical information of respondents and this was followed by questions relating to destination attractiveness. The third section of the questionnaire contained open-ended questions based on the perceptions of respondents.

#### **4.3.1. Demographical Information**

Demographic information refers to the characteristics of a specific population, and is crucial to the development of various areas in a business or destination (Moutinho, 2000). The first section of the questionnaire contained questions designed to extract respondents' demographic characteristics – including gender, age, home language, level of education, mode of transport used, visit frequency, number of people in party, reason for visit, and type of accommodation used. This was important to create a profile of visitors to the resorts and provided useful data to resort management.

#### **4.3.2. Destination Attractiveness Variables**

Destination attractiveness variables form the core of the research study. Respondents were asked to rate each of the destination attractiveness variables in determining the attractiveness of the resorts on a five-point Likert scale ranging from 1 (very poor) to 5 (very good) (see table 4.1, below).

Question Number	Destination Attractiveness Questions	References from the Literature Review
	<i>Questions start with: How would you rate each of the following attributes at the resort</i>	
1	Natural scenery and landscape: Scenery, trees and grass, and appearance	Ramchander <i>et al.</i> (2006) Swarbrooke (1991)
2	Geographical features: Vaal River	Keyser (2009)
3	Accessibility of the resort with regard to: <ul style="list-style-type: none"> <li>• The N12</li> <li>• The road leading to the resort</li> </ul>	Aksoy & Kiyçi (2011) Bajs (2011) Bennett <i>et al.</i> (2005)
4	The Riverton tearoom café	Ardabili <i>et al.</i> (2011) Dann (1996) Noguchi (1992)
5	<i>Infrastructure with regard to the following:</i>	Kresic (2007)
(a)	• Water supply	Laws (1995)
(b)	• Electricity supply	Leiper (1995)
(c)	• Roads inside the resort	Lubbe (1998)
(d)	• Bathrooms and ablutions	Swarbrooke (1995) Vengesayi (2003)
6	Safety and security at the resort	Bennet (1995) NCPG (2005) NDT (2012a)
7	<i>Tourist facilities:</i>	Crouch & Ritchie (2003)
(a)	• Tennis facilities (Riverton only)	Inskeep (1991)
(b)	• Swimming pools	Kresic & Prebezac (2011)
(c)	• Super tube (Riverton only)	Kresic (2007)
(d)	• Fishing facilities	Laws (1995)
(e)	• Mini golf (Riverton only)	Lopes (2011)
(f)	• Children's playground	Vengesayi (2003)
8	<i>Staff:</i>	Burton (1994)
	• Quality of service received from staff	Hayes & Dredge (1998)
	• Friendliness of staff	Kolb (2006) Olivier (2010) Swarbrooke (1995) TEP (2014)
9	<i>Price of the following:</i>	Kotler (2000)
(a)	• Accommodation type used	Cant <i>et al.</i> (2009)
(b)	• Super tube	Etzel <i>et al.</i> (2004)
(c)	• Mini golf	George (2008)
(d)	• Riverton tea room (shop/café)	Haarhoff (2007) Laws (1995) Middleton (2001) Seaton & Bennett (1996)
10	Quality of accommodation	Keyser (2009)
11	Cleanliness of accommodation	Ramchander <i>et al.</i> (2006) TGCSA (2014) Vengesayi (2003)

**Table 4.1 Questions from the Destination Attractiveness Dimension**

### **4.3.3. Tourist Perception**

The third section contained questions to determine visitors' opinions, beliefs, expectations, feelings and perception of the resort – based on the experience and stay at the resort. This was used to encourage a full meaningful answer about the tourist's knowledge and feelings about the resort, which would assist in achieving the objectives of the study.

### **4.4. Pilot Study**

Prior to the commencement of the research, a pilot study was undertaken to refine the questionnaire, to ensure the smooth conduct of the survey and to make sure that the questionnaire was understood. The pilot study also determined the amount of time needed by respondents to complete the questionnaire. The questionnaire was pre-tested with a convenience sample of 30 people, who have visited a resort before. This decision was based on the assumption that this group represented the potential market to travel to selected Kimberley resorts for their holidays, and that their experience regarding tourist resorts was moderate. Several items were thereafter reworded to improve the clarity of the questionnaire.

### **4.5. Data Collection**

The fieldworkers were orientated and trained by the researcher before the collection of the research data. The 400 questionnaires were completed and distributed with the assistance of fieldworkers at the Riverton (200) and Langleg (200) resorts. Personal interviews were conducted so that possible misunderstandings were immediately clarified. Tourists were chosen randomly at the reception area upon check-out. The reason for this was that upon check-out, tourists have experienced the resort, are fresh and rested, and could relate to the questions in the questionnaire. The study was conducted over a period of 4 weeks from 1 December 2015 to 31 December 2015.

## 4.6. Data Analysis

Data was captured, cleaned and recoded in Microsoft Excel, while STATISTICA was used to analyse the data. The analysis includes descriptive statistics to profile visitors for respective resorts, and a factor analysis determined the principle factors that lead to destination choice. Frequencies and percentages were calculated for continuous variables and thereafter means, medians and ranges were determined.

The ANOVA (Analysis of Variance) is a statistical method used to test differences between two or more means. An ANOVA test was done to determine the mean level of overall satisfaction with regard to several variables in the questionnaire. A Chi-square test of independence is used to determine if there is a significant relationship between two nominal variables are compared with different values. Chi-square tests of independence were performed to test for associations between overall satisfaction and various variables like age and educational level and gender

## 4.7. Conclusion

The aim of this chapter was to address, present and encapsulate the aspects relating to the research methods used to determine tourist perceptions of destination attractiveness for the Langleg and Riverton resorts. It also described the questionnaire used as the measuring instrument at the respective resorts. Prior to data collection, a pilot study was conducted in Kimberley to test the newly developed quantitative questionnaire. The questionnaire was based on a review of the literature relating to destination attractiveness. Data collection was completed over four weeks at the resorts, using 400 questionnaires. The statistical analyses used to analyse the results were briefly discussed – with further elaboration in the next chapter which focuses on the results of the research effort.

# CHAPTER 5

## STATISTICAL RESULTS

### 5.1. Introduction

Research on tourism activity is of importance to both the public and private sectors of any country. Without reliable data and research outputs, it is impossible to do the necessary strategic marketing, development and planning needed to make a destination 'the most visited one' (Haarhoff, 2007).

The purpose of this study was to examine the current overall perceptual destination attractiveness of selected Kimberley resorts (cf.1.3.1.1). Other objectives include determining whether the image of the resorts affects the visitation levels to the resort (cf.1.3.2.3) and determining the profile of visitors to the resorts (cf.1.3.2.4) – as according to Harmse (2012), the resorts do not have a profile of visitors or in fact any kind of data.

An extensive literature research was conducted on destination and/or attractiveness attributes as perceived by tourists, and on which attributes make a tourist choose one destination over another (see Chapters 2 and 3).

A total of 400 questionnaires were completed during the period 1 December 2015 to 31 December 2015 – a response rate of 100%. The questionnaire comprised three sections, and each section assisted in achieving the objectives of the study. The three sections and the objectives answered in each section, are explained below:

#### **Section 1: Socio-demographic Profile of Visitors**

This section assisted in achieving two objectives: determining the profile of visitors (cf.1.3.2.4) to the resorts and providing resort management with useful visitor data (1.3.2.5).

## **Section 2: Destination Attractiveness Variables**

This section expedited the objectives of determining the visitors' perception of the destination attractiveness of selected Kimberley resorts (cf. 1.3.1.1) and analysing the attributes as perceived by visitors to the resorts (cf. 1.3.2.2) regarding the attractiveness of the resorts concerned.

## **Section 3: Perceptions and Recommendations**

The last section of the questionnaire sourced data to help draw conclusions and make recommendations concerning the perception of visitors to selected Kimberley resorts. It also helped to develop a better understanding of how the image of the resorts affects their visitation levels.

This chapter presents and discusses the results and outcomes of the empirical study and tests for significant differences and relationships were done where appropriate. This chapter also aims to report on the findings of the above-mentioned tests – to thereby gain the necessary information to allow selected Kimberley resorts to satisfy the needs of tourists, and, ultimately to establish Kimberley and the Northern Cape as a primary tourist destination.

## **5.2. Research Results**

In survey research, some respondents do not fill out the entire questionnaire. The unanswered questions become the missing values, and, according to *Welman et al.* (2005) these values should be excluded during the analysis. For this reason, the sample number (n) of 400 may vary in discussion of some results. It should be noted that Riverton resort had more visitors than Langleg resort, and data collection at the former was quicker and easier – whereas at the latter resort the researcher had to travel for an extra day to collect data from visitors.

## 5.2.1. Socio-demographic Profile of Respondents

This section of the questionnaire was designed to obtain biographical, demographical and other relevant information about the profile of the respondents who visited selected Kimberley resorts: Langleg and Riverton.

It is important to identify the different age groups, gender and race groups of visitors to the selected Kimberley resorts, as this data will assist with adopting a marketing strategy that meet specific needs and interests. In many instances the results of the socio-demographic profile found in this study are in accordance with the results of Statistics South Africa's findings on the demographics of Kimberley residents. This reconfirms the reliability of the research results and outcomes portrayed in this chapter.

The objectives of the study include, among other things, determining the profile of visitors to the resorts (cf.1.3.2.4) and providing resort management with useful visitor data (cf.1.3.2.5). These two objectives are met in this section by extracting information from results and creating a visitor profile for the respective resorts. This information will be useful for resort management as no such data are available.

### 5.2.1.1. City of Residence

The aim of this question was to identify the city of residence of respondents. Most (81.2%) respondents reside in Kimberley. Table 5.1 (below) provides detailed information in this regard.

City of Residence	TOTAL	%
Kimberley	324	81.20
Bloemfontein	21	5.26
Taung	14	3.51
Barkley West	11	2.76
Ritchie	9	2.27

Johannesburg	5	1.25
Pretoria	3	0.75
Kuruman	3	0.75
Durban	2	0.50
Delportshoop	2	0.50
Botshabelo	2	0.50
Hopetown	1	0.25
Cape Town	1	0.25
Warrenton	1	0.25
	399	100.00%

**Table 5.1 City of Residence**

From table 5.1 it is clear that the overwhelming majority (81.2%) of visitors came from Kimberley. The fact that the resorts are most visited by Kimberley residents may be explained by its relative geographic proximity. None of the respondents were from outside South Africa. The next largest group of visitors (5.26%) was from Bloemfontein, followed by Taung (3.51%) and Barkley West (2.76%). The remainder of cities or towns did not provide a high number of visitors. It should be noted that 1 respondent did not indicate the city of residence – and therefore n=399 for this question.

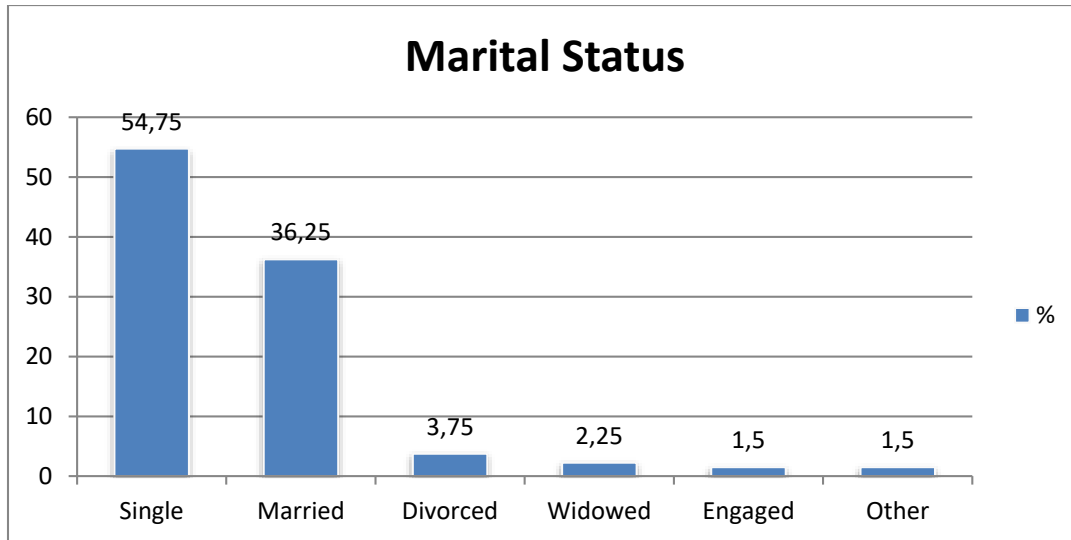
#### **5.2.1.2. Gender**

The gender of respondents was split reasonably evenly between the genders, with 199 males (49.75%) and 200 females (50%); one respondent (0.25%) did not indicate gender.

#### **5.2.1.3. Marital Status**

Interestingly, more than half (54.75%) of the respondents were single, and more than a third (36.25%) were married (Figure 5.1, below), while 3.75% were divorced and the remaining 5% fell into the other categories like widowed or engaged.





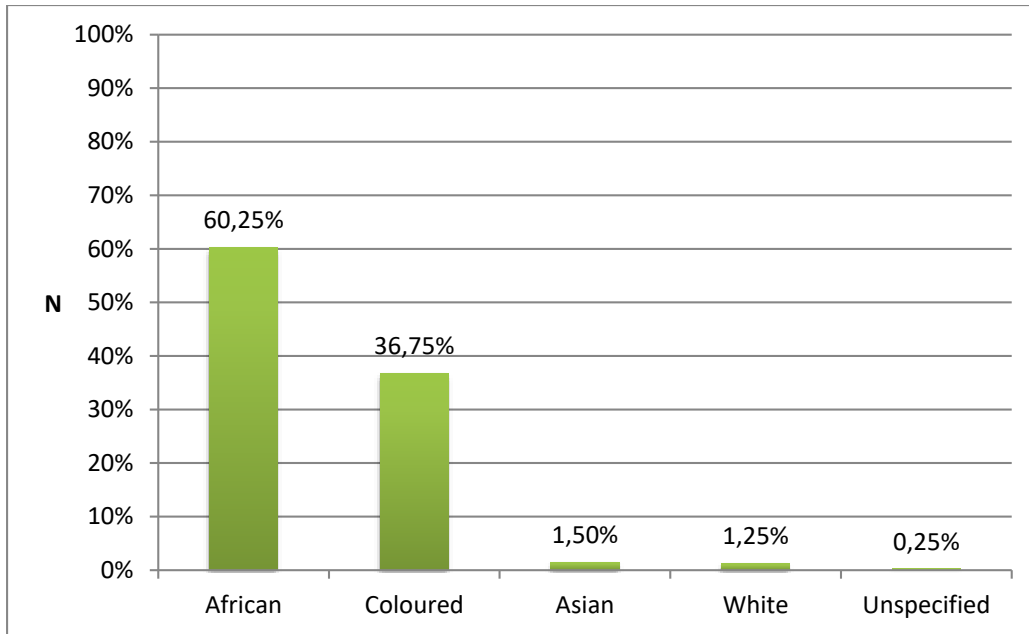
**Figure 5.1 Marital Status of Respondents**

#### **5.2.1.4. Language**

The home language of the largest group (39.75%) was Setswana, with Afrikaans in second place (36.00%). English was spoken by just less than a fifth (18.50%) of the respondents, while all other language groups were poorly represented. The fact that most respondents' home language is Setswana links with the results from STATSSA (2016), which support the reliability of the data. The remaining 5.25% of respondents accounted for the other language groups.

#### **5.2.1.5. Race**

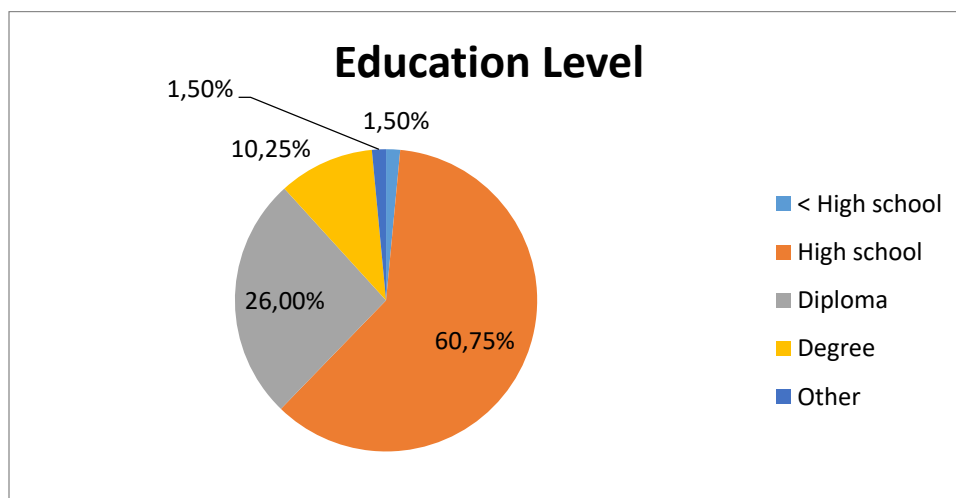
Most (60.25%) respondents were African, with more than a third (36.75%) being Coloured. Figure 5.2 (below) illustrating the race of the respondents is similar to that in STATSSA for demographic details of Kimberley residents (STATSSA, 2016).



**Figure 5.2 Race of Respondents**

#### 5.2.1.6. Educational Level

With regard to the highest level of education of respondents (Figure 5.3, below), most respondents (60.75%) had completed secondary school, with a further quarter (26%) having a post-school diploma, while 1.5% had not completed high school.



**Figure 5.3 Educational Level of Respondents**

### 5.2.1.7. Employment Status

Most respondents were employed, either full-time (60.50%), part-time (10.25%), or were self-employed (5.50%) – but more than one-fifth (22%) were unemployed (see figure 5.4, below).

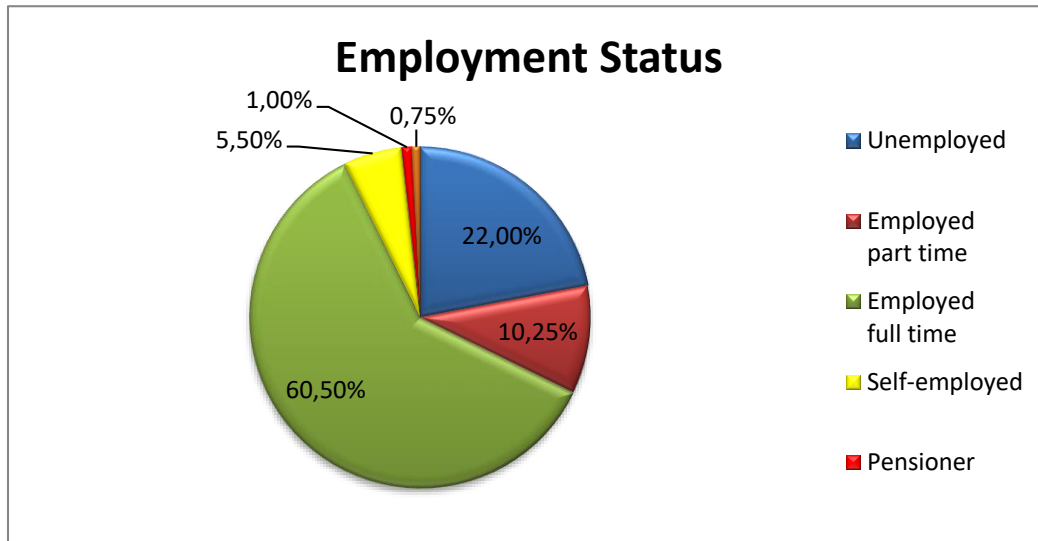


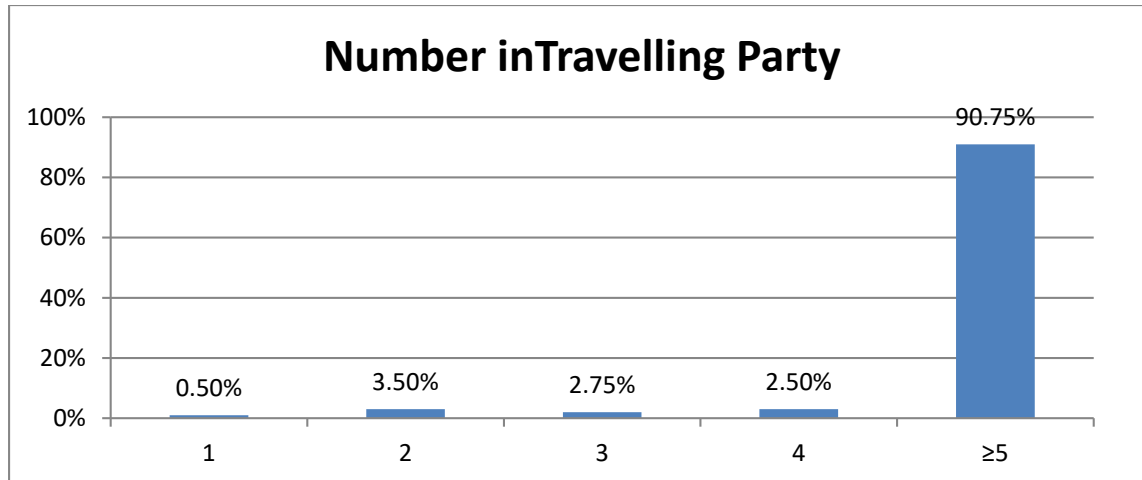
Figure 5.4 Employment Status of Respondents

### 5.2.1.8. Age

The age of respondents ranged from 18 to 70 years with a mean of 40.57%. 57% of respondents ranged from the age of 18 to 35 years, 35% ranged from 36 to 50 years, and 8% fell in the 51–70 year age group.

### 5.2.1.9. Total Number in Travelling Party

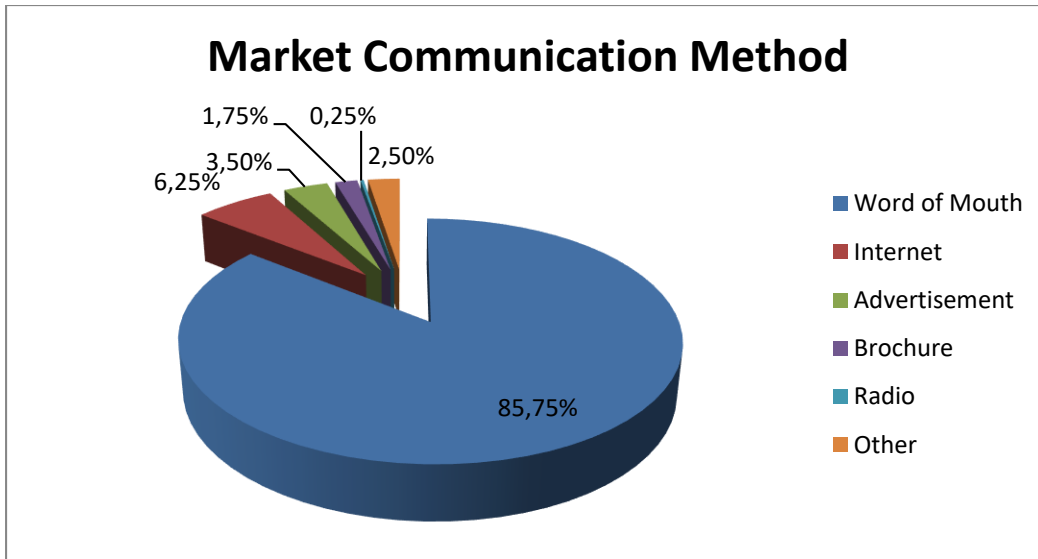
Most respondents (90.75%) travelled in a group of more than 5 people. A group of 3.5% travelled with another person, 2.75% travelled in a party size of three, and 2.5% travelled in a group of four people. Only two (0.50%) respondents visited the resort alone. These figures are depicted in figure 5.5, below.



**Figure 5.5 Number in Travelling Party**

#### **5.2.1.10. Communication Method**

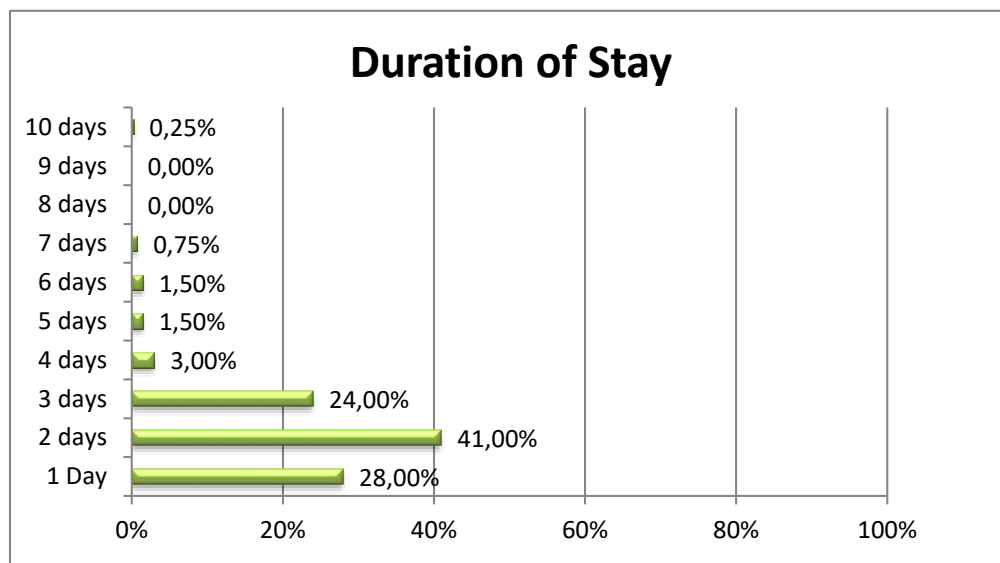
Figure 5.6 (below) indicates the market communication method: how the respondents heard of the resort. Word-of-mouth was the main indicator (85.75%) of how respondents heard about the resort. The internet accounted for a further 6.25%. The method of communication indicates room for improvement with regards- to the resorts' marketing strategy, because only 3.5% of respondents heard about the resort through an advertisement, 1.75% through a brochure, and 0.25% through the radio. Currently, the resort rarely advertises on the internet, and the resorts do not have a website. The resorts do, however, feature on the Northern Cape tourism website as an accommodation option. According to management, the resorts do not have any promotional brochures but could be featured in Northern Cape tourism brochures (Harmse, 2012). This could be why 1.75% and 6.25% of respondents chose brochures and websites respectively. This could also be the reason for the high percentage of word-of-mouth selection in terms of how the respondents heard about the resort.



**Figure 5.6 Market Communication Method**

#### 5.2.1.11. Duration of Stay

The median duration of stay was two days, and, overall, most of the respondents stayed for three days or less (Figure 5.7, below).



**Figure 5.7 Duration of Stay (n=399)**

The duration of stay for most respondents (93%) was less than three nights. Only 3% of respondents stayed at the resort for more than three nights. Some 28% of respondents stayed for one night, 41% for two nights, and 24% stayed for three nights. Respondents who stayed for six and seven nights accounted for 2.25% of the total, while 0.25% stayed for 10 nights. The study was conducted during peak season where weekdays and weekends were the same price, thus nullified the necessity to differentiate between weekday and weekend stays.

## 5.2.2. Travel Preferences of Respondents

### 5.2.2.1. Accommodation Type

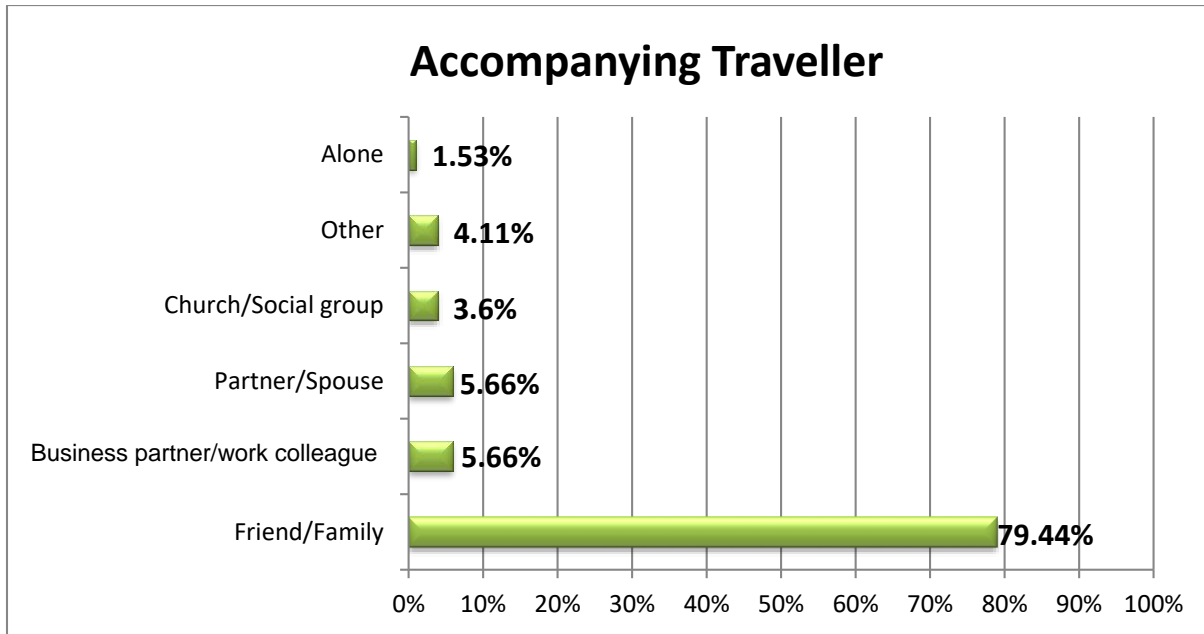
The resorts offer three similar types of accommodation: self-catering, backpackers and camping. Given that most respondents consisted of 5 persons in a party, it was unsurprising that the accommodation type most often used tended to be on the large size. As depicted in Table 5.2 (below) over and above the size, chalets were the most popular (89.2%), and bungalows accounted for the remainder (8.0%). This could be because chalets were the only accommodation type that can accommodate more than five guests.

Self Catering						Backpackers	Camping	Other			
Chalet						Bungalow				Other	Unspeci- fied
2- bed	3- bed	5-bed	6-bed	7- bed	8-bed	2- bed	4- bed				
0.3%	8%	13.5%	33.3%	0.3%	33.8%	4.00 %	4.00 %	1.0%	0.5%	0.3%	1.0%
89.2%						8%		1.5%		1.3%	

**Table 5.2 Accommodation Type**

### 5.2.2.2. Accompanying Travellers

This question identified the relationship of the accompanying travellers of respondents. Most respondents (79.44%) indicated travelling with friends or family, and only 1.53% were travelling alone (Figure 5.8, below). Some 11 respondents did not answer this question.



**Figure 5.8 Accompanying Travellers (n=389)**

### 5.2.2.3. Reason for Travelling

The most popular reason for travelling was holidaying, with 70.03% of respondents indicating this (Figure 5.9, below), and another 13.10% indicating visiting friends or family. Some 9.07% indicated the use of complimentary visits, and a further 3.53% indicating something to do with work or leisure (business, team building, birthday and parties).

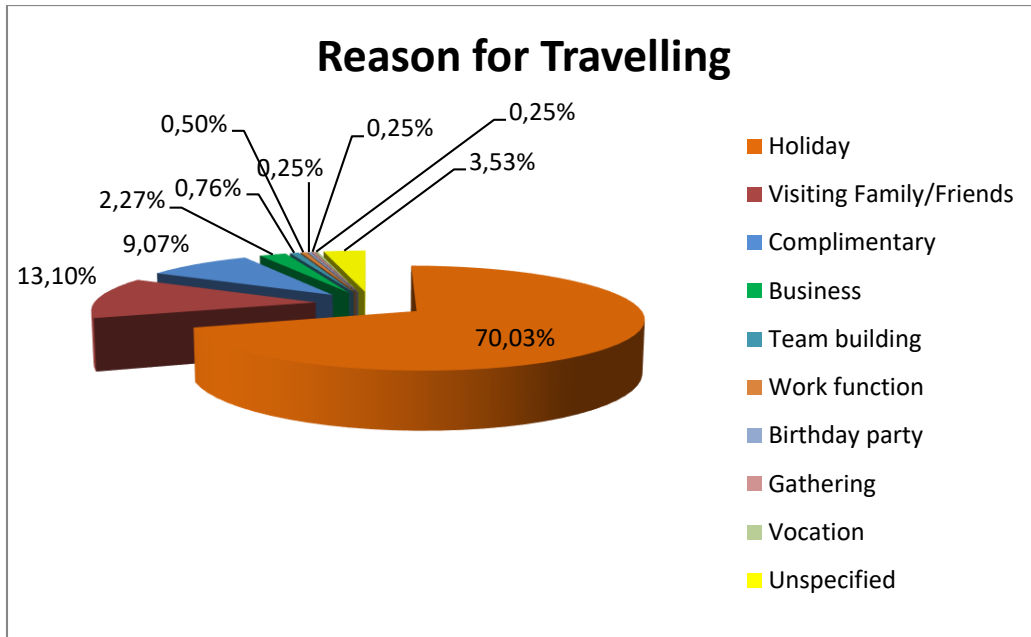


Figure 5.9 Reason for Travelling

#### 5.2.2.4. Transport

Figure 5.10 (below) shows that just more than half (53.25%) of the respondents had used their own transportation to travel to the resorts, and 41% had used public transport – either taxis (35.75%) or buses (5.25%). Figure 5.10 provides a detailed breakdown.

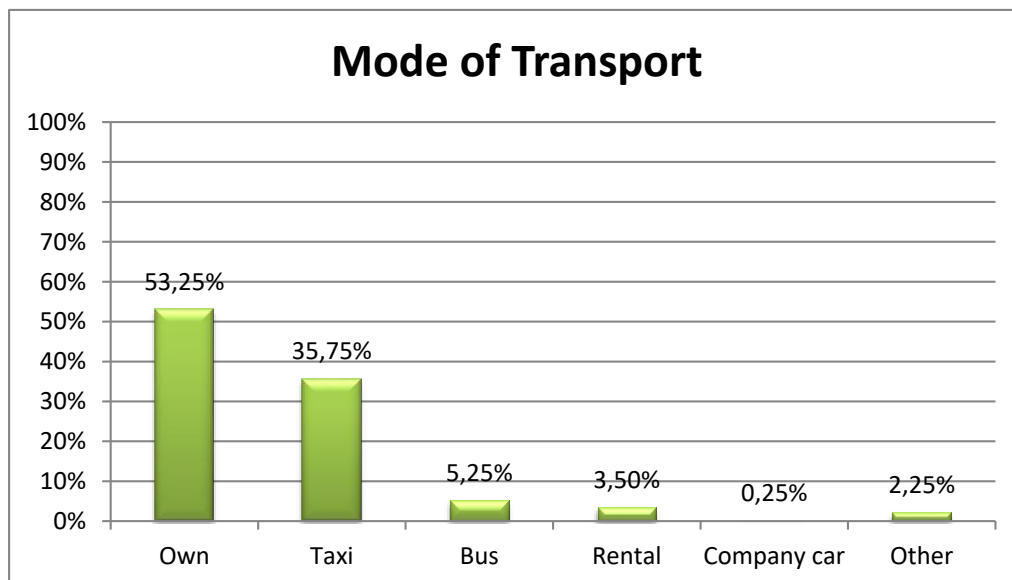
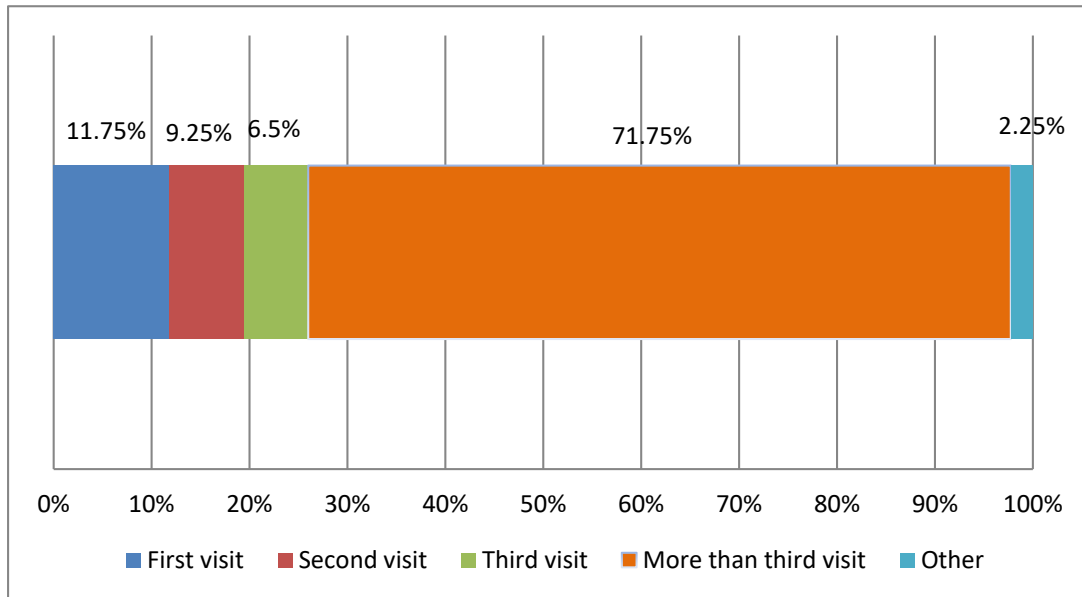


Figure 5.10 Transport



### 5.2.2.5. Frequency of Visiting the Resort

Frequency of visiting the resort refers to the number of times respondents had been to the resort in the past. Only 11.75% of the respondents were new to the resorts, while a large majority (71.75%) had visited the resort more than three times before (figure 5.11).



**Figure 5.11 Frequency of Visiting the Resort**

### 5.2.2.6. Summary of Socio-demographic Profile of Visitors

Using the data at hand, the profile of visitors to selected Kimberley resorts was compiled. From a destination attractiveness point of view, the profile is summarised in table 5.3, below:

Characteristic	Best Option	Majority %
<b>City of residence</b>	Kimberley	81.20
<b>Gender</b>	Female/Male	50/49.75
<b>Language</b>	Setswana	39.75
<b>Race</b>	African	60.25
<b>Marital Status</b>	Single	54.75
<b>Educational Level</b>	High School	60.75
<b>Employment</b>	Full-time	60.75

<b>Age</b>	40	Average
<b>Number in Travelling Party</b>	5	90.75
<b>Fellow Travellers</b>	Friends/Family	79.44
<b>Reason for Travel</b>	Holiday	70.03
<b>Mode of Transport</b>	Own Vehicle	53.25
<b>Accommodation Type</b>	Self Catering Chalet	89.20
<b>Length of Stay</b>	2 nights	41

**Table 5.3 Tourist profile of Visitors to Selected Kimberley Resorts**

To summarise the first section of the questionnaire, the tourist profile is: female (50%) or male (49.75%), aged 40 years, residing in Kimberley, home language Setswana and of African race, highest educational level high school, employed full-time, travels in a party size of 5 people who are friends, visits the resort for holiday purposes, uses own transport, and the average duration of stay is 2 nights.

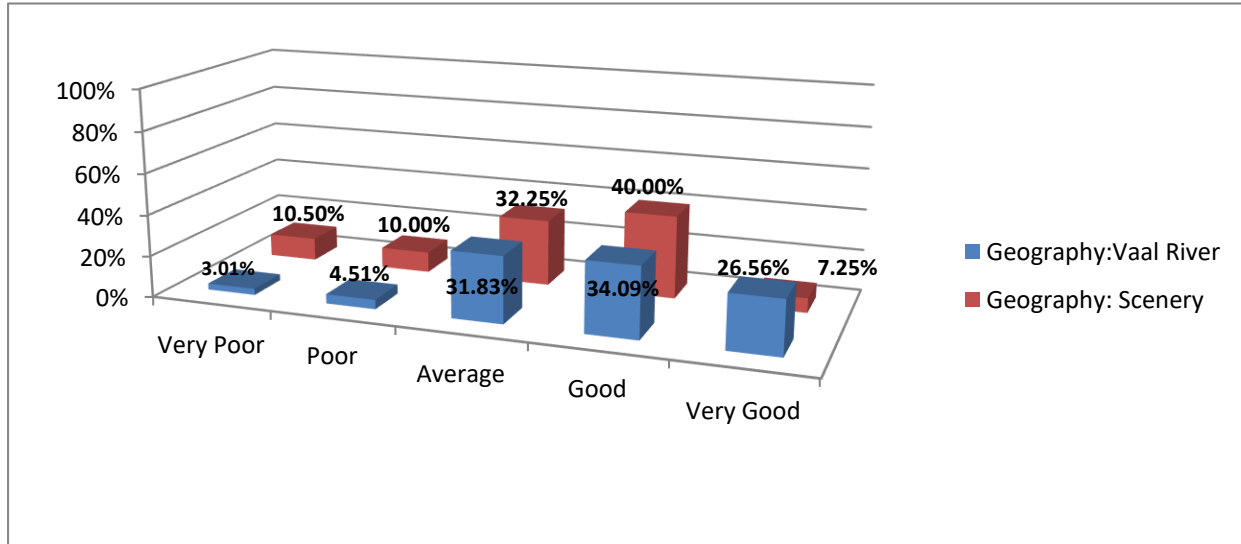
### **5.2.3. Destination Attractiveness Variables**

Destination attractiveness variables form the core of the research study as they are one of the main determinants of destination attractiveness of the selected resorts and address one of the objectives of the study (cf.1.3.1.1). Respondents were asked to rate each of the destination attractiveness variables in terms of determining the attractiveness of the resorts on a five-point Likert scale – ranging from 1 (very poor) to 5 (very good) (i.e. “How would you rate each of the following attributes at the resort which influence the attractiveness of the resort”).

#### **5.2.3.1. Natural Attractions’ Ratings**

There is a strong association between a destination and its attractions (Bajs, 2011; Jenkins, 1999). Natural attractions play a fundamental role in the appeal of a destination, as they attract visitors to the destination (Hu & Ritchie, 1993). Figure 5.12 (below) shows the ratings of geographical features: the Vaal River and surrounding natural scenery. The two geographical features are among the few natural attractions at

selected Kimberley resorts which should be appealing and attractive to visitors. Most respondents rated the attractions either good or very good – while an array of respondents felt that the attractions were average.



**Figure 5.12 Natural Attractions' Ratings**

Most respondents thought that the Vaal River, as a natural attraction at the resorts, was good (34.09%) or very good (26.56%). As indicated in figure 5.12 (above), 31.83% thought the Vaal River was average, while a minority (7.52%) of respondents felt the attraction was poor to very poor.

Close to half the respondents (47.25%) thought the natural scenery and landscape were good (40%) to very good (7.25%), while 32.25% thought it was average. In total, 20.50% of respondents thought it was poor (10%) or very poor (10.50%).

### 5.2.3.2. Accessibility

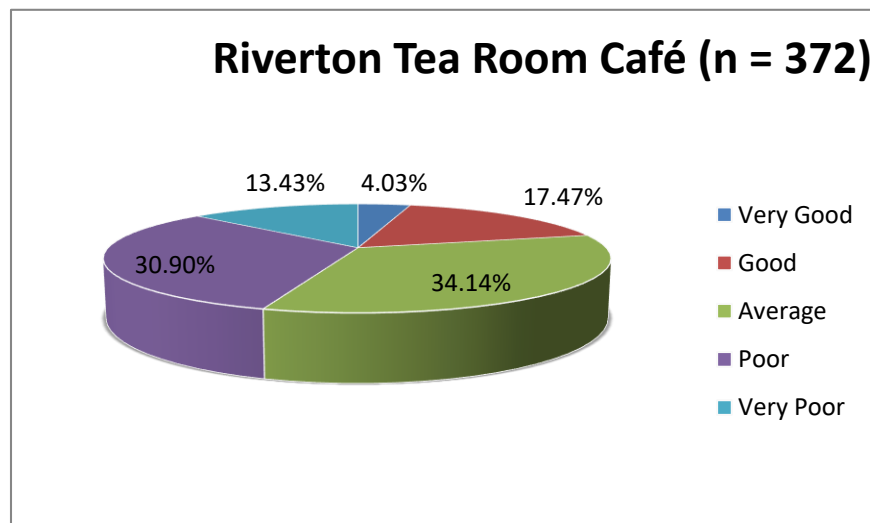
Accessibility of a destination affects the holiday cost, and speed and convenience in terms of reaching a destination. It encapsulates more than the physical transport and is the degree to which a product, service, or environment, is available to as many people as possible.

The road leading to both resorts is long and narrow, without light poles and hardly any signage to indicate where the resorts are. Most respondents visited the resort with their own vehicles and 49.75% rated the road leading to the resort as poor to very poor, 31% rated it average, and only 19.25% rated it as good to very good.

The N12 is a national route in South Africa, which runs from George through Beaufort West, Kimberley, Klerksdorp and Johannesburg. The route is maintained by the South African National Roads Agency. Some 37.24% of respondents rated the N12 enroute to the resorts as good (27.72%) to very good (9.52%), 45.61% rated it as average, while 17% of respondents rated it poor (13.03%) to very poor (4.12%). The longest distance from Kimberley to the resorts is approximately 20km. This is not detrimental, since there are not many similar resorts near Kimberley.

### 5.2.3.3. Riverton Tea Room Café

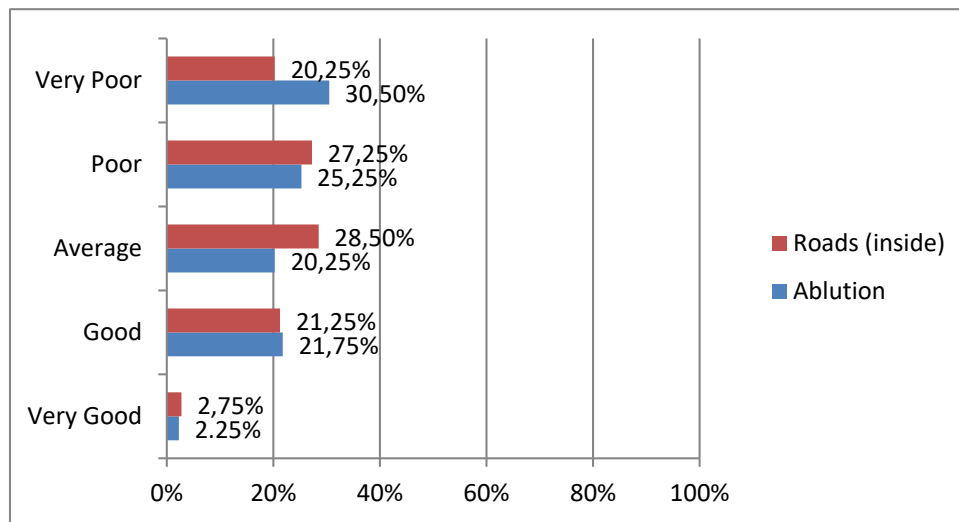
The Riverton tea room café was rated good and very good by 21.77% of respondents, while 34.14% rated it average and 44.33% rated it poor to very poor (figure 5.13, below). Due to the close proximity of Langleg resort (approximately 2km), visitors to Langleg also make use of the café at Riverton. According to respondents, this café is the only food and beverage service inside Riverton and the café offers a poor variety of products and products were priced high. The response from visitors with regard to the mentioned services was generally negative (44.33).



**Figure 5.13 Riverton Tea Room Café**

**5.2.3.4. Infrastructure**

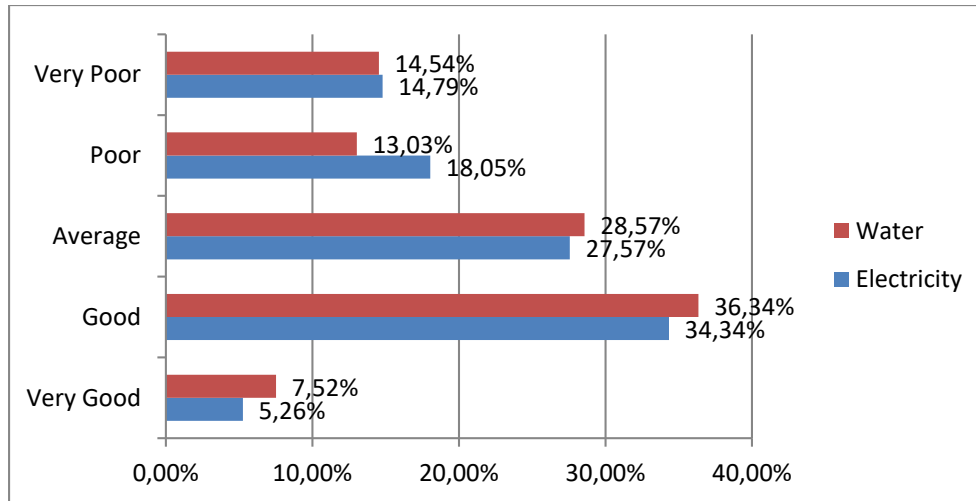
Infrastructure provides the basic framework for the effective functioning of development systems like destinations and resorts. Figure 5.14 (below) shows ratings for two of the infrastructure attributes at the resort: roads (inside the resort) and ablution facilities. Figure 5.15 also shows ratings for another two infrastructure attributes at the resorts: water and electricity.



**Figure 5.14 Infrastructure: roads and ablutions**

Roads inside the resorts were rated by 47.50% of respondents as poor (27.25%) to very poor (20.25%), and by 28.50% as average. A further 24% rated the roads inside the resorts as good (21.25%) to very good (2.75%).

Ablution facilities were rated poor (25.25%) to very poor (30.50%) by 55.75% of respondents, while 20.25% rated them average, and 21.75% as good. Only 2.25% thought of the ablution facilities as very good.



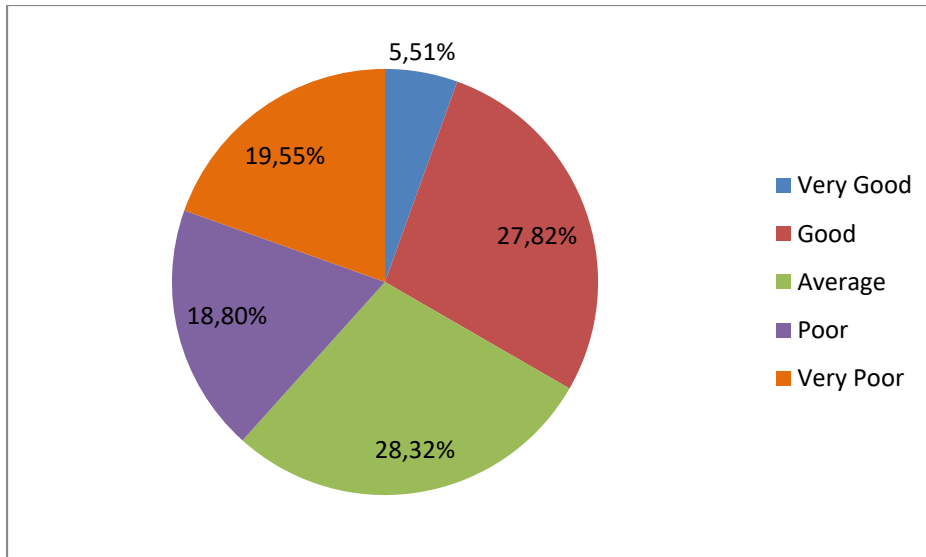
**Figure 5.15 Infrastructure: Water and Electricity**

Water supply at the resorts was rated as poor (13.03%) and very poor (14.54%) by 27.57% of the respondents, 28.57% rated it as average and 43.86% rated it as good (36.34%) to very good (7.52%).

Electricity supply at the resorts was rated by 33% as poor (14.79%) to very poor (18.05%), 28.57% as average, and 39.60% rated it as good (34.34%) to very good (5.26%) (see figure 5.15, above).

### 5.2.3.5. Safety

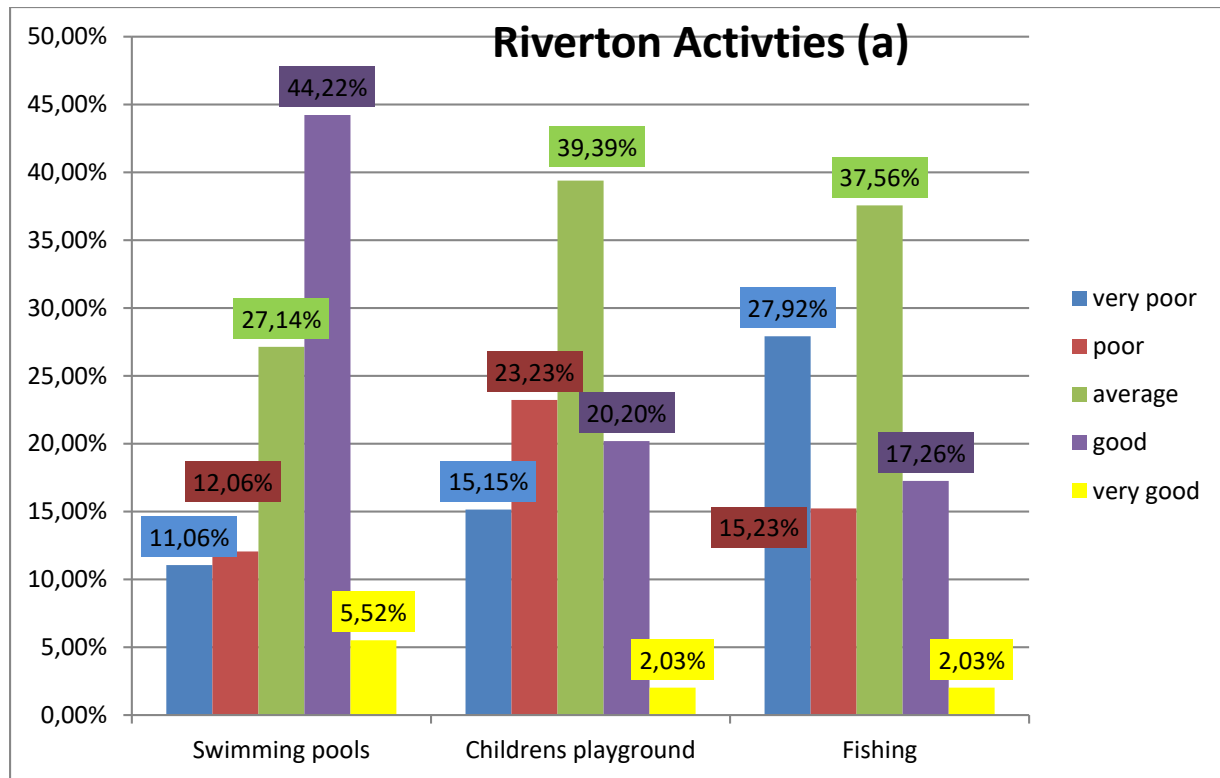
Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a resort depends on being able to provide a safe and secure environment for visitors. The resorts' safety was rated average by 28.32% respondents, poor (19.55%), or very poor (18.80%). Some 33% rated it good (27.82%) to very good (5.51%). Figure 5.16 (below) indicates that close to half of the respondents felt the safety was not up to standard at the resorts during their stay.



**Figure 5.16 Safety**

#### 5.2.3.6. Activities

The number and variety of activities at a resort play a vital role in the attractiveness of the resort – as they add to the perceived value of a tourist destination (Bajs, 2011). This makes the perception of tourists crucial to the resorts. Figures 5.17, 5.18 and 5.19 (below) show the ratings for the various activity attributes. It should be noted that the super tube, mini golf, and tennis are facilities only available at Riverton resort. The results were therefore split into two parts– with Riverton displaying six activities - displayed in two figures 5.17 and 5.18 - and Langleg three activities displayed in figure 5.19.



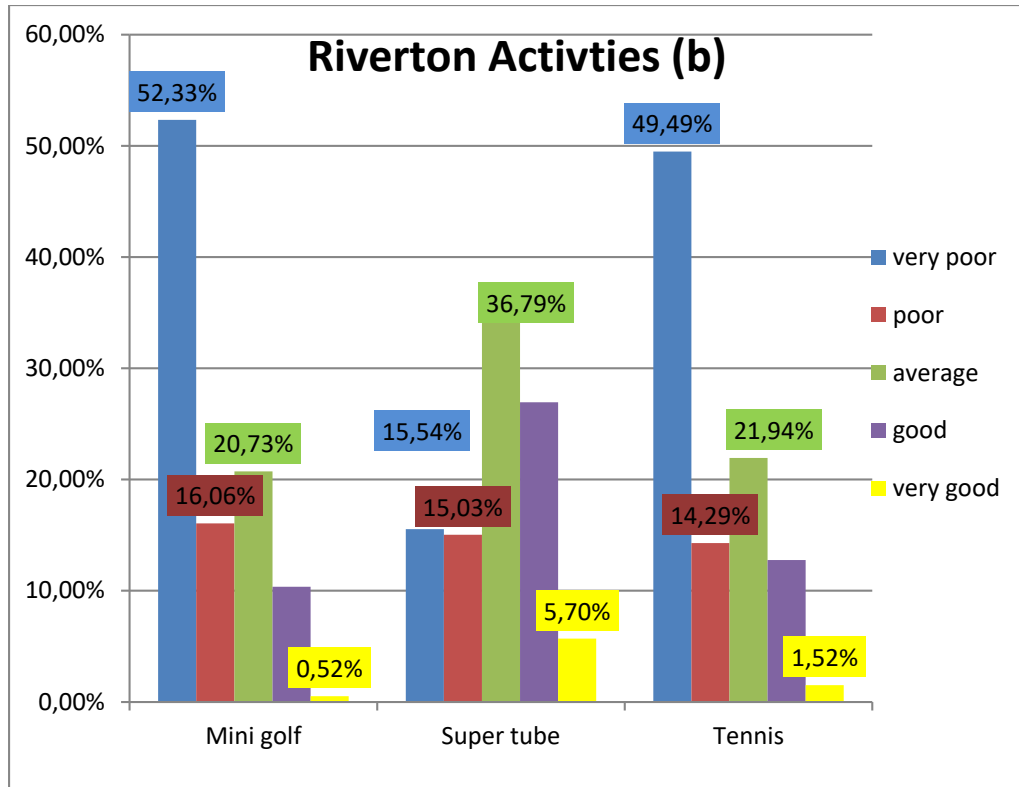
**Figure 5.17 Riverton Activities (a)**

The swimming pools at Riverton were rated very poor by 11.06% of respondents, poor by 12.06%, average by 27.14%, good by 44.22% and very good by 5.52%.

The children's playground was rated very poor by 15.15% of respondents, poor by 23.23%, average by 39.39%, good by 20.20% and very good by 2.03%.

Fishing facilities at Riverton were rated by 199 respondents. The facilities were rated very poor by 27.92%, poor by 15.23%, average by 37.56%, good by 17.26%, and very good by 2.03%.



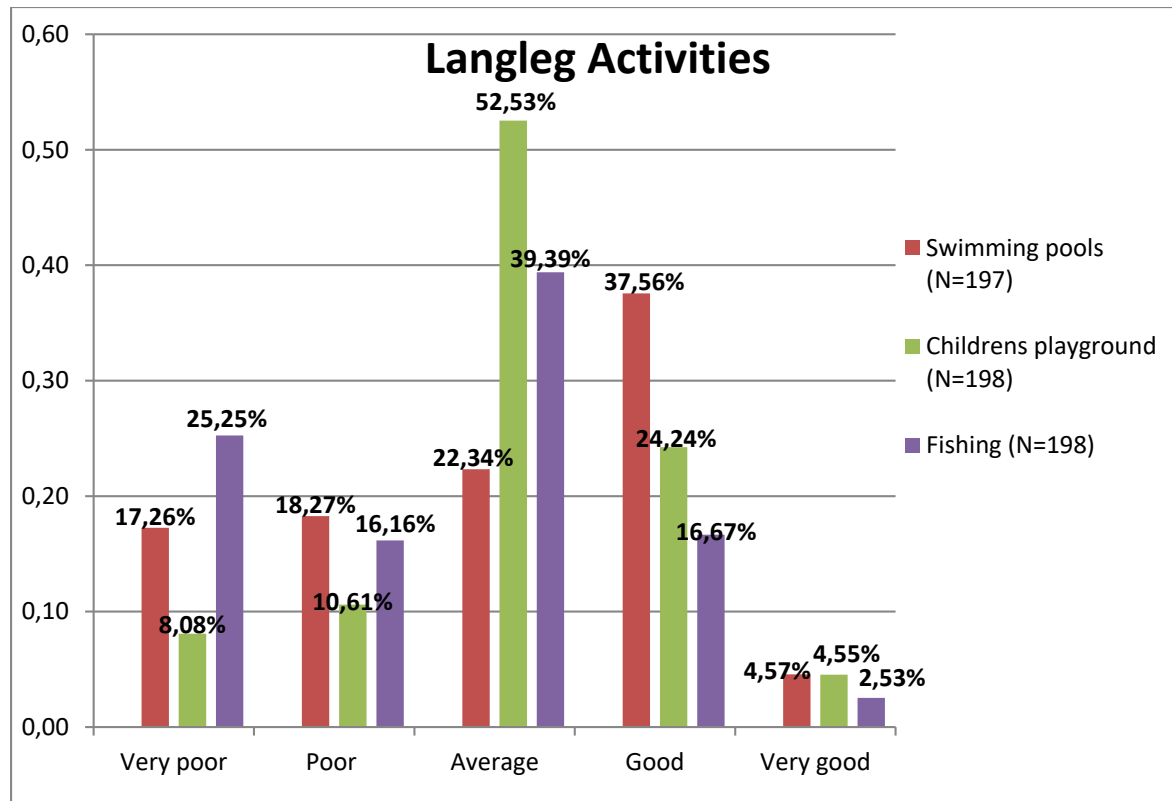


**Figure 5.18 Riverton Activities (b)**

The mini golf facilities at Riverton was only rated by 194 respondents, of which 68.39% rated the mini golf poor (16.06%) to very poor (52.33%), 20.73% rated it average, 10.36% rated it good, and only 0.52% thought it was very good.

The super tube at Riverton was rated by 197 respondents, of which 15.54% rated it very poor, 15.03% rated it poor, 36.79% thought it was average, 26.94% rated it good, and only 5.70% felt it was very good.

Tennis facilities at Riverton were rated by 196 respondents, of which 49.49% thought the facilities were very poor, 14.29% thought them poor, 21.94% rate them average, and 12.76% and 1.52% rated them good and very good respectively.



**Figure 5.19 Langleg Activities**

Swimming pools at Langleg were rated very poor by 17.26%, 18.27% thought them poor, 22.34% average, 37.56% good, and 4.57% rated them very good.

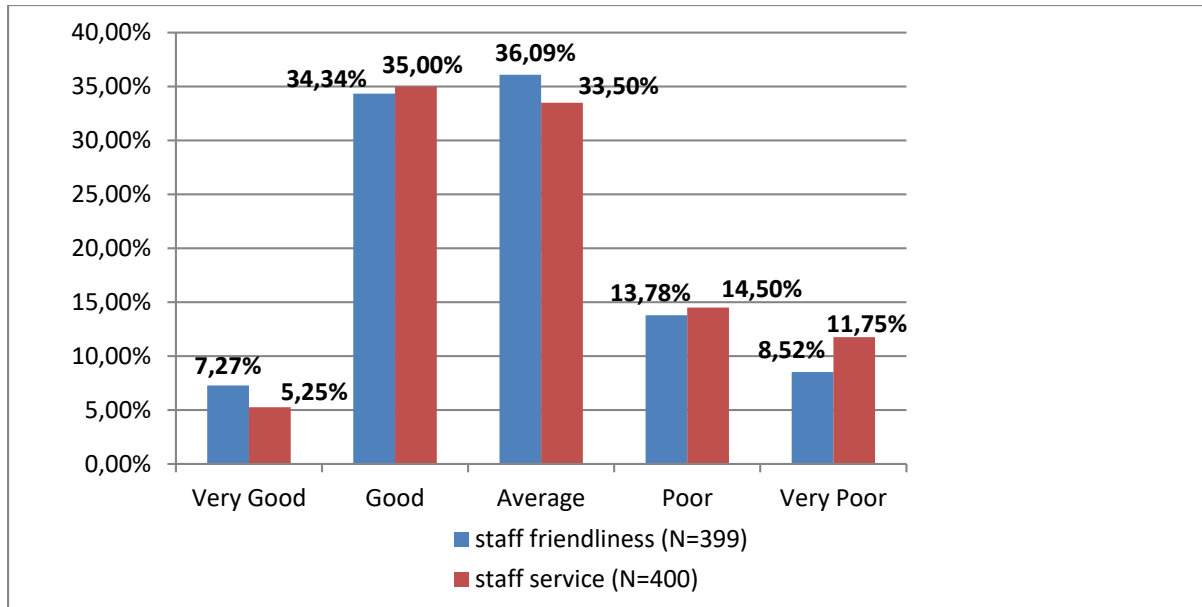
Langleg's children's playground was rated by 198 respondents, and was perceived to be very poor by 8.08%, 10.61% thought it poor, 52.53% rated it average, and 24.24% and 4.55% rated it good and very good respectively.

Langleg's fishing facilities were rated at 25.25%, 16.16%, 39.39%, 16.67% and 2.53% – from very poor to very good respectively on the rating scale.

As depicted in figures 5.17, 5.18 and 5.18, a small number of respondents rated the various activities at the two resorts very good, while an array of respondents rated the activities very poor. Many respondents also thought the activities were average.

### 5.2.3.7. Staff

A product's value may be enhanced through service excellence (Olivier, 2010) – and can mould a destination's perception into a favourable one. The attributes associated with staff at respective resorts are depicted in figure 5.20 (below):



**Figure 5.20 Staff Attributes**

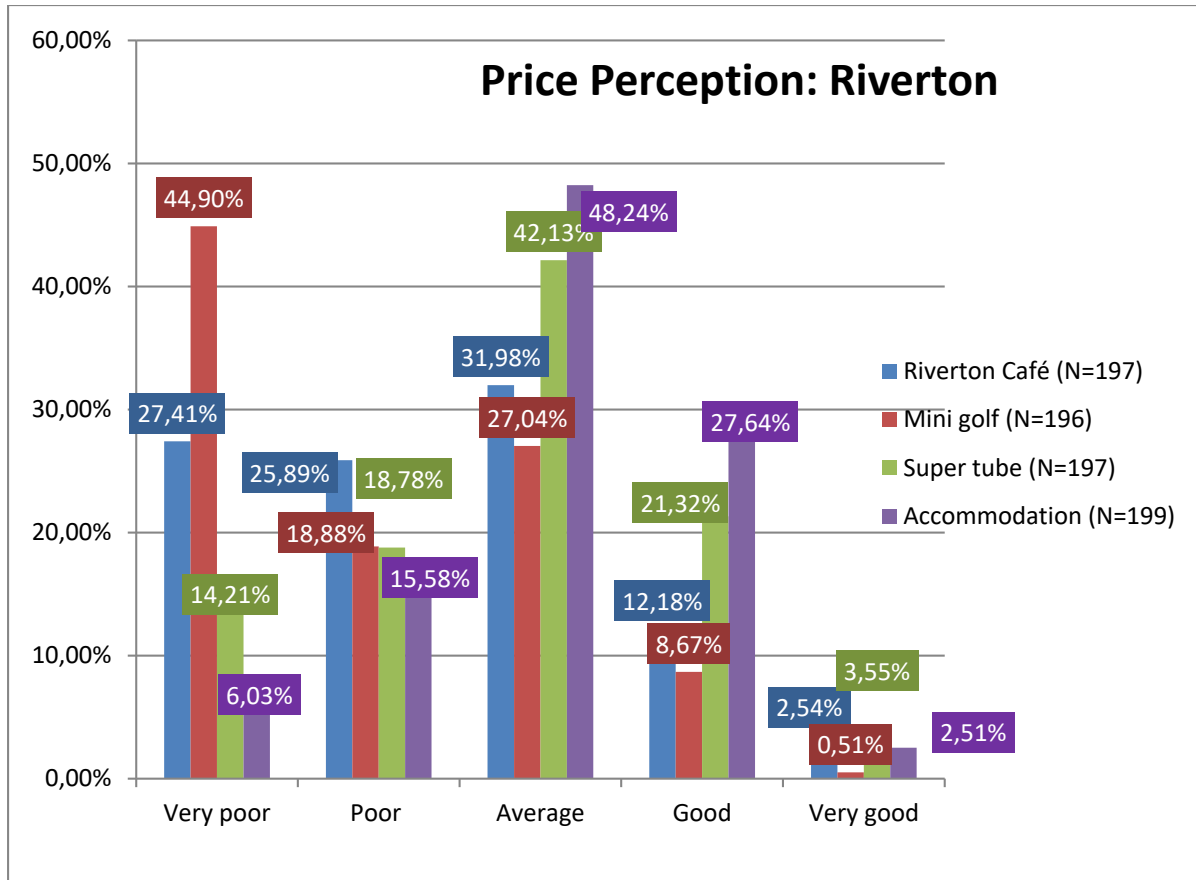
Friendliness of staff was rated very poor by 8.52%, poor by 13.78 %, average by 36.09%, good by 34.34% and very good by 7.27%.

Service received from staff was rated very poor by 11.75%, poor by 14.50%, average by 33.50%, good by 35%, and very good by 5.25%.

It would be expected of staff to have good ratings since it should be a modifiable factor, but the staff where overwhelmingly average to poor (48%) (and average should already be unacceptable).

#### 5.2.3.8. Price

George (2008) confirms that consumer perception of price plays an important role and is the most crucial external factor affecting perception. Respondents were asked to rate the price of various products and services at the resort on a Likert scale from 1 to 5, where 1 indicated poor value for money and 5 indicated good value for money. The results for perception on price were split for the two resorts. Figures 5.21 and Figure 5.22 were for Riverton and Langleg respectively.



**Figure 5.21 Price perception: Riverton**

Price perception of products at the Riverton café was rated by 197 respondents: 27.41% thought pricing was very poor value for money, 25.89% rated it poor value, 31.98% average, 12.18% good value, and 2.54% rated it very good value for money.

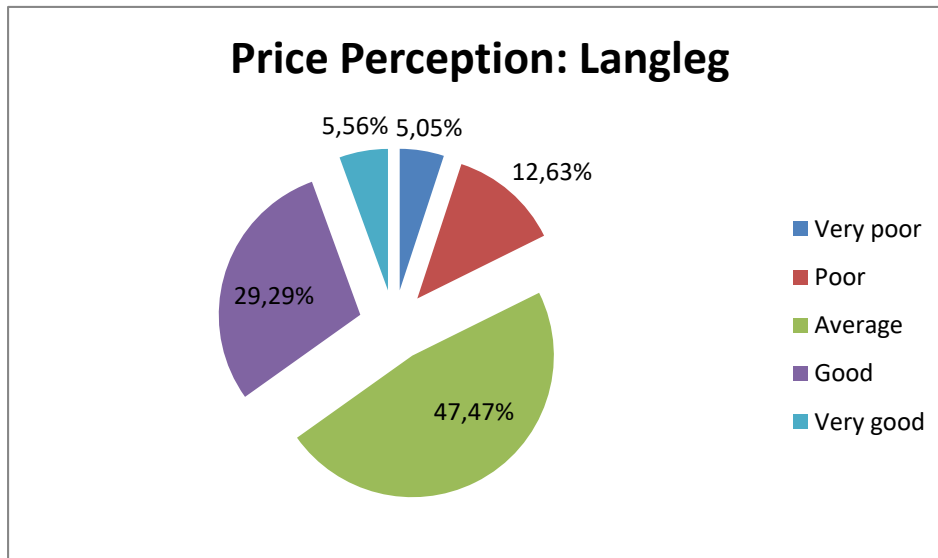
Price perception of the mini golf was rated by 196 respondents: 44.90% rated it as very poor value for money, 18.88% as poor value, 27.04% as average, 8.67% as good, and only 0.51% of respondents felt it was very good value for money.

The price perception of the super tube was rated very poor value for money by 14.21%, poor value by 18.78%, average by 42.13%, good by 21.32%, and very good value for money by 3.55%.

The price perception of accommodation at Riverton was rated by respondents as very poor value for money (6.03%), poor value (15.58%), average (48.24%), good (27.64%),

and very good value for money (2.51%). It should be noted that the only price at Langleg resort, is that of accommodation.

The price perception of accommodation at Langleg was rated by respondents as very poor value for money (5.05%), poor value (12.63%), average (47.47%), good (29.29%), and very good value for money (5.65%).

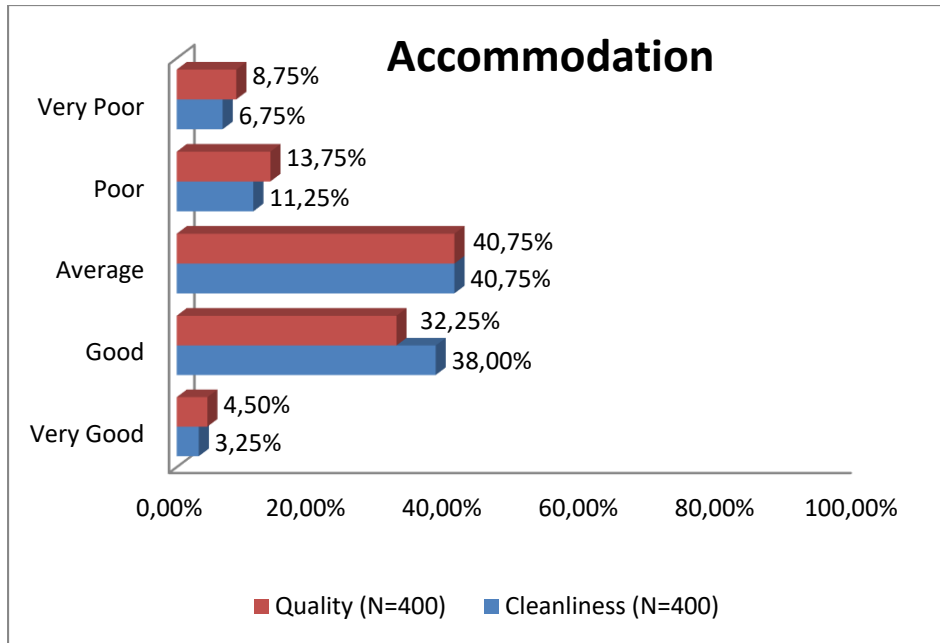


**Figure 5.22: Price Perception: Langleg**

Most pricing ratings were highly negative, as most respondents rated pricing at the resorts average to poor and very poor value for money.

#### 5.2.3.9. Accommodation

Accommodation plays an important role in the selection of a resort. It is the base from which tourists pursue activities. Figure 5.3 (below) shows the ratings for the attributes of accommodation cleanliness and quality.



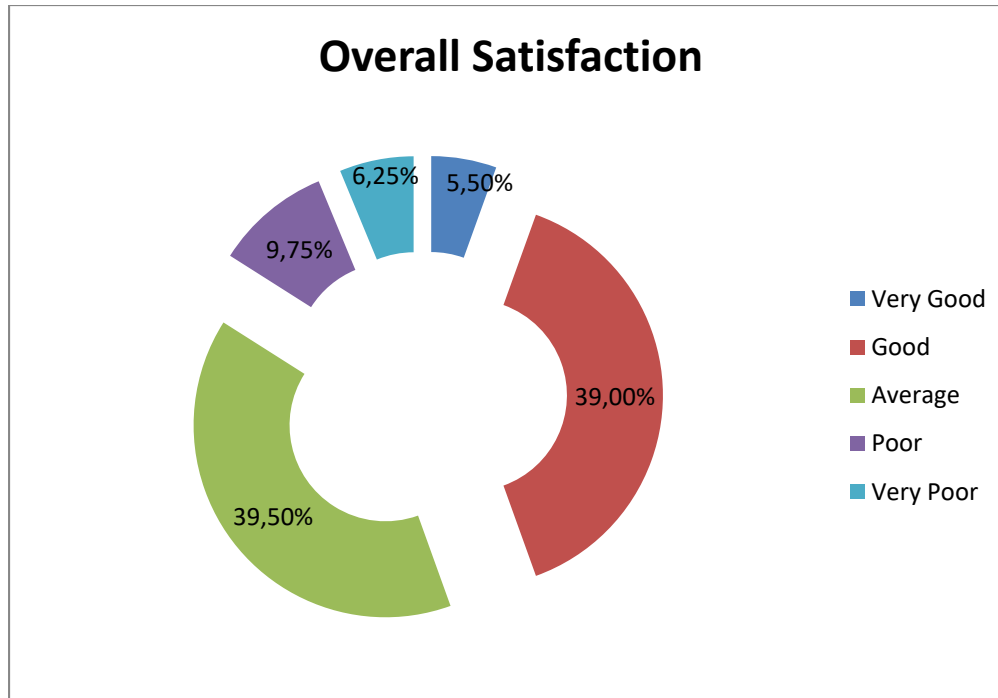
**Figure 5.23: Accommodation**

The cleanliness of accommodation was rated as very poor by 6.75% of respondents, poor by 11.25%, average by 40.75%, good by 38%, and very good by 3.25%.

Quality of accommodation: 8.75% of respondents rate the quality of accommodation as very poor, 11.25% as poor, 40.75% as average, 32.25% as good, and 4.50% as very good.

### 5.2.3.10. Overall Satisfaction

Figure 5.24 (below) shows the ratings for the respondents' overall satisfaction with the resort.



**Figure 5.24 Overall Satisfaction**

Overall satisfaction with the resort was rated as very good by 5.50% of respondents, good by 39%, average by 39.50% and poor or very poor by 9.75% and 6.25% respectively. In this section the researcher assesses whether the overall satisfaction of tourists when visiting the two resorts is influenced by gender, employment, marital status, and educational level. A total of 400 visitors – 199 males and 201 females – were interviewed regarding their levels of overall satisfaction at the two resorts, and their feedback is recorded in the tables that follow. The Chi-Square independence test is used to determine whether an association exists between two variables. The expected frequencies ( $E = \frac{R.C}{n}$ ), where  $R$  is the row total,  $C$  is the column total, and  $n$  is the sample size, are given in square brackets in the subsequent tables. The Chi-Square test was done to determine whether a statistically significant relationship exists between the various variables and overall satisfaction. This was done to check whether the variables like gender, employment status, marital status and educational level had an impact on the perception of visitors to selected Kimberley resorts. Thereafter the ANOVA (Analysis of Variance) test was performed to determine the mean level of overall satisfaction with regards to the above-mentioned variables.

### 5.2.3.10.1. Overall Satisfaction by Gender

In table 5.4 (below) the researcher wanted to establish if there was any association between gender and overall satisfaction. A bar chart showing the overall representation of overall satisfaction between male and female participants, is given in table 5.4:

Overall Satisfaction by Gender			
Overall satisfaction	Male	Female	Total
<b>Very poor</b>	12 (3%) [12.44]	13 (3.25%) [12.56]	<b>25</b>
<b>Poor</b>	18 (4.5%) [19.4]	21 (5.25%) [19.6]	<b>39</b>
<b>Average</b>	78 (19.5%) [78.61]	80 (20%) [79.4]	<b>158</b>
<b>Good</b>	80 (20%) [77.61]	76 (19%) [78.39]	<b>156</b>
<b>Very good</b>	11 (2.75%) [10.95]	11 (2.75%) [11.06]	<b>22</b>
<b>TOTAL</b>	<b>199</b>	<b>201</b>	<b>400</b>

**Table 5.4: Overall Satisfaction by Gender**

Table 5.4 (above) shows that overall satisfaction when compared by gender had few differences in scores. The Chi-Square independence test was used to decide whether an association exists between the two variables. The null and the alternate hypotheses are given as:

$H_0$  : There is no association between gender and overall satisfaction.



$H_a$  : There is an association between gender and overall satisfaction.

The Chi-Square observed value is found to be:  $\chi_{obs}^2 = 0.3883$ . Also, the critical value (where degrees of freedom = 4) is found to be:  $\chi_{crit}^2 = 9.488$  at the 5% level of significance. Since the observed value (0.3883) is less than the critical value (9.488), the null hypothesis is not rejected. Thus, it is concluded that there is no association between gender and overall satisfaction. This was further confirmed when using the SAS package. The Chi-Square value = 0.3887 and the  $p$ -value = 0.9834 > 0.05.

In order to perform a hypothesis test to decide whether two variables are associated, the following three assumptions are made:

1. All expected frequencies are greater than or equal to 1.
2. At most 20% of the expected frequencies are less than 5.

However, when assumption (1) or both assumptions (1) and (2) are violated, three approaches are possible. Rows or columns can be combined to increase the expected frequencies in those cells in which they are too small; certain rows or columns in which the small expected frequencies occur can be eliminated or the sample case can be increased (Weiss, 2012).

The researcher found that the expected frequencies in some cells were too small and violated assumption (2). Thus, the researcher decided to combine some rows and columns to increase the expected frequencies in those cells in which they were too small. This method was applied to the three sections that follow:

#### **5.2.3.10.2. Overall Satisfaction by Employment Status**

Here the researcher wanted to investigate if there is any association between levels of overall satisfaction and employment status of respondents.

Overall Satisfaction by Employment				
Overall Satisfaction	Not Employed	Employed Part-Time	Employed Full-time	Total
<b>Not satisfied</b>	12 (3%) [14.08]	7 (1.75%) [6.56]	45 (11.25%) [43.36]	<b>64</b>
<b>Quite satisfied</b>	30 (7.5%) [34.76]	21 (5.25%) [16.20]	107 (26.75%) [107.05]	<b>158</b>
<b>Well satisfied</b>	46 (11.5%) [39.16]	13 (3.25%) [18.25]	119 (29.75%) [120.60]	<b>178</b>
<b>TOTAL</b>	<b>88</b>	<b>41</b>	<b>271</b>	<b>400</b>

**Table 5.5: Overall Satisfaction by Employment Status**

Table 5.5. (above) depicts the overall satisfaction by employment status. The null and alternate hypotheses are given as:

$H_0$  : There is no association between employment and overall satisfaction.

$H_a$  : There is an association between employment and overall satisfaction.

Using the Chi-Square test, it is found that  $\chi_{obs}^2 = 5.20$ , and  $\chi_{crit}^2$  (df = 4) = 9.488 at the 5% level of significance. Since the observed value (5.20) is less than the critical value (9.488), the null hypothesis is not rejected. Thus, it is concluded there is no association between employment and overall satisfaction.

#### 5.2.3.10.3. Overall Satisfaction by Marital Status

Now, the researcher wants to investigate whether there is an association between marital status and overall satisfaction. The table below gives the necessary information. The same Chi-Square test was used to determine whether a relationship exists.

Overall Satisfaction by Marital Status				
Overall satisfaction	Single	Married	Divorced/Widowed	Total
<b>Not satisfied</b>	31 (7.75%) [36.96]	28 (7%) [23.20]	5 (1.25%) [3.84]	<b>64</b>
<b>Quite satisfied</b>	87 (21.75%) [91.5]	59 (14.75%) [57.28]	12 (3%) [9.48]	<b>158</b>
<b>Well satisfied</b>	113 (28.25%) [102.8]	58 (14.5%) [64.53]	7 (1.75%) [10.68]	<b>178</b>
<b>TOTAL</b>	<b>231</b>	<b>145</b>	<b>24</b>	<b>400</b>

**Table 5.6: Overall Satisfaction by Marital Status**

Table 5.6 (above) represents overall satisfaction by marital status. The null and alternate hypotheses are given as:

$H_0$  : There is no association between marital status and overall satisfaction.

$H_a$  : There is an association between marital status and overall satisfaction.

Using the Chi-Square test, it is found that  $\chi_{obs}^2 = 6.165$ , and  $\chi_{crit}^2$  (df = 4) = 9.488 at the 5% level of significance. Since the observed value (6.165) is less than the critical value (9.488), the null hypothesis is not rejected. Thus, it is concluded that there is no association between marital status and overall satisfaction.

#### 5.2.3.10.4. Overall Satisfaction by Educational Level

Lastly, the researcher wanted to know if there is an association between level of education and overall satisfaction. Table 5.7 (below) provides the necessary information:

Overall Satisfaction by Education Level				
Overall satisfaction	Primary	High School	Tertiary	Total
<b>Not satisfied</b>	4 (1%) [1.92]	38 (9.5%) [38.88]	22 (5.5%) [23.2]	<b>64</b>
<b>Quite satisfied</b>	6 (1.5%) [4.7=5]	92 (23%) [95.99]	60 (15%) [57.28]	<b>158</b>
<b>Well satisfied</b>	2 (0.5%) [5.34]	113 (28.25%) [108.14]	63 (15.75%) [64.53]	<b>178</b>
<b>TOTAL</b>	<b>12</b>	<b>243</b>	<b>145</b>	<b>400</b>

**Table 5.7: Overall Satisfaction by Education Level**

Table 5.7 (above) presents the overall satisfaction by employment status. The null and alternate hypotheses are given as:

$H_0$  : There is no association between level of education and overall satisfaction.

$H_a$  : There is an association between level of education and overall satisfaction.

Using the Chi-Square test, it is found that  $\chi_{obs}^2 = 5.31$ , and  $\chi_{crit}^2$  (df = 4) = 9.488 at the 5% level of significance. Since the observed value (5.31) is less than the critical value (9.488), the null hypothesis is not rejected. Thus, it is concluded that there is no association between level of education and overall satisfaction.

#### 5.2.3.10.5. Mean Level of Overall Satisfaction

The researcher also carried out the One-Way ANOVA (Analysis of Variance) test. This test was performed to determine the mean level of overall satisfaction with regard to gender, employment, marital status, and educational level.

Let  $\mu_1$ ,  $\mu_2$ ,  $\mu_3$ , and  $\mu_4$  denote the means of gender, employment, marital status, and education level, respectively. Then the hypotheses to be tested are:

$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$  (all the means are equal)

$H_a$ : Not all the means are equal.

Using SAS to conduct the ANOVA test, the  $p$ -value = 0.0041 is obtained, which is less than  $\alpha$ , where  $\alpha = 0.05$ .

Thus, the null hypothesis ( $H_0$ ) is rejected and it is concluded that the means are not equal. That is, there are differences in the levels of overall satisfaction with regard to gender, employment, marital status, and level of education. The differences in the levels of overall satisfaction were not statistically significant and was therefore not discussed further.

#### 5.2.3.11. Summary of Resort Attribute Ratings

Visitors scored various destination attributes on a 5-point Likert scale – from very poor to very good. Table 5.8 (below) summarises the ratings of each attribute by presenting the average for each attribute. Each rating was considered as follows:

- Poor to very poor = 1-2
- Average = 3
- Good to very good = 4-5

Resort Attribute	Average Rating	Average Score
<b>Natural attractions</b>	Average	3
<b>Accessibility:</b>		
<b>Local road</b>	Average	3
<b>N12</b>	Average	3
<b>Riverton tea room café</b>	Average	3

<b>Infrastructure:</b>		
<b>Ablution facilities</b>	Poor to very poor	2
<b>Road inside the resort</b>	Average	3
<b>Electricity supply</b>	Average	3
<b>Water supply</b>	Average	3
<b>Safety</b>	Average	3
<b>Activities:</b>		
<b>Children’s playground</b>	Average	3
<b>Mini golf</b>	Poor to very poor	2
<b>Fishing</b>	Average	3
<b>Super tube</b>	Average	3
<b>Swimming pools</b>	Average	3
<b>Tennis</b>	Poor to very poor	2
<b>Staff:</b>		
<b>Friendliness</b>	Average	3
<b>Service</b>	Average	3
<b>Price:</b>		
<b>Riverton café</b>	Poor to very poor	2
<b>Mini golf</b>	Poor to very poor	2
<b>Super tube</b>	Average	3
<b>Accommodation</b>	Average	3
<b>Accommodation:</b>		
<b>Quality</b>	Average	3
<b>Cleanliness</b>	Average	3
<b>OVERALL SATISFACTION</b>	Average	3

**Table 5.8: Summary of Resort Attribute Ratings**

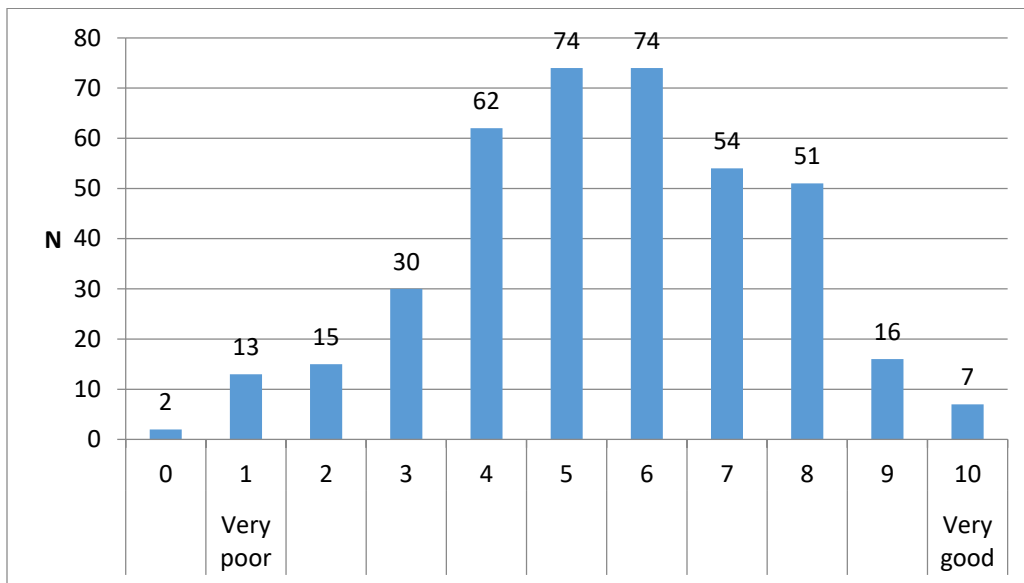
From Table 5.8 (above) it is evident that majority ratings for resort attributes were average – followed by poor to very poor. Notably, there were no average ratings for attributes that were rated good to very good.

## 5.2.4. Visitor Perceptions

Perception plays a vital role in determining tourist expectations and matching the products or attributes of a destination in order to satisfy tourist needs. A destination needs to be perceived as being competitive and must correspond with the perceived value of the product. This section documents visitors' opinions, beliefs, expectations, feelings and perceptions of the resort based on the experience and stay at the resort. This section also helps achieve the objectives of the study (cf. 1.3.1.1; 1.3.2.2).

### 5.2.4.1. Experience of Staying at the Resort

Respondents were asked to sum up the experience of staying at the resort by giving it a score out of 10, from 1 (very poor) to 10 (very good). Figure 5.25 (below) depicts the results. Interestingly, two respondents gave resort scores of zero (less than asked for in the scale). These scores could be attributed to very, very unhappy respondents – purposefully choosing to give a score of zero to indicate their displeasure with the resort.



**Figure 5.25: Experience of Staying at the Resort**

### 5.2.4.1.1. Reason for Score Ratings

Respondents were asked to give a reason or make a comment related to the score given – and 78 respondents listed one or more reasons for their score. The researcher then categorised the reasons for score ratings as either positive or negative. Most respondents (94.9%) gave negative reasons and 5.1% gave positive responses. The responses are displayed in the various tables below. These responses are displayed, as received from respondents.

#### 5.2.4.1.1.1 Positive Responses

The positive reasons received from respondents only accounted for 5.1% of responses. These responses are listed in table 5.9 (below):

Positive Comments from Respondents
“Excellent place to chill with friends”
“Happy with everything”
“The service we received from <i>[staff member]</i> was outstanding”
“Very good”

Table 5.9: Positive Reason for Score Rating

#### 5.2.4.1.1.2 Negative Responses

The negative responses were then further categorised according to the general topic to which it was related (as some respondents noted more than one reason, the total exceeds the number of negative respondents = 74).



General	Fauna	Cost	Service
“Need upgrading”	“Unhygienic goats all over the place”	“Baby paid adult fee”	“Control of booking, unfair customer service”
“Unless conditions change find no interest in visiting”	“Spiders in the chalets”	“Café is very expensive [and] items need to be sold at a reasonable price”	“Glasses all over the place, pool opening late”
“Very poor”	“Spider in the bungalows”	“Paid extra R200 to get the key and we already booked in October”	“Rubbish bags not removed and bottles are all over the place”
“We are not satisfied with this place”			“We clean our chalets ourselves and we are not going to get refunded”
			“Need lifeguards at the pool”
			“Security needs to patrol all the time and a life-guard needed by the pool”
			“Too much money to be paid for poor services”
			“Staff should be friendly”
			“Staff giving problems”

**Table 5.10 Negative Response for Score Rating**

Table 5.10 (above) summarises the negative responses from respondents. These responses were given as the reason for an overall score rating of the resort(s). Four respondents noted general problems with the resort(s), while three respondents noted problems with the fauna: two noted problems with spiders, and one wrote “unhygienic goats all over place”. Three respondents noted issues with cost and nine respondents noted issues of general service (some of these were also included under the relevant facilities below). Numerous negative responses related to facilities at the resorts. Comments were summarised into specific categories – as listed in table 5.10 (below).

<b>Problematic Facilities</b>	<b>Number</b>
<b>a) Toilets</b>	16
<b>b) Electricity</b>	9
<b>c) Roads</b>	9
<b>d) Pool</b>	8
<b>e) Plumbing</b>	7
<b>f) Cleanliness and refuse</b>	6
<b>g) Lawns</b>	5
<b>h) Television</b>	4
<b>i) Cleaning materials</b>	3
<b>j) General</b>	3
<b>k) Bathrooms</b>	2
<b>l) Café</b>	2
<b>m) Lights</b>	2
<b>n) Shop</b>	2
<b>o) ATMs</b>	1
<b>p) Bedding</b>	1
<b>q) Braais</b>	1
<b>r) Not child-friendly</b>	1
<b>s) Not disabled-friendly</b>	1
<b>t) Keys</b>	1
<b>u) Super tube</b>	1

**Table 5.11 Problems Reported for Facilities**

Problems reported for the facilities – as received from respondents and depicted in Table 5.11– are discussed below:

- a) Toilets – dirty, need attention, toilets are blocked, no toilet roll, not suitable for disabled, not in good condition, cannot flush, too close to kitchen, toilets are stinking, toilets are leaking.

- b) Electricity – poor supply, not working in chalets, trips, quality not good.
- c) Roads – no signs on N12, road leading to resort is too narrow, poor roads inside the resort, not user friendly, they damage vehicles, need an upgrade.
- d) Pools – dirty, open too late, need lifeguards at pool.
- e) Plumbing – drainage system and water-supply poor, no hot water, shower not working, basin tops are leaking, no water supply in the chalet, problematic water supply.
- f) Cleanliness and refuse – glasses all over the place, resort is dirty, untidy accommodation, rubbish bags are not removed, unhygienic.
- g) Lawns – grass must be looked after, grass is not cut and green, poor state, grass needs attention, not looked after.
- h) Television – no television in accommodation, and TV not working.
- i) Cleaning materials – no cleaning materials supplied in chalets, no dish cloths, visitors bring own cleaning materials.
- j) General – needs upgrading, needs umbrellas, needs more renovations, unless conditions change find no interest in visiting, resort can do better, very poor, not satisfied with the place.
- k) Bathrooms – poor condition and dirty.
- l) Café – very expensive and selling old items.
- m) Lights – flash lights needed at night for women.
- n) Shop – upgraded, shop needed in Langleg.
- o) ATM – ATMs are essential at resorts
- p) Bedding – no duvet covers.
- q) Braais – must add braai stands.
- r) Child-friendliness – no proper facilities for children.
- s) Disabled-friendliness – toilets are too far for disabled people.
- t) Keys – were a problem.
- u) Super tube – one of the visitors sustained an injury.

### 5.2.4.2. First-time vs Repeat Visitors' Score

Chi-square tests were done to determine the difference in perception of first-time visitors compared to repeat visitors. The results of the chi-square tests regarding the reasons for score rating are depicted in table 5.12 (below). Statistically significant results are in highlighted and in bold.

Reason	Chi-square	d f	P
Scenery	1.2487	4	0.8700
Geography	8.5280	4	0.0740
Accessibility N12	3.885	4	0.4217
Accessibility local road	0.7851	4	0.9404
<b>Cafe</b>	<b>12.3012</b>	<b>4</b>	<b>0.0152</b>
Infrastructure water	4.5862	4	0.3324
Infrastructure electricity	3.1270	4	0.5368
Infrastructure roads	4.0402	4	0.4006
Infrastructure ablutions	5.3153	4	0.2565
Safety	4.9246	4	0.2951
Tennis	3.6087	4	0.4615
Swimming pools	1.0197	4	0.9068
Super tube	7.9111	4	0.0949
Fishing	5.8440	4	0.2111
Mini golf	8.2734	4	0.0821
Child playground	2.2919	4	0.6822
Staff service	6.9092	4	0.1408
Staff friendliness	3.8719	4	0.4236
Price accommodation	2.0176	4	0.7325
Price Super tube	2.4582	4	0.6521
<b>Price mini golf</b>	<b>13.8452</b>	<b>4</b>	<b>0.0078</b>
<b>Price cafe</b>	<b>10.4838</b>	<b>4</b>	<b>0.0330</b>
Accommodation quality	8.5136	4	0.0745
<b>Accommodation cleanliness</b>	<b>10.2114</b>	<b>4</b>	<b>0.0370</b>
Overall satisfaction	9.3984	4	0.0519
Score	10.0899	10	0.4326
Revisit	3.1193	1	0.077

**Table 5.12: First-time vs Repeat Visitors**

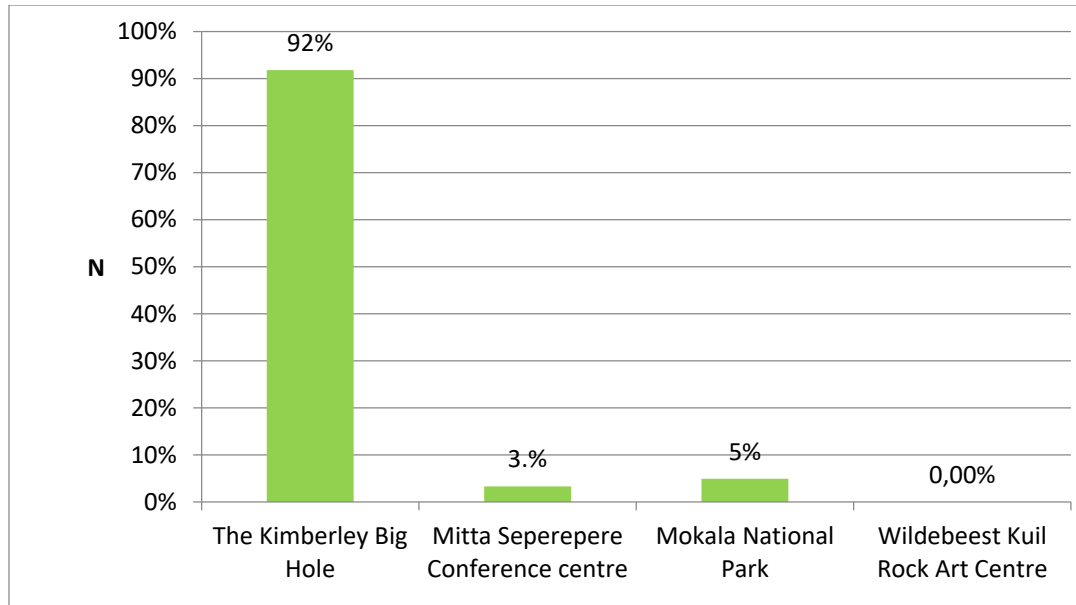
Looking at overall satisfaction, it seems that the first-time visitors gave a significantly lower score than repeat visitors (means of 2.94 and 3.32 respectively,  $t=-2.67$ ,  $df=398$ ,  $p=0.0079$ ). However, this does not mean that the repeat visitors came back because they were more satisfied (that would be a wrong causal inference). Looking at the score they gave, there is no statistically significant difference (means of 5.34 and 5.54 respectively).

#### **5.2.4.3. Respondents' Suggestions and Recommendations**

Respondents were asked whether the resort would be recommended to others and 80.7% ( $n=322$ ) indicated that it would be. Furthermore, 83.5% ( $n=333$ ) indicated that the experience inspired them to visit the resort again. When asked whether a restaurant and bar should be added to the resort, 91.5% ( $n=365$ ) indicated a positive response. Further research is necessary to determine why, if dissatisfied, visitors would still return to the resorts and recommend the resorts to others.

#### **5.2.4.4. Attraction that Motivated Residents from Outside Kimberley to Visit the Resort**

Respondents not from Kimberley were asked what attraction had motivated them to visit the resort. Of the 75 respondents that do not reside in Kimberley, only 61 indicated which attraction motivated them to visit the resort, and 15 did not answer the question. Of the respondents that did not reside in Kimberley, 56 (92%) indicated that the Kimberley Big Hole was the attraction that had drawn them, while only 2 (3%) and 3 (5%) respectively had indicated the Mitta Seperepere Conference Centre and the Mokala National Park as the motivators to visit the resorts (Figure 26, below).



**Figure 5.26: Attraction that Motivated Residents from Outside Kimberley to Visit the Resort**

#### 5.2.4.5 Summary of Visitor Perceptions and Recommendations

Visitors were asked to score the resort on a scale of 1 to 10. The first part of 5.13 (below) outlines the average scorings for visitors' experience of staying at the resort – as well as the reason for the score given. The table then explains the scoring of visitor experience at the resorts. The second part of the table outlines visitor opinions in terms of recommending the resorts to others – whether respondents would revisit the resort and whether the resorts need a restaurant.

Question	Feedback
Experience of staying at resort	Average score was 6
Reasons for score ratings	<ul style="list-style-type: none"> <li>• 95% responses were negative and 5% were positive.</li> <li>• Of the negative responses, most were concerned with resort facilities</li> </ul>
Negative responses	Primarily aimed at toilets,

	electricity, roads and swimming pools.
Visitors recommending resort to others	81% indicated yes.
Revisit resorts	84% indicated yes.
Restaurant needed at resorts	92% indicated yes.
Attraction that motivated residents from outside Kimberley to visit the resorts	74% indicated the Kimberley Big Hole.

**Table 5.13: Summary of Visitor Perceptions and Recommendations**

Many visitors scored the experience at the resort as 6 out of 10. The reason for the score was mostly negative and was associated with resort facilities. The most problematic facility as indicated by tourists, were the toilets, electricity supply, roads inside the resort, and swimming pools. Most respondents indicated a positive response when asked to recommend the resort to others and also to revisit the resort. Most also indicated that a restaurant and bar are needed at the resorts.

### **5.3. Conclusions**

The aim of this chapter was to report, present and summarise aspects relating to the perceptions of visitors on the destination attractiveness of selected Kimberley resorts in the Sol Plaatje Municipal Area. From the findings, it is apparent that most visitors perceive the selected resorts – Riverton and Langleg – as being average to poor and as not meeting the expectations of visitors.

The issues that arose from the findings that need attention are discussed in the next chapter. In chapter six, the conclusion and recommendations from the empirical findings are discussed.

# CHAPTER 6

## CONCLUSIONS AND RECOMMENDATIONS

### 6.1. Introduction

The main purpose of this study was to determine the destination attractiveness in terms of attributes, perceptions and image of selected Kimberley resorts. In order to realise this aim, the following primary and secondary objectives were determined in Chapter 1: The primary objective of this research was to determine visitor perception of destination attractiveness of selected Kimberley resorts (cf.1.3.1.1). This objective was achieved theoretically in Chapter 2 and 3 where the tourism resort and destination, as well as destination attributes, were described, defined and put into a South African context (Chapters 2 and 3). Chapter 4 covered the research methodology, and data interpretation in Chapter 5 added to the limited available data, and provides useful information to resort management. Finally, in Chapter 6, conclusions are drawn and recommendations concerning destination attractiveness at selected Kimberley resorts are presented. In solving the research problem, the secondary objectives (cf. 1.3.2.) below were set. It is important to recollect that when reference is made to a destination, it is also referred to as a resort, and vice versa.

#### *Objective 1:*

- To conduct a literature analysis of destination attractiveness and to identify the attributes of a resort that influence visitors to prefer one destination over another. (Chapter 2).

#### *Objective 2:*

- To analyse the perception of visitors to the resorts regarding the attractiveness of the resorts, by means of a literature study and empirical survey (Chapters 2 and 5).



*Objective 3:*

- To gain a better understanding of how the attractiveness of the resorts affects the visitation levels to the resorts, by means of an empirical survey (Chapters 3 and 5).

*Objective 4:*

- To determine the profile of visitors to the resorts by means of an empirical survey (Chapter 5).

*Objective 5:*

- To provide resort management with useful visitor data (Chapter 5).

*Objective 6:*

- To draw conclusions and make recommendations concerning the destination attractiveness of selected Kimberley resorts (Chapter 6).

Based on the above objectives, the contribution of this study lies in the following:

- The study created insights into the trends and relevant academic texts on destination attractiveness and its significance in the tourism industry (Chapter 2).
- Insights were gained into current trends and efforts with regard to visitor behaviour, perception and destination attractiveness (Chapter 3).
- The information gained from the tourism survey will assist the Kimberley resort managers identify and satisfy tourist needs such that the resorts will ultimately be established as a primary tourist destination in Kimberley, Northern Cape (Chapter 4).
- Recommendations and suggestions on how to improve destination attractiveness at selected Kimberley resorts (Chapter 6).
- The findings of the study would therefore be beneficial to all tourism stakeholders of Kimberley resorts – including the Diamond Field Visitor Centre in Kimberley, the Sol Plaatje Municipal Region, and the Northern Cape as a whole – in the efforts to provide visitors with the best holiday experience at the resorts.

The aim of this chapter is to draw conclusions based on the literature review and empirical research, and to make recommendations. This chapter is therefore structured into the following sections:

- 6.2. Overview of the literature:  
Conclusions and recommendation from the literature reviews in Chapters 2 and Chapter 3, and
- 6.3. Overview of empirical research:  
Conclusions and recommendations with regard to the empirical research conducted in Chapters 4 and 5.
- 6.4. Conclusions and recommendation concerning future research.

In conclusion, recommendations with regard to the study will be made, and, finally, recommendations will be made regarding future research.

## **6.2. Overview of the Literature**

This dissertation builds on existing literature on tourism destinations, resorts, perception, destination attributes, tourist perception, destination image, and destination choice. This study, more importantly, contributes to the limited amount of literature on resorts from a South African perspective. It also builds on the available literature on the selected Kimberley resorts, Riverton and Langleg. Much literature was consulted in order to gain an in-depth understanding of the complex phenomenon, destination attractiveness. The literature study focused on different sections, which will be summarised as follows:

- 6.2.1.1. The tourism destination concept;
- 6.2.1.2. Destination attractiveness;
- 6.2.1.3. Selected Kimberley resorts; and
- 6.2.1.4. Destination image: Tourist Perception Leading to Destination Choice

Conclusions regarding the literature study are discussed in the next section.

## **6.2.1. Conclusions Regarding the Literature Study**

### **6.2.1.1. The tourism destination concept**

6.2.1.1.1. A destination is a geographical area with characteristics and attributes that attract visitors to travel to the destination. Some characteristics and attributes are natural and others are man-made.

6.2.1.1.2. A destination comprises six characteristics: attractions; transport; infrastructure; facilitating hospitality resources; activities; support services and service quality. When analysing Kimberley resorts, both resorts met the requirement of being regarded as a destination in the following ways:

- Attractions - The resorts have the Vaal River, good climate, scenic beauty, history, a supertube and swimming pools, which all form part of the resorts' attractions.
- Transport – The resorts are close to Kimberley which has an extensive transportation system with an airport, railway services, and road transportation systems and services. The resorts are accessed easily by means of tarred roads and with taxi services running to and from the resorts on a daily basis.
- Infrastructure – Most infrastructure is in Kimberley with roads, highways and transportation systems, sanitation systems, communication systems, government services and public facilities, a reliable and potable water supply, legal systems, utilities, financial systems, health systems and education. At the resorts there is water supply, electricity, and communication systems for a landline and cell phones.
- Facilitating hospitality – The resorts have three different types of accommodation to offer, and a café. Other amenities like shopping malls and bars are available in Kimberley.
- Activities – the resorts have swimming pools, a super tube, tennis, fishing and mini golf as activities.

- Support services – are all available in Kimberley.
  - Service quality – A tourism information centre is located in Kimberley. There are staff at the resorts who work from 07.30 to 17:00, and they are there to provide services to visitors.
- 6.2.1.1.3. Resorts play a crucial role in the tourism industry and share the same characteristics and attributes as a destination – and can therefore be regarded as a destination. There is, however, a lack of literature on resorts – especially in the South African context.

### **6.2.1.2. Destination Attractiveness**

- 6.2.1.2.1. Destination attractiveness is the perceived ability of a destination to meet the tourists' needs. The literature also indicates that a positive perception of a destination may result in a positive purchase decision, and this can lead to having a competitive advantage over other destinations. Tourists select a destination based on several attributes. Therefore, it is imperative that the destination offers attributes that appeal to prospective tourists. In the case of the selected Kimberley resorts, Riverton and Langleg, they don't have immediate competitors in the area – which strengthens their competitive advantage in the market.
- 6.2.1.2.2. Destination attractiveness is based on pull and push factors:
- Pull factors are destination-related and contribute to the formation of a positive or negative perception of a destination. Pull factors act as attractors to the destination and include: natural and cultural attractions; infrastructure; price; festivals and events; activities; and tourist facilities. In the case of the selected Kimberley resorts, pull factors are natural attractions like the Vaal River, climate, and scenic beauty. Other pull factors at the resorts include swimming pools, the super tube, fishing, mini golf, accommodation facilities, and the children's playground,

- Push factors are the psychological factors of a tourist that affect the destination image. These factors act as motivators to travel to the destinations and are made up of internal and external factors.

### **6.2.1.3. Selected Kimberley Resorts**

- 6.2.1.3.1. The selected Kimberley resorts are rich in history and have a fascinating story to tell.
- 6.2.1.3.2. Both resorts are well documented in local newspapers and this, in turn, has built a reputation for the resorts in terms of residents in the Northern Cape and Free State. Over the last decade, the resorts have had multiple negative reports on incidents and developments, which has resulted in a bad reputation.
- 6.2.1.3.3. Riverton is busier and more occupied than Langleg, and this could be due to more activities and better infrastructure there, and also the tea room café.

### **6.2.1.4. Destination Image: Tourist Perception Leading to Destination Choice**

- 6.2.1.4.1. Perception is a topic that has been thoroughly researched. It plays an important role in destination attractiveness and refers to the way a tourist interprets messages into a meaningful picture of a destination.
- 6.2.1.4.2. The literature suggests that perception results in a tourist's attitude towards a destination, and has confirmed that perception affects the image a tourist has of a destination.
- 6.2.1.4.3. Destination image is a valuable concept in the tourism industry. It affects the destination choice of tourists, and a destination with a strong image is more likely to have a competitive advantage and be chosen as the preferred destination than those with weaker images. Internal and external factors influence the formation of a destination image:
  - Internal factors: personality, past experiences, attitudes, expectations and motivation.
  - External factors: culture, price, destination-marketing, and gender.

The research study had addressed these internal and external factors by means of the empirical and literature study.

- 6.2.1.4.4. Tourist decision-making begins with need recognition, followed by information search. This means that destinations should be marketed extensively in order to be recognised and to be able to lure tourists. Decision-making is followed by pre-purchase alternative evaluation, where price and value for money plays an important role. A destination should therefore position itself as good value for money, in order to gain a competitive advantage during this stage of decision-making. The following step is purchasing, followed by consumption. It is in these steps that the tourist experiences the destination and all the attributes it has to offer. It is vital that the tourist has a positive experience and that all expectations are met, or, more importantly, exceeded. Post-purchase evaluation of alternatives follows, where the tourist evaluates the holiday experience by comparing it to previous experiences. This step is important, as it affects future decision-making. The final stage is holiday satisfaction or dissatisfaction. A positive experience may result in return visits and positive word-of-mouth for the destination.
- 6.2.1.4.5. A positive tourist perception leads to a positive destination image, which in turn produces tourist satisfaction which could ultimately result in destination loyalty.
- 6.2.1.4.6. One of the objectives of the study was to gain a better understanding of how the image of the resorts affects their visitation levels (cf. 1.3.2.3). The outcome of the study shows that most visitors gave an average overall score of 6 out of 10, and the reason for that score was mostly (95%) negative. This indicates a negative image of the resort. Despite the negative image, however, a positive response was received when visitors were asked if they would return (80.7%) and recommend the resort to others (83.5%). It can therefore be assumed that in the case of the selected Kimberley resorts, the image of the resorts does not affect their visitation levels because visitors

have a negative perception and image, but would still recommend and revisit the resorts.

### **6.3. Overview of Empirical Study**

This section summarises the most important aspects of the empirical results (Chapter 5) derived from a survey conducted among visitors to selected Kimberley resorts in the Northern Cape Province. The questionnaire consisted of three categories: socio-demographic profile of respondents, destination (resort) attractiveness variables, and perceptions and recommendations of visitors. Recommendations are also made to relevant industry stakeholders.

#### **6.3.1. Socio-demographic Profile and Travel Preference of Respondents to Selected Kimberley Resorts**

Results on the profile of visitors to selected Kimberley resorts reaffirm the reliability of the research results compared to Statistics South Africa research results on the demographics of Kimberley residents.

##### **6.3.1.1. Conclusion**

Findings related to the socio-demographic profile (cf. 5.2.1) indicate that most respondents (81.20%) were from Kimberley followed by Bloemfontein (5.26%). The demographic profile consists of males and females, with an average age of 40 years. The home language of most respondents is Setswana (39.75%) and Afrikaans (36%), while race is African descent (60.25%) and coloured (36.75%). Respondents' highest educational level is high school (60.75%) and most are full-time employed (60.75%).

Furthermore, it is notable that the most respondents (90.75%) travelled with five or more people and travel with friends and family (79.44 %).

The most popular market communication method was word-of-mouth (85.75%) and only 14.25% of respondents heard about the resort through the internet, radio, an

advertisement or brochure. Respondents travelled (cf.5.2.2) to the resort for holiday purposes (70.03%) and the mode of transport used by most was their own transport (53.25%) followed by taxi (35.75%). The most popular form of accommodation was self-catering chalets (89.20%), while the average length of stay was relatively short: three nights or less (93%).

### **6.3.1.2. Recommendations**

6.3.1.2.1. Most respondents were from Kimberley, suggesting that there is an opportunity in the market to attract visitors from immediate towns in the Northern Cape Province such as Warrenton, Jan Kempdorp, Delportshoop, Douglas, and Hartswater. The opportunity to attract visitors from other provinces should not be excluded and the resorts can aim at attracting conferences, weddings and other events. The resorts should be marketed in the local Northern Cape tourism guide, which is distributed across the country to various tourism information centres.

6.3.1.2.2. It is clear that the market is middle aged – with a mean of 40 years. There was no distinction with regard to gender, but, because studies (Mottiar & Quinn, 2004; McGehee *et al.*, 1996) indicate that women are the decision-makers and primary vacation planners, marketing the resorts should be aimed at middle-aged women. The resorts could venture into other age groups as well, such as midweek packages for senior citizens. Schools and upcoming professionals can be attracted by creating camps. The resorts could link their marketing strategies with the NTSS plan, to encourage more black domestic tourists to travel domestically.

6.3.1.2.3. Most respondents heard about the resort through word-of-mouth. Resort management could develop a marketing strategy in order to promote and advertise the resorts through different market-communication channels like the internet, social media, advertisements and brochures. This marketing strategy could then be penetrated into the other eight provinces of South Africa in order to attract visitors from outside Kimberley and the Northern



Cape. It is suggested that the resorts design a website, separate one for each resort, and place the establishments on accommodation booking websites, and also register with relevant local and national tourism organisations, such as the Southern African Tourism Services Association SATSA.

- 6.3.1.2.4. Travel companions increase travel expenditure, and most (90.75%) respondents traveled with 5 or more people. Most respondents (79.44%) travelled with friends or family, and therefore it would be ideal for packages to be created which are aimed at small groups of 5 people or more. Packages could include accommodation for the group and include activities that specifically focus on keeping the entire group occupied – like super-tube tickets and mini golf games. These packages should be priced competitively when compared to single purchases, but should also promote more expenditure for visitors. Packages can also be created with activities to suit different seasons, which will bridge the ‘seasonality’ gap.
- 6.3.1.2.5. In order to increase the duration of stay, the marketer of the resorts could consider creating and selling four day or full week packages at the resorts at a special price – or a book 4 nights, get 1 night free package. Different packages should be created to attract specific markets. Corporate packages are suggested for weekdays and off-peak periods, while family and adventure packages should be created for peak and holiday periods.
- 6.3.1.2.6. The resorts can promote themselves by hosting adventure events such as marathons, fun walks, mountain bike outings and canoeing – and even aim at hosting a popular event like the OFM cycle or Park Run which attract cyclers and runners to partake in a cycling or running race.
- 6.3.1.2.7. The resorts should add on extra activities (e.g. more super-tube slides and water-sport activities in the Vaal River) to keep visitors occupied and to encourage a longer stay at the resorts.
- 6.3.1.2.8. With self-catering chalets being the most popular (89.3%) form of accommodation used by respondents, it is recommended that the resorts’ backpacker and camping accommodation be advertised to lower income or

budget visitors, in order to boost the occupancy rate of all accommodation types. This can be achieved by advertising budget/student packages in university newsletters, tertiary institutions and school publications.

- 6.3.1.2.9. Holidaying was the main reason why respondents visited the resorts. This indicates a gap in the market for the resorts to attract business travelers, host conferences, and plan team building – in order to boost income during off-peak seasons.
- 6.3.1.2.10. About three quarters of respondents (71.75%) had visited the resorts more than three times. This indicates that the resorts have loyal visitors and a loyalty programme could be established to retain and attract more loyal visitors to the resorts. Such a programme could include promotions like introducing a friend and getting 5% off when they make a booking. This could attract new visitors to the resorts. The loyalty programme could be in place for all four Kimberley resorts, thus benefitting and sustaining the brand name of the resorts.

## **6.3.2. Destination Attractiveness: Selected Kimberley Resorts**

### **6.3.2.1. Conclusions**

In total, 24 resort attributes were rated at selected Kimberley resorts (cf. 1.3.2). Some 75% of the attributes received an average score of three by respondents, while the remaining 25% received a two score (cf. 5.2.3). When asked to rate the overall satisfaction of a resort, 39.50% of respondents rated average. This indicates that most attributes at selected Kimberley resorts were perceived to be of average quality – followed by poor to very poor quality. It can also be assumed that very few of the attributes were perceived as good to very good quality.

Several Chi-square tests were performed to determine a relationship between overall satisfaction and several socio-demographic variables like gender, marital status, employment status, and educational level. The results show that no relationship exists between overall satisfaction and gender; overall satisfaction and marital status; overall satisfaction and employment status; and overall satisfaction and educational level.

ANOVA tests were also done to determine the mean level of overall satisfaction with regard to gender, employment, marital status, and educational level. The results indicate that there are differences in the levels of overall satisfaction with regard to gender, employment, marital status and level of education, and that the means are not equal. The differences however were not statistically significant.

Since resort attributes have a major impact on resort attractiveness, and also based on the above ratings, it can be concluded that visitors to selected Kimberley resorts were not satisfied and were displeased with the quality of resorts attributes.

### **6.3.2.2. Recommendations**

Since the selected Kimberley resorts were rated average and poor to very poor by most respondents, resort management should consider scrutinising the attributes at the resorts. Recommendations for the attributes are:

- 6.3.2.2.1. Natural scenery and landscape: Many visitors complained about the condition of landscape at the resorts. It is important for the landscape to be perceived as attractive by visitors, as it is one of the attributes that has pulling power to the resorts. To increase the attractiveness of this attribute, it is recommended that resort management and staff keep the lawns clean and watered regularly, and invest in water-wise plants and grass in order to be environmentally friendly.
- 6.3.2.2.2. Local road: Since accessibility affects the holiday experience, it is imperative that the road leading to the resorts be upgraded – with light poles and signage. The resort should request that the municipality upgrade the road. Signage must be visible and should include standardised tourist information boards that indicate main tourist routes – as well as nearby attractions.
- 6.3.2.2.3. The road leading to the resort raised much concern for respondents, and it is advised that it be widened to a safer width, and that clear and visible signage be added to the road.
- 6.3.2.2.4. Roads inside the resorts: Respondents were unhappy with the condition of the roads in the resort and mentioned that they could damage vehicles and

are not user-friendly. These roads form part of the basic infrastructure of the resorts and need to be upgraded so that they can be more user-friendly. It is recommended that the roads inside the resorts be re-tarred or paved, and potholes should be filled during quiet periods.

- 6.3.2.2.5. Activities at Riverton: Upgrading and development of existing activities with particular attention to the tennis courts, fishing facilities, and mini golf. These activities are sources of revenue for the resorts and should be in good condition in order for the resort to benefit from them. Upgrading the children's playground, super tube and swimming pools, will enhance the perception of visitors to the resorts.
- 6.3.2.2.6. New and authentic cultural experiences at the resorts need to be developed and marketed by the marketing department – as part of the activities at the resort. These cultural experiences would need much involvement from the local community at Riverton Township. This could be done in the form of a township tour of Riverton Township, where the locals could be trained to be the tour guide and could explain the history and development of the township. The local community could also develop a beer-making demonstration for visitors, where visitors could learn how home-made beer is made – with a tasting session after the demonstration. The locals could also have story-telling at night around the fire, where visitors listen to cultural stories. The local community could also develop cultural food-making lessons where visitors are taught to make local cuisine and to enjoy the food after the lesson. The resort could host weekly or monthly performances by locals as a concert on a Saturday night – as a motivator to attract overnight visitors. These cultural activities would not only diversify the product offering at the selected Kimberley resorts, but would also give the local community a chance to benefit economically from the resorts and give the locals a sense of belonging and pride. All of these activities could be incorporated as part of the tour packages suggested in 6.3.1.2.
- 6.3.2.2.7. Tours of the Riverton Water Pump Station should be developed, where visitors have the opportunity to see how water from the Vaal River is purified

and transported to the surrounding areas for consumption. This could attract more visitors from outside of Kimberley and could promote the selected Kimberly resorts. This tour could also be incorporated as part of the tourist packages for families, and could be marketed to nearby schools as part of a sustainable development initiative.

- 6.3.2.2.8. Activities at Langleg: Langleg resort is less occupied than Riverton (cf. 5.2). This could be due to there being fewer activities at Langleg than at Riverton. More activities like a super tube and fishing facilities should be developed at Langleg. Activities also have the pulling power to motivate tourists to stay for a longer period of time. This will increase the numbers of visitors to the resorts.
- 6.3.2.2.9. Friendliness and service from staff: Employees should exhibit high levels of competence, a caring attitude, assurance, reliability and responsiveness, when dealing with visitors at the resorts. Existing staff should be trained to extend their knowledge base on tourism, customer service, and of the city and province. People employed in leadership positions must have extensive knowledge of the tourism industry in order to have the skill set and knowledge to manage and plan more effectively for service quality in tourism. Provision should also be made for academic bursaries for management and staff to promote studies and training in the tourism field.
- 6.3.2.2.10. Price at resorts: The Riverton tea room café was one of the main facilities that visitors perceived as being too expensive. For example, the current price of a 2lt coldrink at the café is R22.00 and a 500ml is R12.00. The price of products sold at the café should be reviewed in order to be sold at more affordable prices. This was followed by the prices of two activities: mini golf and the super tube at the Riverton resort. The current price for the supertube is R10 for 5 rides. The prices of activities could be incorporated as a package deal, where, for example, 5 mini golf games and 25 super-tube rides be sold to groups of 5 people.
- 6.3.2.2.11. Accommodation prices were also perceived as being too expensive. Current prices per night at Riverton for a 6 sleeper chalet is R1250.00 and a 5

sleeper chalet is R1070.00. The price of an 8 sleeper chalet at Langleg is R1100.00 per night. When the prices are compared to a similar resort in Bloemfontein, Maselspoort resort, the price of accommodation at selected Kimberley resorts are approximately 20% cheaper. The price of accommodation should be compared to other similar accommodation establishments with similar product offerings – in order to be priced fairly and competitively. Research should be conducted on the pricing strategy of similar establishments which the Kimberley resorts could be benchmarked against.

- 6.3.2.2.12. Negative responses were also received with regard to the booking procedure at the resorts. Some visitors were overcharged, while others lost their booking due to overbooking by reception. It is important for the booking procedures to be standardised and benchmarked against other accommodation booking procedures. A computerised booking system is recommended, in order to avoid similar problems in the future. The booking procedure can also be enhanced by developing an online booking system, where visitors can book on a website instead of calling the resort which is only open during working hours (7.30 am to 4:00 pm). Currently, visitors only have one payment method option: cash. This creates a safety risk and is not user-friendly. It could be the reason why some visitors paid more than others. A card swipe machine should be installed at both reception areas, in order to add to the convenience, safety and the important first impression of the resorts.
- 6.3.2.2.13. Cleanliness and quality of accommodation: Both were rated average to very poor by most respondents – which leaves room for much improvement. The accommodation establishments should be cleaned on time, on a daily basis. The quality of accommodation can be improved by upgrading the chalets and bungalows. Upgrading includes adding more comfortable mattresses to the beds, fixing air-conditioning, and having DSTV channels available on working television sets. Reviewing the décor of accommodation is recommended – as this has an impact on the first impression of visitors. Trendier curtains, duvet

covers and accessories can also be added to improve the quality of the accommodation establishments. Unless the standard of the resorts is upgraded, it is not recommended that the prices be increased – as this may disadvantage the resorts. The standards and quality of the resorts should match their pricing strategy.

6.3.2.2.14. The resorts should be graded with the TGCSA, in order to introduce quality assurance to visitors.

### **6.3.3. Perception and Recommendation of Visitors to Selected Kimberley Resorts**

#### **6.3.3.1. Conclusions**

The resorts were given a score of six on a scale of 1 to 10 by respondents (cf. 5.2.3.11). This score again indicates that selected Kimberley resorts are rated average by visitors. The reason for the average rating was mostly negative – where respondents predominantly complained about the facilities at the resorts (cf. 5.2.4.1.1.2). Cleanliness and hygiene was one of the major concerns raised by respondents, followed by the price of facilities and amenities inside the resort, complaints about customer service and unfriendly staff, and also safety at the swimming pools. Two respondents gave the resorts a score of zero – indicating that those respondents were very unhappy with the resorts and perceived the resorts as being 0 out of 10. Chi-square test results indicate that first-time visitors gave a lower overall score than repeat visitors. It would be a wrong causal inference to assume that repeat visitors perceived the resorts as being more attractive than first-time visitors. It could, however, mean that repeat visitors are more loyal to the resorts than first-time visitors.

In light of the above ratings, it is interesting and unexpected to conclude that most respondents (80.7%) would recommend the resorts to others and even more thought-provoking that 83.5% of respondents would revisit the resorts (cf. 5.2.4.3). The reason for this could be the lack of similar destinations in the area – thereby compelling visitors to holiday at the selected Kimberley resorts. Another possible reason could be the

resorts' close proximity to Kimberley – explaining why most visitors are from Kimberley and the reasonably short duration of stay at the resorts.

Destination loyalty could also be one of the possible reasons why visitors return to the resorts. The NPS suggests that destination loyalty and the ability of a destination to attract visitors, is based on one question in a survey to visitors (cf.3.5). The question asked whether respondents would recommend the product/service to others and the selected Kimberley resorts received a positive response (81%) from respondents – suggesting that visitors to the resorts are loyal to them, despite dissatisfaction with the resorts.

### **6.3.3.2. Recommendations**

Recommendations are made in response to the score ratings received from respondents:

- 6.3.3.2.1. It is important for the resorts (rooms and public facilities) to be kept clean and hygienic – especially during peak periods. It is recommended that part-time cleaning staff be hired during peak seasons, specifically to make sure that all the resort facilities (e.g. toilets, bathrooms, swimming pools, accommodation) are kept clean and fresh at all times. The supervisor on duty should do spot checks in the bathrooms, and staff should have a cleaning register to sign every time the bathrooms are cleaned – as this should not only be done once a day.
- 6.3.3.2.2. The resort should have at least one disabled-friendly bathroom in public areas, as well as one chalet which is wheelchair-friendly for visitors to use
- 6.3.3.2.3. The electricity and water supply should be upgraded so that there are minimum power outages and plumbing problems in accommodation and public areas.
- 6.3.3.2.4. Safety was one of the apprehensions of respondents. It is imperative that visitors feel safe and secure during their holiday. The resorts could be



labeled negligent for failing to provide a person experienced in life-saving or warning of the absence of such a person. This could cause damage to the image of the resorts. It is advised that life guards be recruited at all swimming pools during peak seasons – to ensure that visitors feel more safe.

- 6.3.3.2.5. The Riverton tea room café was perceived as being overpriced and average. It is recommended that the café sell a better variety of items which are more appealing to visitors, and also should consider selling food items, as respondents indicated that a restaurant and bar are needed at the resorts.
- 6.3.3.2.6. Smaller portable kiosks near the pool and chalets could be added during peak times to sell ice creams, snacks and drinks. A separate restaurant is also recommended. However, further research is needed to establish the best type of restaurant for the resorts.
- 6.3.3.2.7. In general, the resorts need to focus on the upgrade of facilities – with attention on the braai stands and lawn in the public areas, public bathrooms, the super tube at Riverton, and the television sets inside chalets.
- 6.3.3.2.8. Concerning new facilities at the resort, resort management should consider opening a café and kiosks during peak seasons at Langleg resort – in order to spare Langleg visitors the inconvenience of travelling to Riverton to use the café. It is also strongly recommended that an ATM be installed at one of the resorts. This will add to the amenities at the resort, boost spending, and make it more convenient for visitors – thus affecting their perception of the resorts. The building of a restaurant at the resorts will significantly improve the quality of the tourist experience, and enhance first impressions of the selected Kimberley resorts.

## **6.4. Topics for Future Research**

It is important that the tourism industry be proactive in its pursuit of high-quality visitor experiences – rather than be reactive to individual problems that arise as a result of tourist dissatisfaction after a visit. Tourism research is a way of acquiring knowledge in order to explain the mystery of certain phenomena. A study is needed to determine why

visitors to selected Kimberley resorts still return to them and recommend the resorts to others – despite being dissatisfied and unhappy with the resorts. Research should also be conducted on the type of restaurant which respondents would prefer and support.

This research study therefore serves as an important stepping stone for similar future studies. If the Sol Plaatje Municipal Area and selected Kimberley resorts want to be established and known as attractive destinations, the importance of regular surveys to monitor service levels across all tourism sectors cannot be over-emphasised.

Finally, there is a need for a study on the two remaining Kimberley resorts – Transka resort and Reckaofela resort. The results of the current study and the proposed study could be combined to assist resort management with decision-making, marketing, and management of the resorts.

If the selected Kimberley resorts aim to compete with other destinations, both locally and nationally, emphasis should be placed on matching products and facilities with visitor perception – so that visitors are not only satisfied, but also their expectations are exceeded.

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NCT see Northern Cape Tourism

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# ANNEXURE A



**Questionnaire: An analysis of destination attractiveness of selected Kimberley resorts:**

**Riverton and Langleg. THANK YOU**

This questionnaire is aimed at determining the perception of overnight tourists at Riverton/Langleg resorts, in order to establish the current overall attractiveness of the resorts. Your participation would be appreciated.

## TOURIST PROFILE

What is your gender?	Male		Female		Age			City of residence		
What is your marital status?	Single		Married		Divorced		Widowed		Other, Specify	
What is your home language?	English		Afrikaans		Setswana		Isizulu		Other, Specify	
Which category best describes you?	African		Asian		Coloured		White		Other, specify	
What is your highest level of education?	Less than high school		High School		Diploma		Degree		Other, specify	
What is your employment	Unemployed		Employed		Employed full		Self-		Other,	



status?			part-time		time		employed		specify		
Which mode of transport did you use to travel to the resort?	Own vehicle		Taxi		Bus		Rental car		Other, specify		
How many times have you visited the resort before?	First visit		Second visit		Third visit		More than 3 times		Other, specify		
Where have you heard about the resort?	Advert Specify		Word-of-mouth		Brochure		Internet		Other, specify		
Who travelled with you on this trip?	Alone		Partner/ Spouse		Friend/Family		Business Partner		Other, specify		
How many people in your party?	1		2		3		4		5+		
If accompanied by more than 1 person, please answer the following two questions about your companions:											
1 <sup>st</sup> companion information : Gender	Male		Female		Age						
2 <sup>nd</sup> companion information : Gender	Male		Female		Age						
Reason for your visit?	Business		Holiday		Visiting Family/Friends		Compliment- ary		Other, specify		
Type of accommodation used?	3-bedChalet		5-bed Chalet		6-bed Chalet		8-bed Chalet		Other, specify		
	2-bed Bungalow		4-bed Bungalow		Backpackers		Caravan Park				

## RESORT ATTRACTIVENESS

How would you rate each of the following attributes at the resort?	1	2	3	4	5
	Very poor	Poor	Average	Good	Very good
Natural scenery and landscape: Scenery, trees and grass, appearance					
Geographical features: Vaal River					
Accessibility to the resort with regard to:					
- The N12					
- The road leading to the resort					
- The Riverton tearoom café					
<i>Infrastructure with regard to:</i>					
a) Water supply					
b) Electricity supply					
c) Roads inside the resort					
d) Bathrooms and ablutions					
Safety and security at the resort					
Tennis facilities ( <b>Riverton only</b> )					
Swimming pools					
Super tube ( <b>Riverton only</b> )					
How would you rate each of the following attributes at the resort?	1	2	3	4	5
	Very poor	Poor	Average	Good	Very good
Fishing facilities					
Mini golf( <b>Riverton only</b> )					
Children's playground					
Quality of service received from staff					
Friendliness of staff					

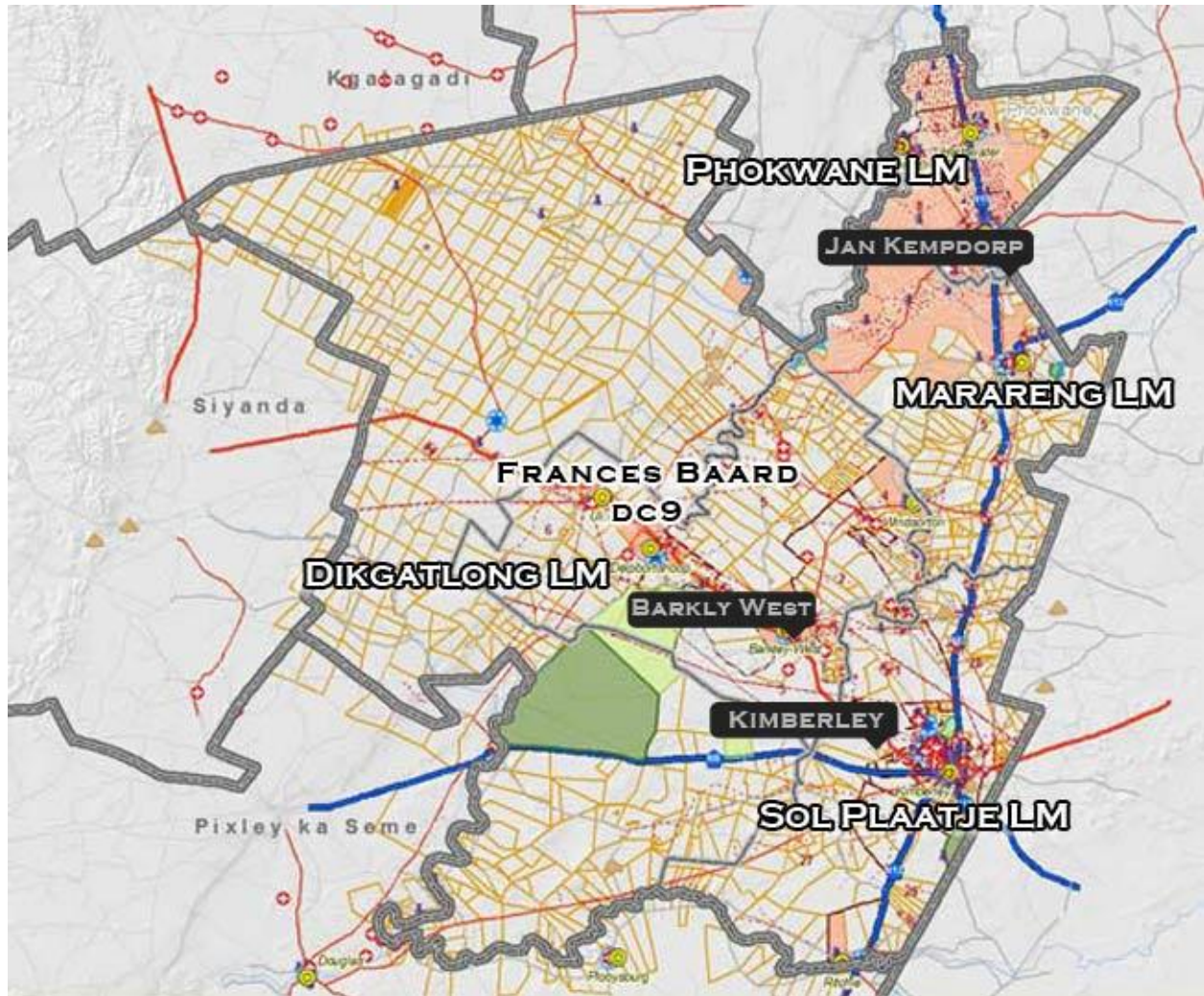
Price of accommodation type used					
Price of the following facilities inside the resort:(Riverton only)					
a) Super tube					
b) Mini golf					
c) Riverton tea room (shop/café)					
Quality of accommodation					
Cleanliness of accommodation					
Overall satisfaction with the resort					

### TOURIST PERCEPTION

How long was your stay at the resort?	day/s		night/s	
Sum up your experience staying at the resort with a score out of 10: here 1 indicates very poor and 10 indicates very good				
Score:	Specify:			
Would you recommend the resort to others?	YES		NO	Specify
Has this experience inspired you to revisit the resort in future?	YES		NO	Specify
Would you like to see a restaurant and bar at the resort?	YES		NO	Specify
If you are NOT from Kimberley, have any of the following attractions motivated your visit to the resort:	<b>The Kimberley Big Hole</b>		<b>Mitta Seperepere Conference Centre</b>	
			<b>Mokala National Park</b>	
				<b>Wildebeest Kuil Rock Art Centre</b>

## ANNEXURE B

Map of Northern Cape (showing the location of Sol Plaatje Municipal region)



## ANNEXURE C

Photograph: Luxury chalets being built at Riverton and Langleg resorts.





## ANNEXURE D

Photograph: Griekwaland-West sport skiing event held at Riverton resort in 1999

DRIE van die skiërtjies wat vandag en môre by Riverton buite Kimberley op Griekwa-land-Wes se kaalvoetski-kampioenskap in aksie gaan wees. Van voor na agter is Benjamin Faul (10), Daryn Bauser (11), albei van Kimberley, en Jacobus van Tonder (9) van Barkly-Wes.  
Foto:  
Christelle Groenewald



**Skiërs vandag en môre by Riverton slaags**