

**MARKETING SOUTH AFRICA AS A TOURIST DESTINATION:
A CHINESE PERSPECTIVE**

By

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DECLARATION

I declare that this dissertation is my own unaided work except where due acknowledgement is made to others. This dissertation is being submitted for the Degree of Master of Technology: Marketing, to the Durban University of Technology, Durban and has not been submitted previously for any other degree or examination.

Signed

Date 12/09/2008

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ABSTRACT

The South African tourism industry is becoming an important service sector in this country, which is attracting increasing international tourists in recent years. China, as a fast developing country, will be exerting greater influence on the development of tourism worldwide over the next decade. In particular, the impact of rapid growth of China's outbound tourism market has been felt by South Africa. A feature that South Africa's tourism marketers need to understand is the different demographics of the Chinese population and their different perceptions on South African tourism.

The purpose of this study is to identify, analyze and evaluate factors that could impact positively and/or negatively on the image of South Africa as a tourist destination among prospective tourists from China. It examines the opinions and perceptions of Chinese tourists in Shanghai.

The research evaluates the kinds of perceptions and attitudes held by Chinese tourists towards South African tourism. The study was conducted with the assistance of fieldworkers in Shanghai who helped the research complete all the interviews and questionnaires. Data was analysed through the Statistical Package of Social Sciences (SPSS), and findings, conclusions, and recommendations are presented.

The study provides the recommendations to South African tourism organizations to take into consideration the seriousness of Chinese tourists' understanding and perceptions towards South Africa as an emerging tourism destination as results indicate that many Chinese tourists do not quite understand South Africa and lack proper knowledge and information. Findings indicated that, although many Chinese tourists do know about South Africa as a tourist destination, they do

have a relatively positive attitude towards South Africa. Enhanced promotional campaigns are needed in future to create a good image in the Chinese market.

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Chapter One

Nature and Scope of The Study

1.1 Background

South Africa is blessed with the natural resources and physical infrastructure to provide various tourism products for domestic and international tourists. The tourism industry seems to be one of the most important sectors in this country. The government has identified tourism as an important service, which contributes substantially to GDP growth. With a population of almost 1.4 billion and a rapidly growing economy, China has the potential to exert greater influence on the development of tourism worldwide over the next decade than perhaps any other country. In particular, China's outbound tourism market is expanding at a very fast rate, and so far, the impact of rapid growth has been felt by South Africa (George, 2004: 396).

To position a destination image in the mind of a target group of consumers is a core activity of destination marketing organizations. With an understanding of the destination image in the target market, the organizations not only can highlight South Africa as one of the most popular tourist destinations in the world, but also can concentrate on a specific approach in order to attract Chinese tourists.

This study proposes to identify, analyze and evaluate factors that could impact positively and/or negatively on the image of South Africa as a tourist destination among prospective tourists from China. Due to a lack of effective marketing approach to the Chinese market, this study will examine some of these issues and draw some conclusions that South African tourism organizations could adopt in terms of positioning the destination image in the Chinese market.

1.2 Statement of research problem

According to Bennett (2001: 23), three key principles are identified that lead to successful tourism marketing, namely:

- to effect integrated marketing and promotional campaigns to build a powerful "South African" brand in the international market;
- to highlight the location advantage that makes South Africa a natural hub for clients' flights from anywhere in the world; and
- to promote the image of the "land of smile".

In order to attract more Chinese tourists to visit South Africa, the South African tourism organizations need to implement a programme which should emphasize the image of South Africa, including:

- understanding the existing image of South Africa as a growing tourism destination amongst potential Chinese visitors; and
- marketing the country as a tourism destination (George, 2004: 397).

There seems to be no effective marketing and promotion programme towards the Chinese market in the tourism industry of South Africa. A further problem is the lack of understanding of the perceptions of South African tourism organizations' image by Chinese tourists.

1.3 The goal and objectives of this study

The goal of this study is to evaluate the perceptions held by prospective Chinese tourists of South Africa as a growing tourism destination.

The objectives are:

- to determine the demographic characteristics (age, gender and education) of the Chinese tourists who are likely to visit South Africa;
- to identify the factors that may inhibit them from travelling to this country; and
- to determine which of the factors most concern Chinese tourists and influence their perceptions.

1.4 Delimitations

In this study, all the respondents are the prospective tourists selected from Shanghai, China. Shanghai, as a financial, industrial and commercial hub, is playing a vital role in the strategic economic development of China, and it is also one of the most prosperous and developed modern cities in China and even in the Asia and Pacific region. The people living in Shanghai are quite affluent and have a higher living standard compared to other regions of China. Consequently, travelling abroad is quite popular among a large number of Shanghai people who can afford air tickets, hotels and luxury goods. Therefore, the results of the study are not generalized to all prospective Chinese outbound tourists.

1.5 Rationale

For South African tourism organizations, the international tourists play an important role in the performance of business. According to the report by South African Tourism(c) (2006: 4), South Africa recorded its highest number of foreign tourist arrivals in 2005 as it broke the 7 million barrier and recorded a 10.3% increase with 7,368,742 foreign arrivals.

At present, the number of Chinese outbound tourists are rapidly increasing annually. They are seeking more interesting and special tourism places, and South Africa is such a typical country (Pizam and Mansfeld, 2000: 80). However, as Wei (2007: 7) points out, the lack of understanding caused by the shortage of marketing and the long distance away from China are affecting their consideration when the tourists are thinking about a country to visit. It is, thus, necessary for the South African tourism industry to create more communication channels to Chinese tourists. Research into South Africa's image among prospective Chinese tourists and the identification of factors which prevent their visit to this country will help it to find existing problems. Consequently, both the Chinese tourists and the tourism industry of South Africa will benefit from this research.

In the South African national economy, due to the continuing growth of the tourism industry in the overall service activities, many tourism operators have realized the importance of the arrival of international tourists in their total business trade. Therefore, it is important to analyze and find out tourists' needs and travel motivation and fully comprehend their consumer behaviour in tourism, especially when dealing with potential Chinese tourists.

Schmoll's (1977: 18) model of tourism consumer behaviour is composed of four fields:

- ⊙ external stimuli such as trade publications;
- ⊙ travel needs and desires determined by personality, socio-economic factors, attitudes, and values;
- ⊙ external variables such as confidence in the travel agent, destination image, previous experience, and cost and time constraints; and

- destination or service-related characteristics that have a bearing on the decision process and its outcome.

This model is noteworthy because it pays attention to constraints and their impact on the decision-making process of tourists.

The destination is the place where the attractions and all the other amenities required by visitors are found. Marketing destinations is complex because not only tangible features such as natural geography, the built environment and attractions, accommodation and transport providers are being marketed, but also intangible social and cultural features (George, 2004: 334). Thereafter, one of the key tasks for the destination marketers are to develop, maintain, or alter the image of a destination in line with the markets being targeted. In addition, tourism marketers need to know how people perceive destinations and understand what the factors make them do so.

1.6 Research design

This study was a quantitative study. Non-probability sampling was used in this research, because it was impossible to define the sampling frame and create a list of population members used to obtain a sample. According to Aaker, Kumar and Day (2004: 387), in non-probability sampling, the costs and trouble of developing a sampling frame are eliminated. The questionnaire used in this study was structured and derived from the literature review. Data were collected by means of questionnaires given to the respondents to ascertain respondents' perceptions about South Africa as a tourism destination.

The target population for this study is those Chinese tourists who are Shanghai residents from all age groups, genders, occupations and income levels. The

sampling population was selected from people in the main commercial streets in the downtown area in Shanghai. The questionnaires were distributed to 400 people around the downtown area. The data were analyzed by statistics such as frequencies, T-test, Correlations, Chi-square test and Cronbach Alpha test using the statistical computer program, SPSS.

1.7 Division of chapters

The remainder of this study is structured as follows:

⊙ Chapter Two: Literature review

This chapter serves to provide a theoretical framework of this study. It discusses travel motivation issues and image selection in destination positioning. It provides a background to the South African tourism industry and the trend of China's outbound tourism. The literature review includes push and pull factors in travel motivation, and a framework of understanding destination image.

⊙ Chapter Three: Research methodology

This chapter explains the research methods, in which several interviews were undertaken and a questionnaire was used in order to facilitate information collection. The insight into the research design and various statistical techniques used to analyze data is also discussed.

⊙ Chapter Four: Analysis of results

This chapter focuses on the manner in which the data were collected, coded, captured and edited after the completion of the questionnaire. Thereafter, this chapter presents the results of this study and provides a description and interpretation of results by using various quantitative methods.

● Chapter Five: Conclusions and recommendations

This chapter focuses on the conclusions of the study and includes recommendations for the marketing strategy of image selection of South Africa in destination positioning in the Chinese market, the limitations of the research and possibilities for further research.

1.8 Conclusion

Throughout the above discussion of this study, several issues have been identified, such as background to this study, objectives, research problems, and an overview of the research design. The next chapter leads to the literature review which presents the theoretical framework of this study and explains some key issues regarding to South African tourism industry, consumer behaviour in tourism, and tourism marketing to the Chinese market.

Chapter Two

Literature Review

2.1 Introduction

As South Africa continues to be a popular tourism destination, and Chinese outbound tourism market is becoming acknowledged as a key emerging market to South Africa, the importance of marketing the South African tourism industry more effectively and more efficiently is increasing.

In Chapter One, the reasons for the study, the questions, the objectives and research design were discussed. This chapter focuses on the image of South Africa among visiting and potential Chinese tourists and their motivation to visit South Africa. It introduces the meaning of tourism and destination image, and the history of tourism as well. Then, it explains the background to the South African tourism industry and the current situation of Chinese outbound tourism. A framework of consumer behaviour in tourism industry is analyzed. Finally, the chapter concentrates on tourism marketing which consists of 7P's, of which promotion will be highlighted.

2.2 Tourism

This section provides the basic knowledge of tourism, which includes the definition of tourism and the categories of tourism.

2.2.1 Meaning of tourism

The World Tourism Organization (WTO) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (George, 2004: 20).

Tourism encompasses everything from the planning of the trip, the travel to the place, the stay itself, the return, and the reminiscences about it afterwards. Tourism includes the activities that the traveller undertakes as part of the trip, the purchases made, and the interactions that occur between host and guest. In sum, it is all of the activities and impacts that occur when a visitor travels (Mill and Morrison, 1992: 8).

Tourism always means that people travel beyond their local area. Tourism requires a lot of leisure time. Furthermore, although much of tourism is a leisure activity, it does not mean that all tourism is recreational, for example, business tourism takes place during time reserved for work.

2.2.2 Standard categories of tourism

The WTO (World Tourism Organization) indicates different purposes of visit, and the following six basic categories are identified:

- leisure, recreation and holiday;
- visiting friends and relatives (VFR);
- ⊙ business and professional;
- health treatment;
- ⊙ religion/pilgrimages; and
- ⊙ other (e.g. studies).

The above different purposes of visit comprise the main kinds of visit to South Africa by Chinese tourists. Among these kinds of visit, leisure, recreation and holiday and business and professional comprise a large proportion.

Keyser (2002: 40-41) believes that different types of visitors can be distinguished into different categories by asking two questions: from where have they travelled and are they staying overnight?

The two types of visitors are categorised as follows:

- ⊙ an international visitor is 'any person who travels to a country other than that in which he/she has his usual residence but outside his/her usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited'; and
- ⊙ a domestic visitor is 'any person residing in a country, who travels to a place within the country, outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited'.

Since the general definition of tourism does not specify a minimum stay of twenty-four hours, international visitors can be either excursionists (same-day visitors) or tourists (overnight visitors, staying for longer than twenty-four hours). The distinction between same-day visitors and tourists also applies to domestic tourism.

2.3 Background of South African tourism industry

Travel and tourism has become a global industry and are widely considered to be one of the fastest growing industries, if not the fastest growing industry in the world. It ranks as the largest industry in the world in terms of employment (one out of every 16 employees worldwide) and ranks in the top two or three industries in almost every country on nearly every measure (Mowlana and Smith, 1999: 25). Holloway (2005: 37) states that travel and tourism is probably the

single most important industry in the world. It currently accounts for at least 6 percent of the world's gross domestic product, and employs 127 million people around the world, one job in every fifteen. Thus, the travel and tourism industry has become a major contributor to the gross national product of many nations, with marketing tourist destinations and its products becoming a widely recognized practice for both public and private sector organizations.

In 2005, the global number of arrivals increased by 6.1% to reach 817.7 million. In 2004, international tourism receipts increased by 10% while, in 2005, it increased at a higher rate of 11% to US\$711.2 billion. Europe continued to dominate the global tourism market in terms of arrivals and it accounted for 43% of total arrivals. The USA continued as the world's third largest tourist destination in 2005. China came up at number 4 on the list of international tourist arrivals with 47.9 million arrivals in 2005 (South African Tourism(c), 2006: 7).

According to Li (2007: 1), global tourism hit a new record in 2006 with 842 million arrivals, up by 4.5 percent on a year earlier. Also, as Manson (2007: 11) notes, global travel and tourism spending exceeded \$6.500b this year. The increases in international travel pushed global tourism revenue from foreign visitors up by 6.5% to nearly \$900b in 2006. Moreover, the tourism industry generated 3.6% of the GDP of nations worldwide by the end of 2006, though indirect contributions swelled that figure to 10.3% of the GDP. This industry produced 2.5 million new jobs, taking the total number of jobs in the industry to 76.6 million, or 2.8% of world employment.

2.3.1 South Africa in the global context

South Africa had an outstanding year with regard to foreign tourist arrivals in

2006. Tourist arrivals to South Africa were more than three times higher than the global rate (see Table 2.1 below). Foreign tourist arrivals reached an all-time high of 8.4 million in 2006, with 1,027,091 more foreign tourists arriving in South Africa than in 2005. The 13.9% increase far exceeds the global growth rate of 4.5% and brings the compound average growth rate of arrivals to South Africa between 2001 and 2006 to 7.7%.

Table 2.1: Year-on-year change in foreign tourist arrivals, 2005-2006 (in millions).

Areas	2005	2006	Percentage
World	806.4	842.5	+4.5%
South Africa	7.4	8.4	+13.9%
Africa	37.3	40.3	+8.1%
Asia and the Pacific	155.4	167.1	+7.6%
Europe	441.0	458.0	+3.9%
Middle East	39.2	40.8	+3.9%
Americas	133.5	136.3	+2.1%

Source: Adapted from South African Tourism(a)(2007: 5).

According to the report released in 2006 by South African Tourism(c) (2006: 4), a strong growth in arrivals experienced since 2002 has seen South Africa's share grow. In 2004, South Africa fell from 30th position to 32nd in the world rankings despite a 3% increase in arrivals, and this position remained until 2005. This fall in position raises questions about the competitive destination positioning of South Africa in the global context.

2.3.2 Chinese outbound tourism market

Twenty years ago, China had a very strict outbound policy. Tourism for pleasure was only a foreign notion even to the handful of people who could have afforded it. China's outbound tourism began in earnest about 1990, with travellers heading for a small number of destinations, namely, Hong Kong, Macao, and some Southeast Asian countries, including Singapore, Malaysia, Thailand, and the Philippines (Wu, 1999: 120). After the relaxation of travel regulations in May 1991, China's outbound tourism boomed (Zhang and Lam, 1998: 588). It had experienced a steady and substantial growth from 2.8 million in 1992 to close to 10 million in 1999. From 1999 to 2003, the Chinese Outbound market increased steadily at 13.9% annually (Lee and Yeung, 1999: 56).

The Chinese travel market has been growing rapidly and the WTO predicts it will be the biggest travel market in the world by 2020. The latest Chinese outbound figures recorded 34.5 million tourists in 2006. The Chinese outbound tourism market is dominated by travel to Hong Kong and Macao: outbound departures to these destinations constitute 71% of all Chinese outbound travel. Until 2006, China was the first largest outbound tourism market in Asia. Chinese tourists have travelled to 132 countries and regions, involving 15 destinations opened up in 2006 (South African Tourism(b), 2007: 12).

Wu (1999: 119) states that there are several prominent features in the recent development of Chinese outbound tourism market. Firstly, a large proportion of the market consists of long-haul trips to many destinations. Secondly, the level of Chinese tourist expenditure is relatively high, focusing particularly on shopping. The market impact is thus greater than the tourist numbers. The Chinese have an increasing ability to travel and enjoy leisure.

Currently, Chinese tourists are restricted to visit government "Approved Destinations" only. According to Zhang, Pine and Zhang (2005: 284), South Africa was granted Approved Destination Status (ADS) in November 2002. By the end of 2004, 51 countries and regions had been awarded ADS.

Many competitors in the global market are hotly competing for China's fast-growing outbound market. Therefore, the first priority of most countries is to get into the ADS list. It is reasonable to believe that the integration of China into the global economy by joining the World Trade Organization will further accelerate the liberalization of its outbound market policy (Chan, 2002: 45). It is also believed that the growing number of Chinese tourists is bringing economic benefits to their destination countries around the world. China's fast expanding overseas tourism propels the global economy, and the increased number of Chinese tourists has not only exported economic benefits, but also promotes cultural exchanges. For many countries around the world, China's prosperity is a good opportunity (Liu, 2006: 3).

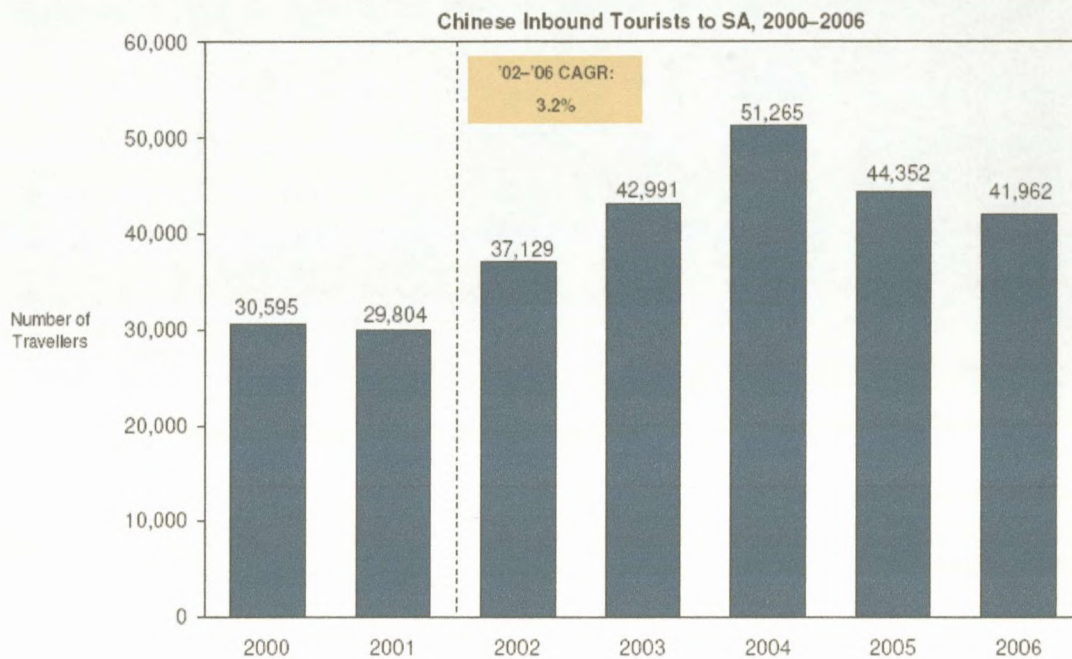
2.3.3 Current Chinese tourism to South Africa

Since South Africa became a tourist destination for Chinese citizens in 2002, the number of Chinese tourists travelling to this country has increased sharply. On average, over 50,000 Chinese make the trip to South Africa every year. In the last two years, there has been a steady annual growth of about 20% in the number of Chinese travelling there (Wei, 2007: 1).

Figure 2.1 shows that, over the period of 2002-2006, arrivals from China showed a positive growth. Among the four years, the number of Chinese arrivals to South Africa totalled 37,129 in 2002, peaked at 51,265 in 2004, and slightly dropped at 44,352 in 2005, then to 41,962 in 2006. Chinese arrivals to South

Africa grew at an annual rate of 3% between 2002 and 2006.

Figure 2.1: Chinese inbound tourists to South Africa, 2000-2006.

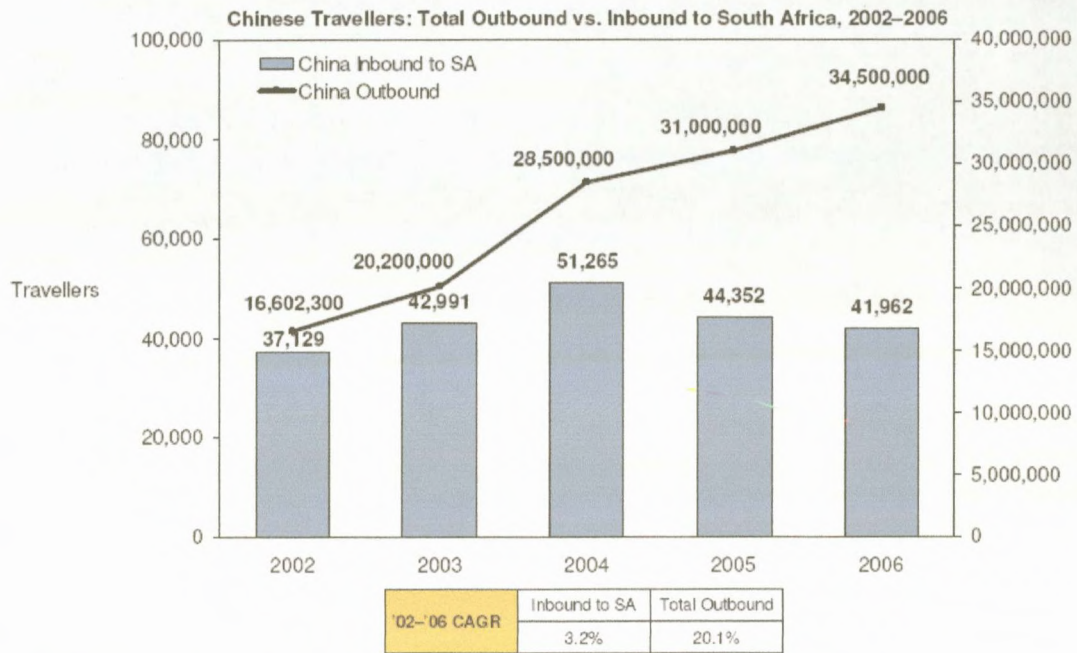


Source: *South African Tourism(b)*(2007: 19).

During the period of 2002-2006, the phenomenal growth in foreign arrivals to South Africa was driven primarily by African land arrivals with all other regions also showing positive growth. Besides Africa, traditionally, USA, Middle East, and the Europe drove the great numerical increase in tourism to South Africa (South African Tourism(c), 2006: 13). There's a notable loss in respect of Chinese arrivals although it's still showing positive growth. With respect to the total volume to South Africa (excluding Africa) between 2002 and 2006, Chinese arrivals to South Africa are comparable to arrivals from Canada and India, and they lagged behind arrivals from other developed and advanced countries such as USA, Australia and the European countries. On the other hand, although Chinese arrivals to South Africa are higher than arrivals from Canada and India, the economic impact of Chinese travellers is currently smaller (South African

Tourism(b), 2007: 11).

Figure 2.2: Chinese travellers: total outbound vs. inbound to South Africa, 2002-2006.



Source: South African Tourism(b) (2007: 19).

From Figure 2.2, it is evident that despite the fact that Chinese outbound tourism boomed during the period 2002-2006, with the total outbound travellers reaching 34,500,000 in 2006, the inbound tourism to South Africa only takes a fractional percentage of about 3%. This means that South Africa is not yet fully capitalizing on the fast growing Chinese outbound tourism.

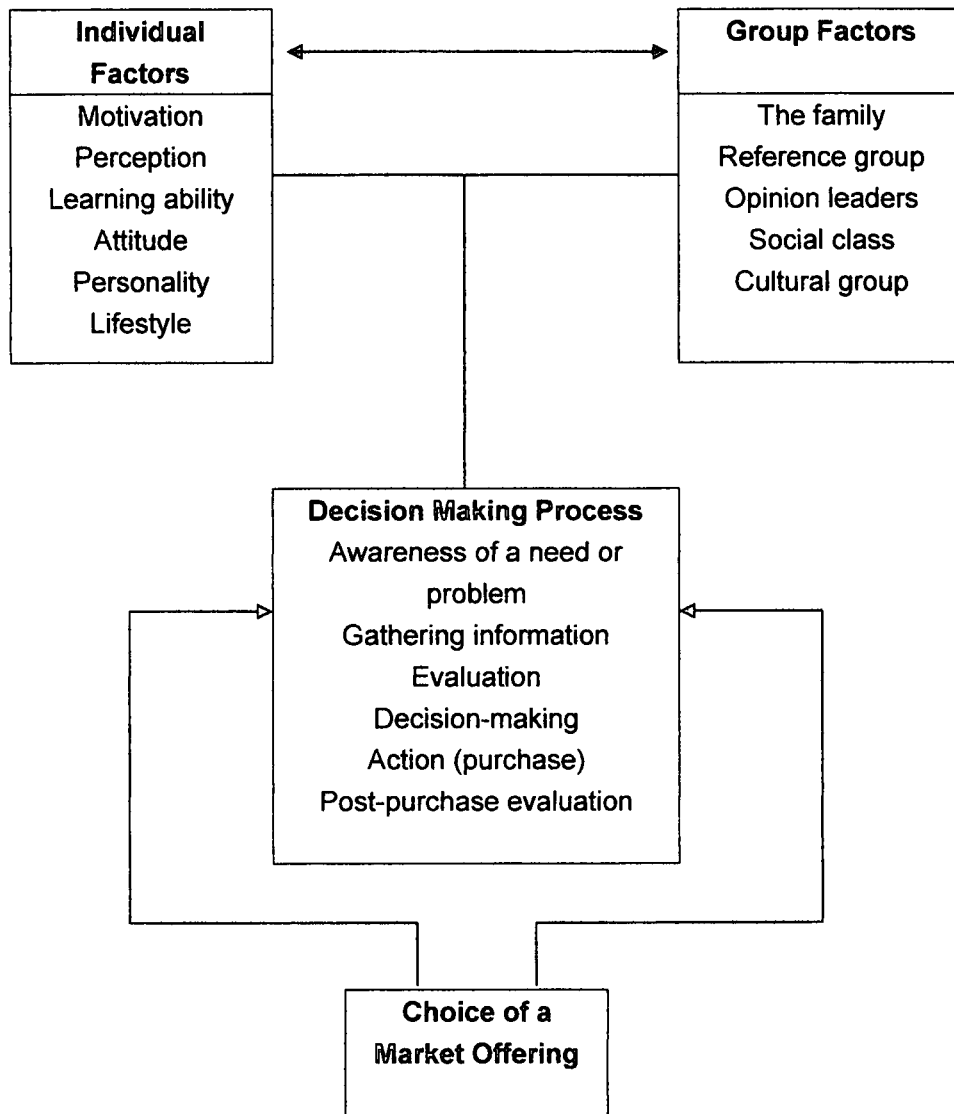
2.4 Consumer behaviour in tourism

This section reviews and discusses related literature with regard to consumer behaviour, and, in particular, its applicability in tourism, and it is divided into the following parts.

2.4.1 Concept of consumer behaviour

Hawkins, Best, and Coney (1998: 7) define the study of customer behaviour as 'the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.' It is implied that there are indirect influences on the process of decision-making and the decisions involve more than the buyer and the seller. According to Bennett and Strydom (2001: 73), consumer behaviour can be represented as consisting of those actions of decision-making units (families, and as individuals) directly involved in obtaining and using need-satisfying products and services (see Figure 2.3).

Figure 2.3: An overall model of consumer behaviour



Source: Adapted from Bennett and Strydom (2001: 74).

2.4.2 Consumer behaviour in tourism

As for tourism, Pizam and Mansfeld (2000: 56) suggest that the key elements of a tourism consumer behaviour system include consumer belief and attitudes, situation factors and purchasing behaviour. This system includes the decision-making process that precedes and determines these acts. In the past, it was assumed that a consumer's buying decisions were a result of income only.

Now, it has become clear that a host of other factors also influence consumers' purchasing patterns and decision-making. Tourism products compete with each other and it is important to understand why and how consumers choose particular products or specific brands.

Vellas and Becherel (1999: 66) further note that there are three principal factors influencing consumer choice:

- ⊗ needs of consumers, perception and evaluation of information about a product and attitude to alternatives;
- environmental influence (culture, social class, peer group and family);
- marketing mix strategies (product, price, advertising and distribution).

Schnoll's (1977: 18) model of tourism consumer behaviour is composed of four fields:

- external stimuli such as trade publications;
- travel needs and desires determined by personality, socio-economic factors, attitudes, and values;
- ⊗ external variables such as confidence in the travel agent, destination image, previous experience, and cost and time constraints; and
- ⊗ destination or service-related characteristics that have a bearing on the decision process and its outcome.

This model is noteworthy because it pays attention to constraints and their impact on decision-making process of tourists.

It is becoming apparent that businesses are becoming more aware of and are increasingly recognizing the importance of understanding customer behaviour and the vital role it plays in their success (Cant, Brink and Brijball, 2002: 5). Due to the increase in destination competition, as well as the effects of numerous internal and external forces on tourists, understanding customers will play an important role in the success and survival of tourism organizations and marketers.

2.4.3 Motivation of tourists

To understand motivation is to understand why customers do what they do (Cant, Brink and Brijball, 2002: 117). This understanding is particularly important when tourism marketers explore tourists' needs and wants. As George (2004: 146) states, tourism marketers need to understand what motivates consumers to purchase tourism offerings. In addition, they need to understand the process that consumers go through when they decide to buy a tourism offering. Finally, marketers need to comprehend how tourism consumers are grouped together.

Bennett (2000: 73) believes that motivation is concerned with initiating movement or inducing a person to act. Kotler (2000: 85) says a person has many needs, some are bioorganic (such as hunger, thirst, and discomfort) and some are psychogenesis (such as recognition, esteem, and belonging). When it is aroused to a sufficient level of intensity, a need becomes a motive, which drives the person to act.

As for tourism, tourists' motivations play a major role in destination choice and are responsible, in the aggregate, for the observed destination life cycle; notably, the desire to 'move on' when a destination becomes, as some regard it, 'too popular' or, as others see it, 'deteriorating in quality'. They move on to 'new'

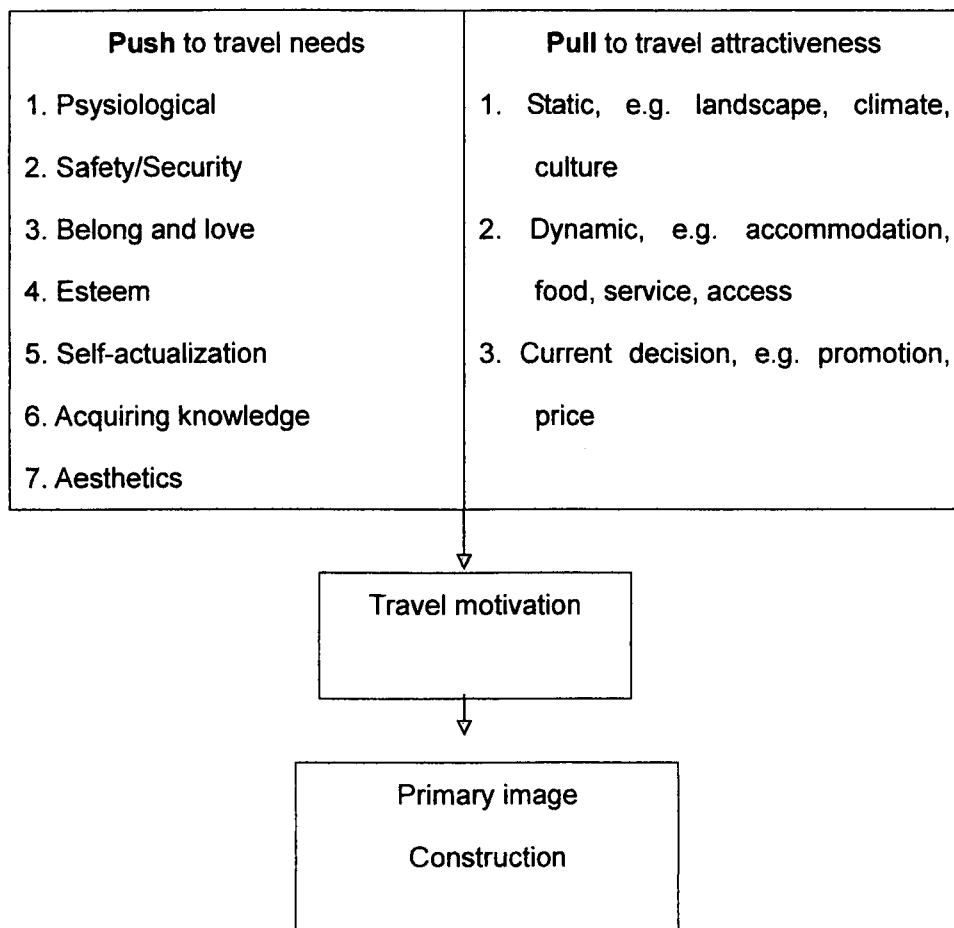
destinations, in turn initiating the tourist destination life cycle in these 'new' areas. A knowledge of tourist motivation is valuable when identifying and planning for the 'type' of tourist that the destination aims to attract (Howie, 2003: 50).

In conclusion, tourism marketers need to understand why people want certain offerings, and to a lesser extent why certain individuals and groups reject them. The more marketers find out about what sort of people choose a particular offering, what needs they look to fulfill through each type of holiday, the better they will be able to target and persuade them to buy (match offerings and communicate benefits to a target market of potential buyers).

2.4.4 Push and pull factors

According to Vellas and Becherel (1999: 69), marketers need to understand what motivates people to travel and why they make certain choices. Motivation factors are classified as either 'push factors' or 'pull factors'. Chon (1989: 5) suggests that, when an individual is motivated to travel, a primary image of a destination has been constructed. It is based on certain 'push' and 'pull' factors associated with the destination (see Figure 2.4).

Figure 2.4: Travel motivation



Source: Adapted from Chon (1989: 6).

Figure 2.4 explains 'push' and 'pull' factors formed with aspects from internal and external influences. Krippendorf (1987: 43) proposes that potential tourists should construct a primary image of a destination when the destination is considered as a possible choice. The motivation of the individual person to travel, to look outside for what he/she cannot find inside, is produced not so much by an innate impulse, but develops primarily under the influence of the social environment. Hence, the 'push' factor seems to be much more important when tourism marketers target specific market segments, and more efforts need to be undertaken on the destination marketing and improvement of tourism service.

The importance of recognizing 'push' and 'pull' factors are also referred by Sharma (2005: 59), the recognition of push and pull factors within tourist motivation forms a critical issue in the study of tourists' consumer behaviour. It has stressed that the initial importance of push factors which determine the need for travel, while the pull factors tend to affect the choice of destination. The need for leisure travel is the consequence of anonymity and ego-enhancement.

2.4.5 Tourist perceptions

One of the objectives of this study is to identify and determine what factors are mainly influencing Chinese tourists' attitudes and perceptions towards South Africa as a destination. Consequently, it is essential to establish a framework of perception and to explain the factors influencing tourist perception .

Perception is defined by Hargie (1986: 23) as 'the impressions people form of one another and how interpretations are made concerning the behaviour of others. Particularly important are first impressions because they decide whether one associates with others". Here the author particularly stresses the importance of 'first impression', which is primarily important in destination marketing. Forgas (1985: 149) points out that perceptions and their meanings are subjective. The meaning of the object or event differs depending on the perceiver. People differ in their perceptions because they have different views of the world. Perceptions depend on people's value orientations, expectations, experiences, and interests that are culturally determined.

To identify and recognize the importance of customer perception is particularly important in destination marketing, because, as Lovelock (1991: 178) says, perceptions may be negative or positive, and vary in intensity depending on the environmental influences on judgment. It is critical to develop positive

perceptions in the minds of potential tourists. For instance, the tourists' positive perceptions determine the selection of the tourist destination. The more favourable the perceptions, the greater is the likelihood of choosing a product from similar alternatives.

As Cook (1979: 89) notices, perceptions can be distorted by biased sources of information, culturally influenced media, stereotypes, ethnocentrism, physical appearance, quick jumping to a conclusion, or the 'hallo effect'. Therefore, perceptions can be inaccurate, often negative and often do not reflect reality. Hunt (1991: 111) highlights and concludes that perceptions of hosts are important because the perceptions may detract from, or contribute to the success of the tourist destination. Perceptions can influence the tourists' choice of holiday destination and may motivate repeat visitation. Tourists are inclined to visit a destination where they believe the hosts are friendly and courteous. However, when hosts are perceived negatively, tourists are discouraged from visitation. Therefore, negative perceptions of hosts influence tourists' dissatisfaction and can lead to criticism and a decrease in visitation. Reisinger and Turner (2003: 150) identify subjective perceptions which differ from objective reality, and then explains that the perceptions of tourists who had never experienced the product before (or had very limited experience of it), and whose perceptions are mostly created on the basis of the knowledge gained from promotion instead of first-hand experience, may differ from the perceptions of tourists who had experienced the product. In the absence of experience (for example, first-time visitors), the product is assessed on the basis of subjective perceptions, not reality. According to Howie (2003: 102-103), images of destinations are in the 'mind's eye', whether these places have been visited or not. These contrasting images are created both passively, through informal conversations with friends or through television and films using the setting as a

location, and actively through the promotional campaigns of tourist organizations. Obviously, despite the images and perceptions of one destination passively created through friends, peer groups and mass media, destination marketers still can better position one destination and enhance its image through actively marketing and promotional activities, as well as destination management and development.

Therefore, it can be concluded that the information presented in the media can influence the perceptions of tourists, and perceptions are heavily dependent on the source of information and the way the information is interpreted in various cultures. Marketing efforts such as advertising, travel agents, and travel brochures play important roles in the development of tourist perceptions. Marketers must understand how consumers perceive and process information about their products and find out how information is selected and organized in the mind of the consumer.

2.5 Tourism marketing

Tourism marketing is a relatively new phenomenon that has only developed during the last decade (George, 2004: 22-23). The principles of tourism marketing are fundamentally the same as those of manufacturing industry. These principles include an understanding of the market, marketing research, marketing planning, and the marketing mix. The marketing mix, in particular, has been extended to suit the nature of tourism marketing. Tourism is usually classified as part of the service sector of an economy. South Africa has a rapidly growing service economy, especially in tourism, which is the number one sector in the service industry.

2.5.1 What is tourism marketing?

Oelkers (2007: 4) identifies a series of activities that creates an exchange that satisfies the individual customers as well as the travel and tourism business which is known as travel and tourism marketing. The activities begin with identifying a customer's need and planning to meet the need. Next, the goods or services must be made available at a price the customer is willing to pay. He further explains that the major difference between marketing in tourism and that of other service sectors is that the marketer is competing for the consumer's spare time and disposable income. This difference means that the task of the tourism marketer lies in creating value and promoting the desired experience so that the consumers buy from them and not competitors. According to Reisinger and Turner (2003: 31), the aim of tourism marketing is to satisfy the needs and wants of various groups of international tourists. Tourism marketing involves finding out what tourists want (marketing research), developing suitable offerings (product development), telling them what is available (promotions), and providing instructions where they can buy the offerings (place), so they, in turn, receive value (pricing), and the tourism organization makes money.

Seaton and Bennett (1996: 25) identify five essential features of tourism marketing:

- ④ a philosophy of consumer orientation;
- ④ analytical procedures and concepts;
- ④ data-gathering techniques;
- ④ organizational structure; and
- ④ strategic decision areas and planning functions.

Therefore, tourism marketing is an entire marketing strategic system which is essentially the same as other different industries of marketing. However, tourism marketing is still different from other forms of marketing because it must present an overall vision of the complete tourism product, including peripheral services from other sectors.

However, marketing's contribution to travel and tourism has been undervalued by both policy makers and practitioners, leading to a misunderstanding of the nature and value of the marketing discipline for the travel and tourism industry (March, 1994: 412). Indeed, there seems to be a need to emphasize a more strategic approach when marketing one destination to the foreign target market, so that, for instance, a competitive advantage can be established in overseas markets. Moreover, it should be noted that good tourism marketing is based on a 'long-term commitment' to the satisfaction of the traveller's motives and needs.

2.5.2 The characteristics of tourism marketing

According to Vellas and Becherel (1999: 5-6), it is generally accepted that the tourism product is a service product with the following distinctive features:

- ⊙ intangibility: As physical entities, goods are tangible. They can be touched, seen, examined before they are bought; they sometimes have a unique and identifiable odour. Once bought, they belong to the purchaser. In contrast, services cannot be owned. They are performed and evaluated in terms of expected results and experiences enjoyed or suffered. Most tourism products have tangible elements such as the hotel and the aircraft, but the tourism offer is a service, and therefore, has the characteristics of services.

- perishability: In contrast to tangible goods, hotel nights and airline seats cannot be stocked or stored for future use. If they are not used, they are lost forever. Service products are said to be perishable.
- inelasticity of supply: Tourism products are inelastic because they do not adapt well to changes in short-and long-term demand. Short-term increases and falls in demand for a product will have little influence on its price. It is the long-term, fluctuations determine the composition of the product and its selling price. Tourism products are dependent on existing superstructures at destinations such as hospitality facilities, transport and accommodation.
- elasticity of demand for tourism products: On the other hand, demand for tourism products reacts very quickly to events and changes in the environment such as security threats (wars, crime, and terrorism), economic changes (exchange rates, and recessions) and changing fashion.
- complementarity: The tourism product is not just one single service. It is composed of several complementary sub-products. Production of the overall service and its quality depend on the components complementing each other. A shortcoming in one of the sub-products will undermine the final product. This shortcoming remains one of the greatest difficulties for tourism marketers.
- inseparability: Production and consumption take place at the same time, there is no transfer of ownership. The consumer – the tourist – has to be present when the service is performed to consume it.

- heterogeneity: The tourism product is said to be heterogeneous because it is virtually impossible to produce two identical tourism services. There will always be a difference in quality even if the nature of the proposed service remains constant. This heterogeneity allows the possibility of a certain amount of substitution within the different sub-products. However, the resulting product will never be exactly the same.
- high fixed costs: The initial cost of providing the basic elements of the tourism product such as transport (aircraft, train, and coach) and accommodation (e.g. hotels) is very high. Heavy investment is made without the guarantee that the investment will be recouped and profits made in the future.
- labour intensity: Tourism is a 'people industry'. Part of the travel experience is the quality of the services that the visitor receives and the skills of the staff in tourism firms and at tourism destinations. Therefore, the tourism product is characterized by a high staff to client ratio, particularly customer contact staff.

Marketers need to be concerned with the above characteristics which make the marketing of tourism different from the marketing of other kinds of manufacturing products.

2.5.3 Marketing mix in tourism

The marketing mix, includes all the components an organization controls that can be used to satisfy or communicate with consumers: product-offering, price, place, and promotion. These are commonly referred to as the 'Four Ps' and represent the elements of the marketing mix that must be managed continuously

to meet the conditions of the marketplace and the actions of competitors. The 'Four Ps' used by any tourism organization needs to offer it a competitive edge or differential advantage in the marketplace. Brassington and Pettit (1997: 107) suggest that the edge of advantage may be created mainly through one element of the mix, or through a combination of them.

2.5.3.1 Product

No matter how attractive the price or persuasive the promotion, getting the product right is crucial. The product/offering component of the marketing mix is fundamental to an organization's success and is at the centre of the marketing mix. The product is what provides consumers the benefits they are seeking and its delivery is the key activity of all tourism organizations (George, 2004: 188).

According to Lumsdon (1997: 143), a tourism product/offering is a combination of services which deliver primarily intangible, sensual, and psychological benefits but which also include some tangible elements. It is implied that both tangible and intangible elements are involved when purchasing a tourism product. Vellas and Becherel (1999: 66) say tourism products are mostly high involvement products, and marketing plays a crucial role in tourism because it is rare that the customer sees, feels or tests the product he/she is going to buy. To be in a position to evaluate the product, he/she must travel to the destination. Therefore, tourism marketing must focus on communicating and highlighting product value. In order to gain a competitive advantage and be a successful destination, the destination itself must provide a range of products suitable for different market segments.

Overall, South Africa, as a tourism product in China, remains in its emerging phase. According to South African Tourism(b) (2007: 27), South Africa is priced relatively high in the market as compared to its competitors, and South African tours are fairly uniform and based roughly on the Hong Kong model. On the other hand, due to the marketing uncertainties driven by fast changing market conditions, the Chinese tourism market characteristics are: leisure travel is concentrated in 3 Golden Weeks; group tour is the dominant form of leisure travel; organizational sponsored leisure travel is significant; integrated travel agencies dominate the self-funded leisure travel market; highly fragmented market with large number of players at city level; no true national players, largest travel agencies have regional influences; little differentiation, all players are very similar in structure and selling commodity products; no universally well-recognized brand in the market; and intense competition due to large number of players with little differentiation.

Table 2.2 shows the current product structure including the main destinations (South Africa included) in the Chinese market. It is obvious that South Africa is priced above its competitors in the Chinese market.

Table 2.2: Structural issues: product structure 1.

Destinations	Price (RMB)	Average number of days	Price per day	Flight time (Hours)	Direct flight
Europe	10,000-16,800	9	1,489	13	Daily
South East Asia	4,000-9,600	7	800	7	Daily
Australia & New Zealand	12,000-23,000	10	1,500	9	Daily
Russia	11,000-18,000	10	1,500	8	2*per week
South Africa	14,000-16000	8	1,875	14	None

Source: Adapted from South African Tourism(b) (2007: 33). (Note: RMB is Chinese currency, 1 Rand similarly equals to 1.1 RMB).

Table 2.3 further proves that South Africa has low product diversity as compared to other long-haul destinations.

Table 2.3: Structural issues: product structure 2.

Number of products	Group package tours	Non-group package tours	Availability of direct flight
Europe	3	0	✓
Australia & New Zealand	10	0	✓
Eastern Europe	2	0	✓
South East Asia	19	0	—
South Africa	2	0	—

Source: Adapted from South African Tourism(b) (2007: 34).

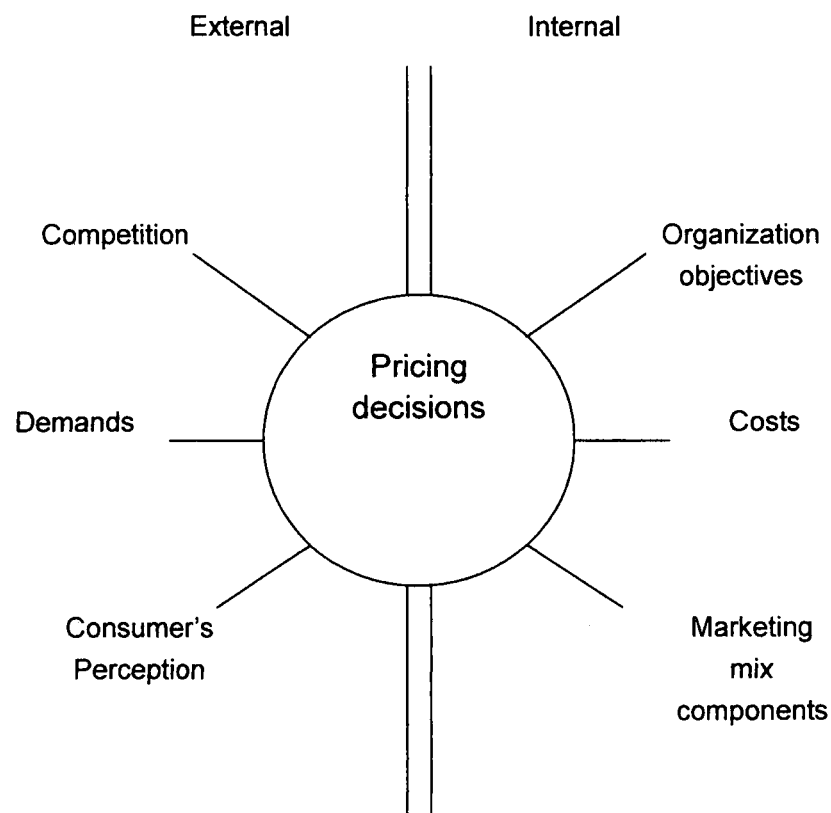
As already mentioned, a variety of characteristics exist in Chinese outbound tourism, most important of which are: close to 50% of leisure travel is sponsored by organizations, for example, employees are sponsored travel by state-owned-enterprise and company sponsored government trips, and sponsored travellers are valuable because they are less price sensitive; travel and other leisure activities are highly concentrated around the 3 Golden Weeks, because most Chinese don't have paid holidays other than 3 Golden Weeks (Chinese New Year, May Day and National Day holiday weeks); as a remote and innovative destination, South Africa is less recognized and welcomed compared with other established destinations amongst Chinese travellers. Currently, the most common form of travel for Chinese tourists visiting South Africa is all-inclusive package tours which is a standardized package based on the Hong Kong model. Generally, the itineraries promoted by outbound travel agencies in China are eight days and five nights between Johannesburg, Sun City and Cape Town.

It seems that the similar itineraries and few options in the Chinese market as well as some other factors such as safety issues and no direct flight from China to South Africa could possibly deter more Chinese tourists from visiting South Africa in the future. It is advisable for South African tourism marketers to make more efforts on segmenting the Chinese market and develop a choice of more attractive itineraries for Chinese tourists. After all, not only the diamond, Gold Mine, gambling and The Cape of Good Hope are appealing to Chinese tourists, for example, the famous Garden Route with beautiful scenery could have more potential for attracting them.

2.5.3.2 Price

George (2004: 206) argues that price, which is a crucial component of the marketing mix, must be acceptable to target consumers and it must reflect the other components of the marketing mix. Internal and external factors are both affecting pricing decisions. However, the marketer has some degree of control over internal factors, and little if any control over external factors. These factors are shown in Figure 2.5.

Figure 2.5: Factors that affect pricing decisions



Source: Adapted from George (2004: 206).

Due to the shortage of itineraries to the Chinese market, the prices in South Africa are priced relatively high and are quite similar, which leads to few options for Chinese tourists. Tourism represents a high-involvement purchase, thereby carrying a higher than normal level of risk for customers. Most tourism products are experienced after the point of purchase, thereby contributing to certain levels of unease and uncertainty in the purchasing process (Garrod and Fyall, 2004: 41). Therefore, the most critical external factor affecting price is consumer's perception. Finally, it is the consumer who decides whether the price is affordable and reasonable. Therefore, if the offering is priced too high, the consumer won't buy it. At this stage, the Chinese market is a brand new market for South African tourism, and Chinese consumers are traditionally very price-sensitive, they always expect different prices for different kinds of

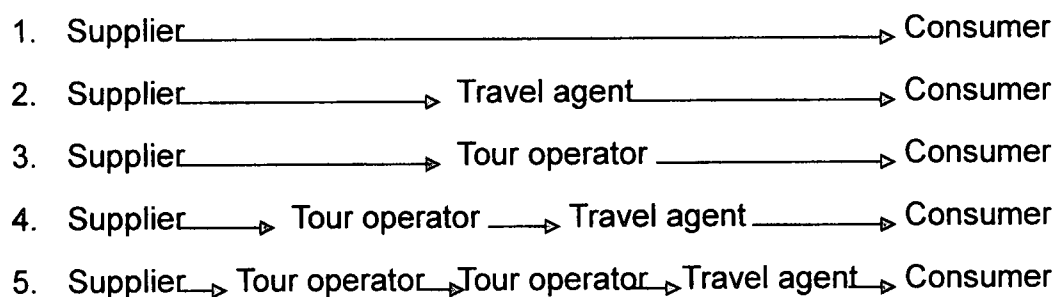
products/offerings.

2.5.3.3 Place

Tourism offerings are intangible. This means that tourism products, like physical goods, cannot be delivered to consumers. In the tourism context, Godfrey and Clarke (2000: 124) refer to the 'place' element of the marketing mix as 'routes of exchange' through which a tourist accesses, books, confirms and pays for a tourism product. Lumsdon (1997: 64) makes the point that the distribution channel in tourism is different to most other services in that it enables the customer to be enticed to the destination. It is also true to say that the special nature of the tourism product gives particular prominence to the role of intermediaries in the system of tourism distribution.

According to Pender (1999: 222), there's a variety of distribution channels used in the tourism industry are illustrated in Figure 2.6:

Figure 2.6: Tourism distribution channels



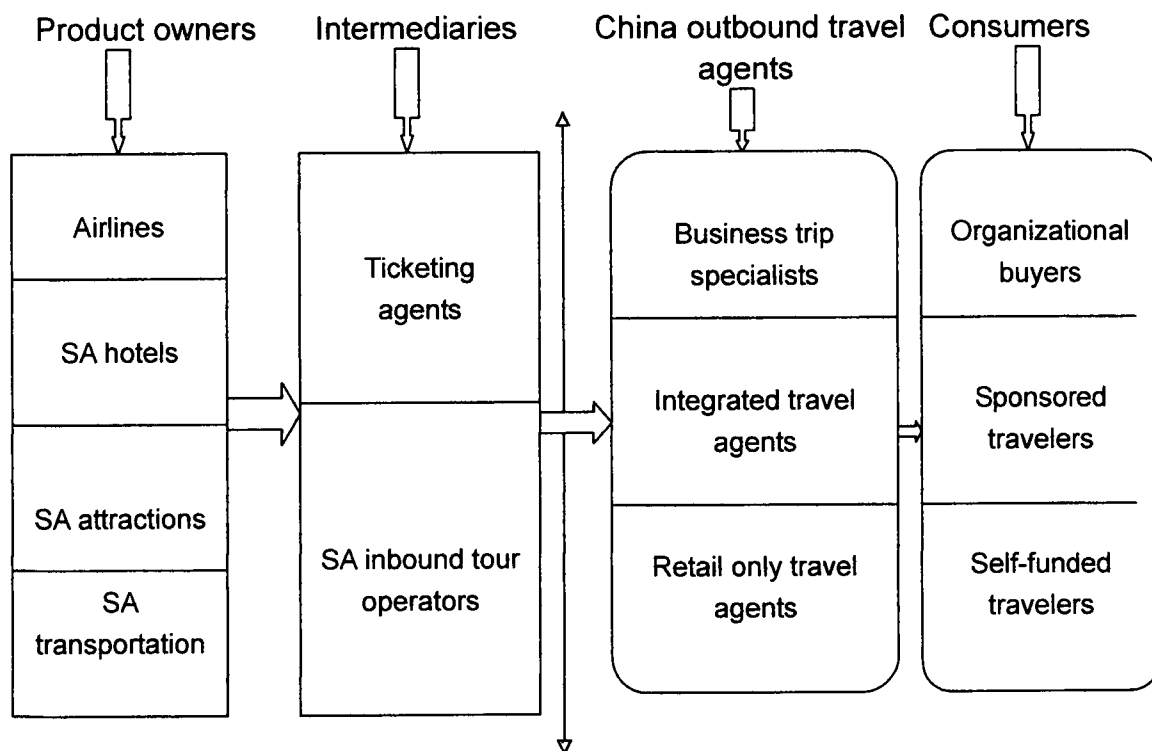
Source: Adapted from Pender (1999: 223).

Garrod and Fyall (2004: 115) identify that the two most common forms of intermediaries in the tourism industry are the tour operator and the travel agent. Tour operators bring together the essential components of a holiday and make

those holiday products available through various outlets of distribution. One of those outlets of distribution is the 'traditional' retail travel agent. However, the increasing trend across the entire industry is to go 'direct'. With the development of IT technology, suppliers and operators of the tourism product are being encouraged to reduce, wherever possible, the number of intermediaries to the final customer. According to Kotler, Bowen and Makens (2003: 97), the continuing growth in the use of the Internet has led to increasing volumes of direct bookings and has, in part, begun to challenge the historical dominance of tourism intermediaries in the channels of tourism distribution.

Currently, South Africa tourism packages flow through multiple channels to Chinese end consumers as indicated in Figure 2.7 below:

Figure 2.7: The distribution channels of SA tourism group packages



Source: Adapted from *South African Tourism(b)* (2007: 36).

Today, in the Chinese outbound tourism market, integrated travel agents play the most important role, and the market is highly fragmented with the top 100 travel agencies controlling 50% of the market. All large travel agencies do both wholesale and retail. The share of direct sales through owned retail outlets to end consumers is usually above 50%, and most of these travel agencies also have significant sales to organizational buyers (business and government). Secondly, business travel specialists help organizational buyers to set up their itineraries. Over 70% of their outbound business is from organizations. Thirdly, there are over 9,000 small travel agencies in China which are mostly independent economic entities, and their business are mainly through reselling low volume destination products. They may or may not have the necessary outbound tour licences. These small retailers pass on consumers to wholesalers for a commission. Sometimes, they lose the opportunity to repeat sales to wholesalers, but consumers rarely repeat long-haul destinations (South African tourism(b), 2007: 38-41).

2.5.3.4 Promotion

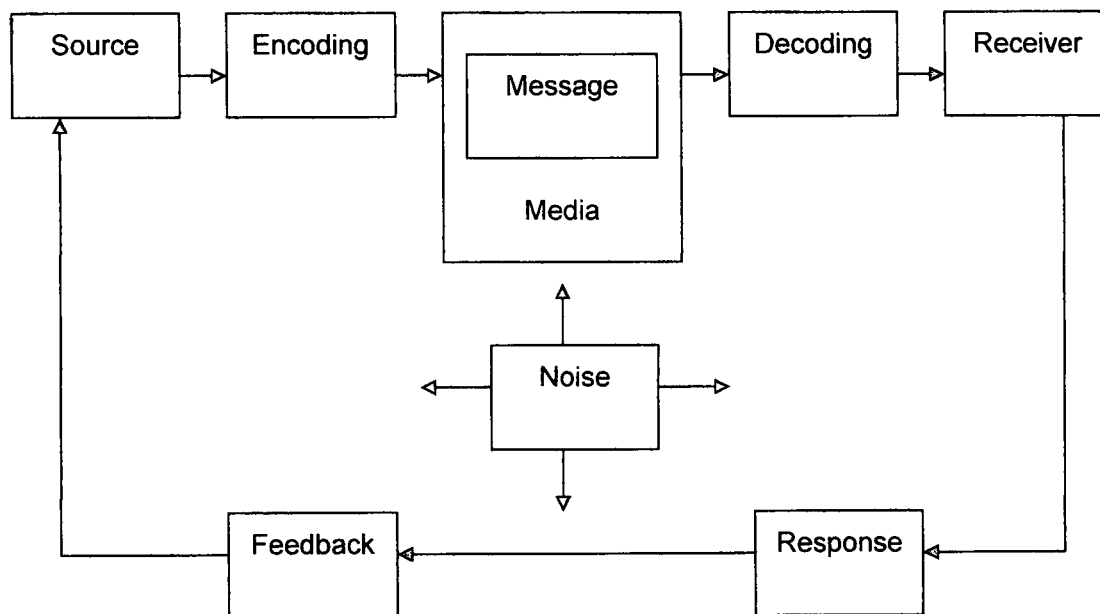
Of all the components of the marketing mix, promotion receives the most attention in tourism marketing. The role of promotion is even more crucial due to the intangible nature of tourism offerings, since there is no physical product or packaging to attract the attention of potential consumers. Garrod and Fyall (2004: 118) highlight the importance of tourism as the role it plays has been instrumental to the growth of modern mass tourism. Pender (1999: 242) further points out that successful management of an organization's communications with its consumers, middlemen and other publics is essential. Without this communication, a well-designed and produced product or service may go unnoticed, however well distributed and priced it is. Therefore, based on the nature of tourism as a group experience and the intangibility of the tourism

products, precise targeting of the audience for promotion is more important than it might be for physical goods (Pender and Sharpley, 2005: 111).

● The communication process

To design effective promotion messages, tourism marketers must understand the principles of communication first. The essence of communication is to convey or exchange information. A popular model used to describe the many steps in the communication process is shown in Figure 2.8.

Figure 2.8: The elements of the communication process



Source: George (2004: 239).

Each part of the model has a role to play in determining how successful an attempt at communication will be. According to George (2004: 239), two elements are the major parties in communication: the source and the receiver. Another two elements are major communication tools: the message and the media. There are four major communication functions: encoding, decoding,

response, and feedback. The last element of the communications process is noise.

● The promotional mix

Basically, the promotional mix serves to achieve a marketer's communication campaign. When it comes to selecting the most appropriate techniques to convey the desired message and induce a response from target markets, a variety of choices are at the disposal of tourism marketers. The traditional choices are: advertising, personal selling, sales promotion, direct marketing, public relations, and sponsorship. Besides the traditionally often used promotional mix, printed literature and brochures play an important part in the marketing communications of tourism (Pender, 1999: 121). Additionally, Internet marketing, as an emerging form of direct marketing, is also being widely recognized and used in tourism industry.

As with all elements of the promotion mix, however, integration with the other elements is imperative for success. Tourism marketers can adjust the promotion mix according to the organization's promotional objective and marketing situation. Even the competitor's promotion activities can be adjusted. A marketer may choose one of these tools or a combination of them.

⊙ Promotion methods used in the Chinese market

In the recent years, South African Tourism's focused marketing strategy has delivered phenomenal results on attracting more foreign tourists. For example, South Africa attracted over a million more tourists in 2006 than in 2005, representing an increase of 13.6%. For the Chinese tourists, although South Africa, as a charming tourism destination, remained a stable political environment since 1994 until now, the high crime rate and prevalence of

HIV/AIDS seem as the reasons why it is still perceived as a high-risk tourism destination. Besides, many Chinese people still have no idea about South Africa, or probably they only know Cape Town, especially the Cape of Good Hope. The Chinese outbound tourism market to South Africa is still in its early stage and is a brand new market. Currently, the marketing strategy of China is to increase consumer awareness of South Africa as an ADS destination since South Africa only received its ADS in 2002. In addition, it is suggested that the marketing strategy in China should address ways to present a new image of South Africa as a good choice to the Chinese tourists.

Public relations (PR) and sponsorship

In the marketing context, public relations is a management tool designed to favourably influence attitudes toward an organization, its products, and its policies. Public relations activities typically are designed to build or maintain a favourable image for an organization with its publics – customers, prospects, stockholders, employees, labour unions, the local community, and the government (Etzel, Walker and Stanton, 2001: 561). For tourism marketers, PR is likely to be far more effective than any other promotional tool. PR aims at consumers, the travel trade, suppliers, tourist associations, business communities, local communities, politicians and employees. It is very useful to make a good impression on the public and develop a strong image (George, 2004: 294-295). PR is a quite widely used promotional tool for tourism marketers especially for a market at its beginning stage, such as China. Tourist destinations are particularly vulnerable to negative publicity, a disaster or high levels of crime and violence in a country or region can damage a destination's tourism industry, like South Africa. Therefore, to effectively make consumer awareness and to recover a good image of a tourism destination, PR and related promotional techniques should be carried out by the marketer at this stage.

According to Pender (1999: 261), exhibitions, as a significant method of public relations, can bring together buyers and competing sellers at one location. The essence of these exhibitions is that they provide face-to-face contact with many people, usually over a short period of time.

In recent years, South African Tourism (the official tourism marketing organization of South Africa) launched a series of travel exhibitions in China and gained a good reputation among the Chinese prospects.

For example, in 2005, South African Tourism sent its largest stand alone travel exhibition to Shanghai, China, to tap into this country's burgeoning travel market. The exhibition, Nan Fei Total—Nan Fei being Mandarin for South Africa, ran for three days at the Shanghai Exhibition Centre. The concept of the exhibition had been described as South African Tourism's most ambitious and exciting global tourist promotional and marketing project ever. Nan Fei Total gave potential visitors a taste of going on safari in South Africa and an opportunity to explore the diverse and fascinating cultures. "The strategy to market our destination aggressively in China is in line with our Tourism Growth Strategy and our singular goal to ensure that tourism continues to contribute significantly to the economic development of our country", commented South African Tourism CEO, Moeketsi Mosola at this exhibition (Motea, 2005: 2).

In 2007, South African Tourism and South African Embassy in Beijing launched the 2007 Three-City Chinese road show entitled "Enjoy South Africa, Paradise of Nature". This road show took place in three major cities, which were Beijing, Shanghai and Guangzhou. It was designed to educate and inspire the Chinese travel market with a variety of South African travel options. The Three-City tour publicized six various tourism itineraries of South Africa. Zolelwa Mukozho of South African Tourism concluded that "The Chinese purchase travel almost exclusively through travel agents. Furthermore, travel trends in China are

driven by word of mouth. Publicizing these six itineraries will empower the Chinese trade with the knowledge to sell South Africa more effectively. The essay competition, on the other hand, will drive word of mouth locally and develop an active interest in South Africa in the Chinese market" (www.southafrica.net).

At the same time, the exhibitions projected and launched by South African Tourism were backed and sponsored by private sponsors such as Sun International, Southern Sun and the Peermont Group as well as Distell and Diamond SA. Koekemoer (1998: 11) refers to sponsorship as the marketing communications activity whereby a sponsor contractually provides financial and/or other support to an organization or individual in return for rights to use the sponsor's name (company, product, brand) and logo in connection with the sponsored event or activity. Through sponsoring the exhibitions and tourism events in China, these private sectors found a very effective way of increasing brand awareness and publicity, and ultimately, this will enhance their images and reputations of the organizations both in China and South Africa.

Internet marketing

According to Pender and Sharpley (2005: 243), the Internet is now widely used in the field of tourism to reach consumers. With the advance of IT technology and prevalence of World Wide Web, the Internet becomes a very powerful direct marketing medium for measurable advertising as well as a shop window for the tourism organization. The Internet has become a crucial promotional tool for tourism industry. Pender (1999: 229) points out that many travel and tourism organizations and destinations have been developing internet sites in recent years. This development can be useful as both a method of information provision and, in some cases, as a direct booking mechanism. It is not only

destinations who can benefit from the Internet. Travel agents can use the Internet as an additional means of information retrieval to help them in their advisory role.

The Chinese outbound market is still in its beginning stage for the South African tourism industry, and Chinese arrivals only make up a small proportion of the whole arrivals to South Africa, compared to other advanced countries, such as Germany, Britain, USA and Australia. At present, there's a lack of advertising and promotional activities towards the Chinese market. South African tourism marketers, at this stage, need to create consumer awareness in the Chinese market through a series of communication campaigns. The travel exhibition is a good method which can draw attention of a mass of target audiences in a short period of time. However, in order to build a long standing relationship with potential tourists, the Internet can empower personal marketing campaigns and one-to-one marketing. For example, in order to facilitate Chinese tourists to better understand tourism of South Africa, South African Tourism has launched its website in Chinese version in 2005. Particularly, through this website, Chinese tourists, who have travelled to South Africa, are encouraged to write their South African stories to a dedicated website. Thus, more Chinese people can see South Africa from their eyes and grow interest in this beautiful and charming tourism country.

Brochures and printed literature

Tourism brochures are the most utilized form of promotion across the tourism industry and within destinations, and are a very important means through which package tours and products within particular destinations are selected (Weaver and Lawton, 2002: 230). Recent research suggests that brochures have more influence on those with no prior experience of a destination or product than

those who have (Zhou, 1998: 132). Pender (1999: 256-257) identifies one reason for the enduring popularity of the travel brochure, that is, it represents a form of 'tangible evidence' for the consumer purchasing a high risk product.

As a way of direct marketing, brochures tend to be highly structured and informative, and need to be aimed at the end consumers. Travel brochures can be distributed to end consumers through travel agencies, tour operators, and hotels and travel exhibitions in bulk quantities. Brochures help the tourism product to reach consumers. Moreover, brochures can act as a sales tool if they are attractive, clear and easy to use, particularly if they can emphasize advantages of tourism offerings and what the tourists really expect.

Nowadays, advances in technology are changing the forms of brochure by replacing them with CD-ROM, Internet, video cassettes, and the Internet. The same information found in brochures can be made available through these advanced tools and much more information can be stored than traditional paper brochures.

For the growing Chinese market, travel brochures will be a very effective way of promotion and advertising. Chinese people, especially those who love tourism, are very pleased to obtain well-designed and beautiful printed travel leaflets and brochures. However, not enough work has been done on this issue. Now in China, even in major cities, for example, Shanghai, people experience difficulty in obtaining Chinese travel booklets on South Africa's tourism. Therefore, for South African tourism marketers, at this stage, to increase the use of brochures as an important marketing method in the Chinese market seems a good idea which can help Chinese tourists better understand South Africa and get more knowledge on its attractions.

2.5.3.5 People

In today's business environment, tourism industry is often described as a 'people industry', as with the increasing competition, the importance of customer care is being highly recognized and is particularly vital in tourism.

People, in the tourism industry, are all human actors who play a part in service delivery and thus influence the buyer's perceptions, namely: the organization's staff, the consumer, and other consumers in the service environment (Zeithaml and Bitner, 1996: 26). This definition indicates that basically there are two groups of people in tourism marketing: the consumers and the employees working at the organizations. Therefore, both the roles that consumers and employees play are important. Weaver and Lawton (2002: 223-224) believe that people enter the marketing mix equation in at least three ways: service personnel; the tourists themselves; and local residents. Among the three ways, the critical role of highly trained employees and tourists are recognized. Additionally, the importance of local residents is also stressed, since tourists may be attracted by the culture and hospitality of the resident population.

People are an essential element in the production and delivery of tourism services. Particularly, people are becoming a way that tourism organizations differentiate themselves to gain a competitive advantage.

Laws (2002: 65-69) points out that the employees in an organization have different crucial roles in the organization's marketing process. Clearly, some employees, like the front-line staff, are going to have more contact with consumers whereas some others may perform more administration and supporting functions, based on how much contact they have with consumers and how involved they are with marketing activities. The employee's role in

tourism's service delivery is crucial, and it is fair to say, that satisfied employees equal satisfied consumers.

However, as Judd (1987: 245) states, a critical task for tourism marketers is to manage the relationship between employees and consumers to ensure that consumers can receive a quality service. This interaction is referred to as a 'service encounter'. From the consumer's perspective, the most memorable impression of services occurs in the service encounter. For instance, among the service encounter, a Chinese tourist's experiences are consulting the travel agency, being satisfied with a route and deciding to take a trip in South Africa, being welcomed at the Johannesburg airport, accompanied with Chinese-speaking guides travelling through Johannesburg to Cape Town in seven days, and leaving South Africa after an enjoyable and impressionable holiday.

2.5.3.6 Physical evidence

Bennett and Strydom (2001: 207-208) refer to physical evidence or inanimate environment of a business as the physical environment or 'container' within which service delivery takes place. This environment consists of three main categories:

- ⊙ Ambient conditions—these include all the elements that the customer can experience through the senses – temperature, air quality, noise, music and odour of the environment. Airlines, tour buses and restaurants fall into this category;
- ⊙ Space and layout dimensions—included in this category are the spatial layout of the service facility, the equipment and furniture inside the service facility and other objects, and

- Signage, symbols and artifacts—these refer to on-site signage; personal artifacts such as certificates, and photographs, and the style of decor inside the service facility.

In the tourism industry, the physical environment is often more important than the environment where tangible products are sold. It is the place where the customer and the organization meet and interact. Since the tourism products are normally intangible, tourists will usually look for physical evidence to evaluate the products they wish to purchase. Therefore, the tourism marketer needs to provide good physical evidence or tangible cues to their customers.

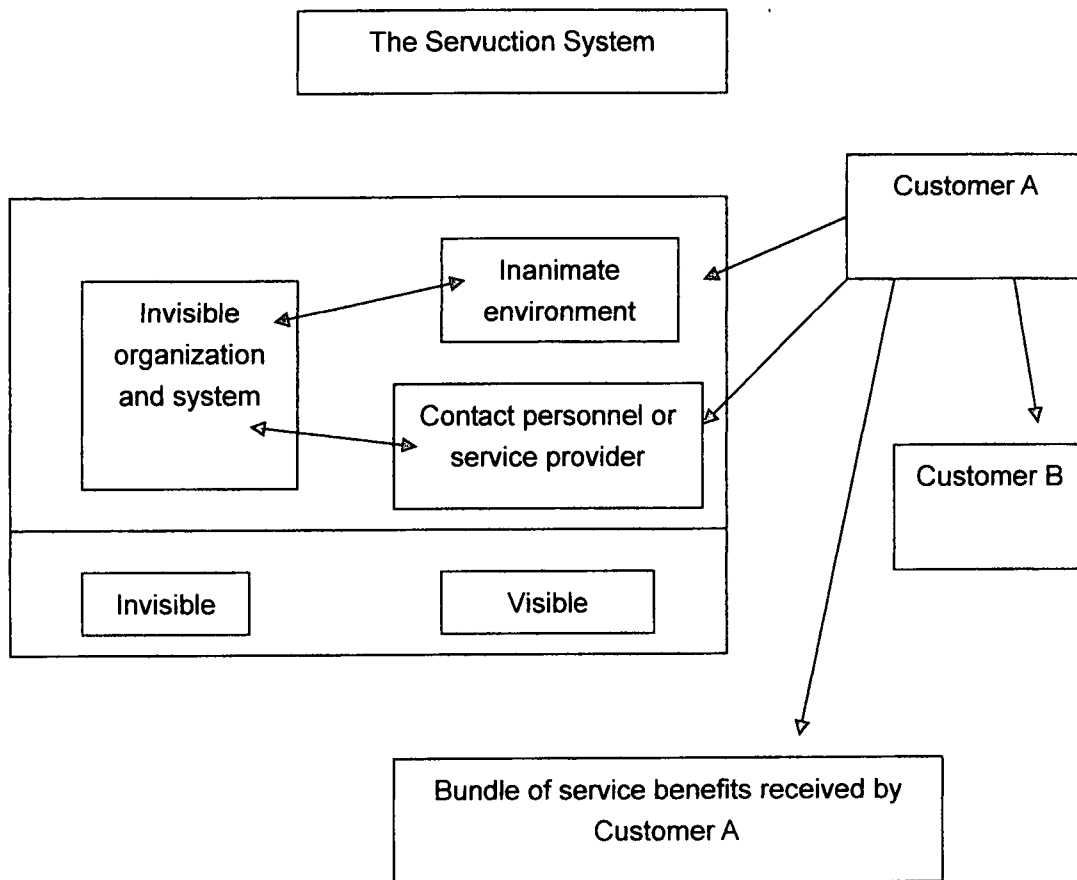
2.5.3.7 Process

According to Horner and Swarbrooke (2005: 126), in the context of the marketing mix, process decisions involve all the decisions referring to the delivery of services. This involves the design of the service delivery system, as well as the developing of service blueprints. Field (1997: 98) states that processes are all the procedures, mechanisms, and routines by which a tourism offering is created and delivered to a consumer.

The tourism product is intangible, which means that the service performed is not like what the tangible item performed. Actually, the consumers receive what they purchase from the visit and experience of the travel itself. Consequently, the process—the way in which the tourism service is created and delivered, becomes crucial in the product offering. Tourism marketers should pay attention to processes and manners when employees interact with consumers.

Bennett and Strydom (2001: 210-211) analyze and conclude a service delivery system which is shown in Figure 2.9.

Figure 2.9: Service delivery system



Source: Adapted from Bennett and Strydom (2001: 210).

The service delivery system embodies the people, elements and processes involved in delivering travel and tourism products. Among the elements involved in this system, the inanimate environment and contact employees are highlighted since they are respectively the environment within which service takes place and the people of the organization with whom customers interacts directly. In the process of product/service delivery, the environment can influence the perceptions of customers towards and destination positively or negatively; contact employees perform a critical role in service delivery and they must be well trained for their jobs.

2.6 Conclusion

This chapter has outlined some factors influencing perceptions of South Africa as a tourism destination by Chinese tourists. It is believed that South African tourism marketers must comprehensively understand prospective Chinese tourists' perceptions about South Africa and, correspondingly, try to change their negative images and perceptions of South Africa. They also need to realize which important factors most concern Chinese tourists and influence their perceptions. This chapter has focused on the consumer behaviour model particularly in the tourism industry. Tourism marketing is given prominence and the 7P's, namely, product, price, promotion, place, people, physical evidence and process, are analyzed from the view of tourism. The role of destination image in tourism's decision-process is also explained and concluded.

The next chapter will address the issue of research design of this study. It provides a description of the research process, particularly the sampling method and the administration of the questionnaires and interviews. The methods of analyzing the data will be presented in the final section.

Chapter Three

Research Methodology

3.1 Introduction

A literature review focusing on the current situation of the South Africa tourism industry, consumer behaviour in tourism and tourism marketing was presented in the last chapter. This chapter provides an insight into the research design of the study. It describes how the research was designed and data were collected from the respondents. The chapter also gives an insight into the sampling method, questionnaire and various other techniques used to analyze the data.

3.2 Research design

Welman and Kruger (2004: 2) identify that research involves the application of various methods and techniques in order to create scientifically obtained knowledge by using objective methods and procedures. Saunders, Lewis and Thornhill (2003: 3) define 'business research' as 'undertaking systematic research to find out things about business'. According to Ghauri and Gronhaug (2002: 47), the research design is the overall plan for relating the conceptual research problem to relevant and practicable empirical research. The quality of empirical research is greatly influenced by the underlying research design. This research is a quantitative study. Quantitative methods are generally concerned with counting and measuring aspects of social life. A quantitative approach is objective in nature and concentrates on measuring phenomena. Therefore, a quantitative approach involves collecting and analyzing numerical data and applying statistical tests (Collis and Hussey, 2003: 13).

McDaniel and Gates (2005: 63) state that survey research is often descriptive in nature but can be causal. It can be used for both exploratory and descriptive

purposes. Survey research involves an interviewer who interacts with respondents to obtain facts, opinions, and attitudes. Surveys are used to gather data from a relatively large number of respondents within a limited time frame (Naoum, 2001: 44). A questionnaire was used to ensure an orderly and structured approach to data gathering. Therefore, in this research, a questionnaire survey for data collection and analysis was used.

3.3 Sampling

Sampling involves selecting a relatively small number of elements from a large population to make definitive statements about the population at large (Kress, 1998: 231).

3.3.1 Target population

Hair, Bush and Ortinau (2006: 309) define a population as an identifiable group of elements (e.g., people, products, organizations) of interest to the researcher and pertinent to the information problem. Thomas (2001: 111) adds that a population is considered to be any group that shares a set of common traits.

Most of the business research that collect data are not concerned with the total population, but with a prescribed segment, as is the case in this study. The population of interest is called the target population. The target population is a crucial step in the design of the research project (Crask, 2000: 176). The target population in this research is those prospective Chinese tourists who are Shanghai residents from all age groups, genders, occupations, and income levels. Interviews were conducted at some main commercial streets in the downtown area in Shanghai.

3.3.2 Sampling method

The sampling method, that is, the sampling procedures, can be divided into two broad categories, probability and non-probability samples. With non-probability samples, it is not possible to make valid inferences about the population. This implies that such samples are not representative of the target population. Welman and Kruger (2004: 62) believe that the advantage of non-probability samples is that they are less complicated and more economical (in terms of time and financial expenses) than probability samples. In this research, non-probability sampling is used, as it is impossible to define the sampling frame and create a list of population members used to obtain a sample.

There are several types of non-probability sampling methods. In this study, judgmental sampling, as a form of convenience sampling, is used to choose sampling units. The sampling elements are purposively selected, based on the judgment of the researcher. This method is required as the places, which are believed to be representative of the target population, have to be chosen subjectively and purposively. In this study, customers in the selected main commercial streets in Shanghai, should reliably represent the target population.

3.3.3 Sample size

Several important statistical factors need to be considered when deciding the sample size, namely, precision, confidence and cross-classification (Diamantopoulos and Schlegelmilch, 1997:17). According to Cavana, Delahaye and Sekaran (2001: 56), when a given population size is more than 1,000,000, the sample size should be 384. In light of these sampling size methods, and also according to the large population size with Shanghai's population being over 10,000,000, a sample size of 400 is believed to be sufficient for this study.

3.4 Data collection

Collecting data is frequently regarded as one of the core activities in research (Blaikie, 2000: 30). Primary data collection is used in this research because it helps to address a specific research objective, and it is used to learn what the Chinese tourists' perceptions on South Africa are, and how they behave under some conditions.

Data were collected by questionnaires, which were administered by the researcher. The respondents were provided questionnaires and explained what the researcher wanted to accomplish. Questionnaires were conducted with the assistance of field workers living in Shanghai, as the researcher was based in KwaZulu-Natal and had limited resources and time available, and was unable to travel overseas to conduct the interviews.

3.5 Questionnaire design

A questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to elicit reliable responses from a chosen sample. The aim is to find what a selected group of participants do, think and feel (Hussey, 2000: 161). Zikmund (2000: 309) states that relevance and accuracy are the two basic criteria to be met if the questionnaire is to achieve the researcher's purposes.

Since the interviews were conducted in Shanghai, China, and considering that most of Chinese people are not good at English, the questionnaire was developed in both English and Chinese. The questionnaire used in this study was structured and several questions were derived from the literature review.

3.6 Data analysis

The data were analyzed to make inferences. A computerized statistical analysis of the data was necessary to describe and interpret the data obtained from questionnaires. The received useable data were captured and analyzed using the statistical program SPSS (Statistical Package for Social Science).

The questionnaires were emailed to fieldworkers in Shanghai. Therefore, the researcher only did translations of the completing questionnaires and interpretations of the data analysis in English.

The presentation of the findings is supported with graphs, charts, figures and tables to express the relationships between the different variables. Open-ended questions were not included in the coding process; they were included in the questionnaire for the intention of gathering other options and opinions and also form part of analysis and results.

3.7 Conclusion

In this chapter, the research methodology used in the study was discussed. This chapter indicated the basic steps and procedures that were used. This chapter established a foundation for the study for the next chapter. The discussion of the methodology allows an easier understanding of the analysis of the data collected in the following chapter.

Chapter four is dedicated to data analysis and the presentation of the empirical research results.

Chapter Four

Data Analysis and Presentation of Results

4.1 Introduction

The previous chapter addressed the research design of this study. The research techniques and methodology that were selected to formulate a questionnaire for this study were discussed and outlined. The data were collected, coded, captured and edited after the collection of 400 questionnaires.

In this chapter, the statistical results of research surveys have been presented and interpreted. All of these results are quantitative in nature. This chapter commences with a descriptive presentation of the respondents' biographical data, followed by further analysis of Chinese tourists' attitudes towards South African tourism using a succession of statistical analyses such as Central Tendency, T-test, Correlations, Chi-square test, and the Cronbach Alpha test. The statistical computer program, Statistical Package for Social Sciences (SPSS 15) has been used for this study's statistical analysis. The analysis relates to the literature review, as well as the three main objectives of the study, which enables the author to effectively interpret the study results.

4.2 Demographic data of respondents

One of the objectives of this study is to determine the demographic characteristics (age, gender, educational level and income) of the potential Chinese tourists, who were visiting South Africa, as illustrated in Chapter 1. To demonstrate the demographic data of respondents is straightforward and basic descriptive techniques were applied to analyze it. The details are explained as follows:

4.2.1 Gender

Figure 4.1: Gender groups

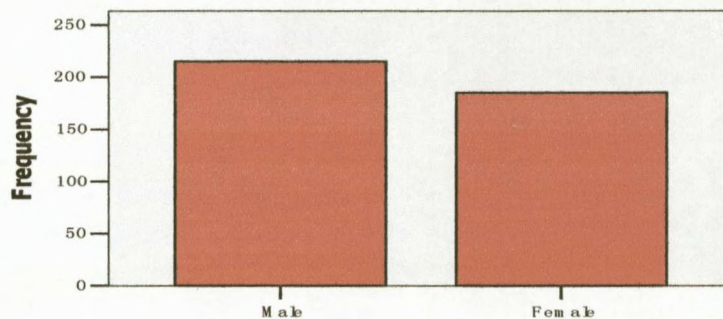


Figure 4.1 reveals gender dispersion of respondents in this project. The respondents in this project were 53.8% males and 46.3% were females.

4.2.2 Age

Figure 4.2: Age groups

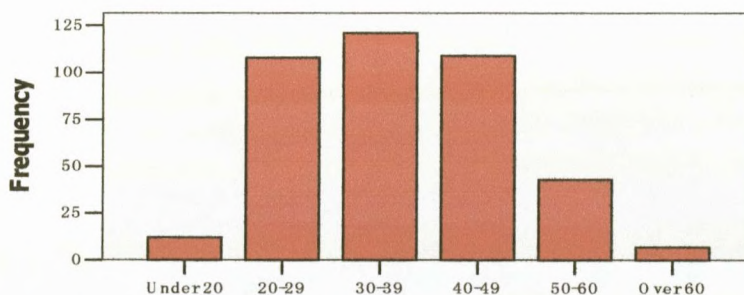


Figure 4.2 reveals the age group dispersion of participated respondents in this project, 3.0% were under 20 years, 27.0% were between 20–29 years, 30.3% were between 30–39 years, 27.3% were between 40–49 years, 10.8% were between 50–60 years and 1.8 % were above 60 years. The profile of the respondents' age groups showed that 29-to-49 group was the dominant group, and this age group had an important impact on Chinese outbound tourism to South Africa. In addition, the results imply that the main potential tourists were young and middle aged.

4.2.3 Income

Figure 4.3: Income groups

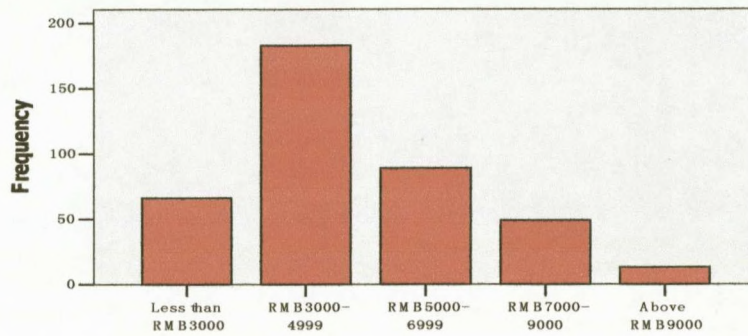


Figure 4.3 reveals the income dispersion of the respondents in this project. The profile of this income groups showed that nearly half of the respondents (45.8%) earned an income between RMB 3000-4999, which means that most of the respondents have middle-class incomes, and this group of people was quite sensitive to the price of tourism products, which is a very important factor on their decision-making.

4.2.4 Education

Figure 4.4: Education groups

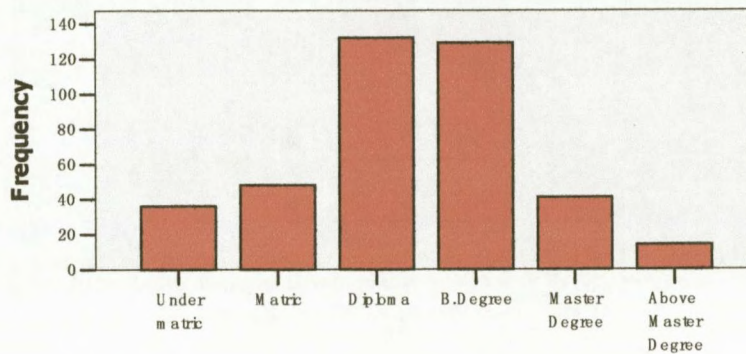


Figure 4.4 reveals the educational level dispersion of the respondents in this project. From this figure, it is clear that the relatively high educational level (Diploma and B. Degree, 65.3%) is significant. People with high levels of education usually have high levels of income, and this is the dominant group of travellers visiting South Africa.

4.3 Perceptions and motivations towards South Africa

The following section gives a detailed analysis of Chinese tourists' perceptions and attitudes towards South Africa as a tourism destination, which can help to identify which factors most concern Chinese tourists and influence their perceptions.

4.3.1 Which one of the following countries/regions you are most likely to visit in the future?

Table 4.1: Countries/regions you are most likely to visit

	Percent
Valid	
Australia, New Zealand	10.3
Canada	8.5
Europe	18.3
Hong Kong, Macau	18.8
Japan, Korea	8.8
Middle East	1.8
USA	11.3
South America	4.3
Southern Africa (South Africa included)	3.3
South-Eastern Asian countries	13.8
Other	1.3
Total	100.0

The results of Table 4.1 show that: amongst of all the respondents, only 3.3% of them stated that they would like to visit Southern Africa (South Africa included) in the future. This finding means that the majority of Chinese people still do not have a good understanding of South Africa, and they do not have enough interest in visiting this country. The low percentage of Chinese tourists visiting South Africa begs the question: what factors are prohibiting them from visiting this country?

4.3.2 From which one of the following sources do you get most information about South Africa?

Table 4.2: Sources to get most information about South Africa

		Percent
Valid	Mass media (TV, radio)	26.0
	Travel brochures/booklets	4.3
	Tourism exhibitions	4.5
	Internet	35.0
	Friends/relatives	7.3
	Newspapers/Magazines	23.0
	Total	100.0

Table 4.2 reveals the frequency dispersion of sources that provide information about South Africa to Chinese people. This dispersion reveals that, as a significant tool of promotion in tourism industry, travel brochures/booklets (4.3%) and tourism exhibitions (4.5%) are not playing important roles in the Chinese market.

4.3.3 Assuming you plan to travel to South Africa, what kind of trip will it be?

Table 4.3: Kind of trip

		Percent
Valid	Government paid trip	5.0
	Company sponsored travel	9.5
	Visiting friends or relatives	3.5
	Group tour travel	34.5
	Business trip	10.3
	Holiday travel	37.3
	Total	100.0

Table 4.3 reveals the frequency dispersion of kinds of trip to South Africa. It shows that Group tour travel and Holiday travel (71.8%) were the major types of

trips to South Africa for people who were planning to visit South Africa. Business trips (10.3%) were also important.

4.3.4 If you plan to travel to South Africa, which of the following intermediaries you prefer to use?

Table 4.4: Kind of intermediary

		Percent
Valid	Tour operator	18.0
	Ticketing agents	12.0
	Travel agent	50.5
	Business trip specialists	17.8
	Friends/relatives who are staying in South Africa	1.8
	Total	100.0

Table 4.4 reveals the frequency dispersion of the use of intermediaries when planning to travel to South Africa by Chinese people. It is clear that more than half of the respondents (50.5%) selected travel agents. This finding is consistent with the literature review (section 2.5.3.3). The results show that travel agents are important intermediaries.

4.3.5 Have you even been aware of, or experienced any promotional campaigns on South African tourism?

This sub-section reveals the results of whether the respondents are aware of the four listed promotional campaigns on South African tourism, which are tourism exhibitions/shows, tourism websites, travel brochures/booklets, and advertising.

4.3.5.1 Promotional campaigns

Table 4.5: Promotional campaigns

Percent		Tourism	Tourism websites	Travel	Advertising
		exhibitions/shows		brochures/booklets	
Valid	Yes	27.0	58.3	26.0	35.5
	No	73.0	41.8	74.0	64.5
	Total	100	100	100	100

Table 4.5 reveals the perceptions of the respondents of the four different promotional campaigns on South African tourism. From the results it is revealed that for tourism websites, more than half of the respondents (58.3%) agreed that they had been aware of this campaign, which means that, except for tourism websites, respondents were not fully informed by the other three kinds of promotional campaigns. South African tourism organizations have not done enough work on promotions in the Chinese market.

4.3.5.2 Do you feel like travelling to South Africa some day as introduced and described by the promotional campaigns if you have been aware of them?

Table 4.6: Do you like to go to South Africa?

		Percent
Valid	Yes	44.0
	No	42.8
	NA	13.3
	Total	100.0

Table 4.6 shows a positive sign to South African tourism and promotional campaigns, since more people (44.0%) answered yes than people (42.8%) who answered no.

4.3.6 Marketing campaigns

Table 4.7: Marketing campaigns

Percent		Product	Price	Advertising	Public relations	Tourism websites	Sponsorship
	Strongly disagree	1.8	2.5	2.5	1.5	1.3	13.3
	Disagree	13.0	27.3	24.5	26.3	25.5	20.5
	Neutral	39.3	42.5	43.8	39.3	35.0	48.3
	Agree	40.3	25.3	24.8	25.3	29.5	16.3
	Strongly agree	5.8	2.5	4.5	7.8	8.8	1.8
	Total	100	100	100	100	100	100

Table 4.7 reveals the perceptions and attitudes of the respondents in this project towards the marketing campaigns that took place in Shanghai. It shows that: nearly half of the respondents (46.1%) believed that the service was satisfactory; only 27.8% agreed that the price was affordable and reasonable; for advertising, 29.3% agreed; for public relations, 33.1% of respondents agreed that public relation activities are satisfied and effective; 38.3% of respondents agreed that they could access tourism websites about South African tourism easily and could get the information needed; only 18.1% of respondents agreed that they were aware of certain South African tourism organizations. Overall, most of the respondents were not satisfied with the effects of marketing campaigns about South African tourism. South African tourism organizations must increase consumer awareness of this country and address negative perceptions by using more aggressive marketing methods in the future if they want to penetrate the Chinese market.

4.3.7 Perceptions of South Africa on different aspects

Table 4.8: Perceptions

Valid percent	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Insecurity (crime/violence)	2.8	9.0	21.3	34.0	33.0	100.0
High cost of travelling	.8	9.3	41.0	43.0	6.0	100.0
Long and tiring journey from China	.3	5.0	13.5	69.0	12.3	100.0
Friendliness of local people	.3	4.0	43.3	48.0	4.5	100.0
Tropical climate	1.5	5.3	36.3	32.8	24.3	100.0
Great variety of wildlife		3.3	26.3	59.0	11.5	100.0
Diamonds and gold		2.0	18.0	61.0	19.0	100.0
High standard of cleanliness and hygiene	2.8	11.5	58.0	26.0	1.8	100.0
High levels of economic development in Africa	2.5	9.5	12.0	52.3	23.8	100.0
Exotic atmosphere	.5	5.3	37.0	33.8	23.5	100.0
Beautiful cities and towns	.5	26.3	44.8	22.5	6.0	100.0
HIV/Aids		2.3	26.0	41.5	30.3	100.0
Handicrafts and souvenirs	1.8	6.5	40.0	43.3	8.5	100.0
Mysterious and different cuisine and food	4.0	22.5	45.3	22.3	6.0	100.0
Cultural diversities	5.8	14.5	27.8	40.3	11.8	100.0

The results of Table 4.8 reveal perceptions of the respondents in this project of South Africa from diverse aspects. Most of the respondents believed that

insecurity (67%), high cost of travelling (49%), long and tiring journey from China (81.3%) and HIV/Aids (71.8%) were important factors which had a negative impact on their perceptions on South African tourism. On the other hand, most of respondents showed positive attitudes towards several aspects of tourism in South Africa, for example, 52.5% of respondents believed that South African people are friendly; 70.5% of them agreed that South Africa has a great variety of wildlife; 80% of them believed that diamonds and gold are remarkable characteristics of South African tourism; 76.1% of them knew that South Africa enjoys the highest economic development level in Africa. All of these perceptions imply that South Africa, as a tourism destination, enjoys a relatively high reputation in China, and most of the Chinese people have quite a good knowledge of South Africa. Therefore, tourism marketers need effective strategies to market South Africa aggressively in China to ensure that tourism continues to contribute significantly to the South African economic development.

4.3.8 Travel motivations to visit South Africa

Table 4.9: Motivations

Valid percent	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
World famous attractions (e.g. Cape of Good Hope)	.3	3.3	22.5	40.0	34.0	100.0
African wildlife and distinct culture	.5	6.8	37.0	34.5	21.3	100.0
Diversity in landscape & scenery	1.0	9.0	36.8	45.3	8.0	100.0
African cuisine	4.8	20.0	47.0	22.5	5.8	100.0
Shopping entertainment	6.0	38.5	29.0	24.8	1.8	100.0
Go to places friends not visited	4.0	19.3	37.5	25.5	13.8	100.0
Gambling/Casino	8.3	32.3	44.8	13.3	1.5	100.0
To visit historical attractions	6.3	27.3	33.8	30.5	2.3	100.0
Travel agent promotion (good package)	8.0	28.5	52.5	10.3	.8	100.0
Rest and relaxation	2.5	16.5	29.5	43.5	8.0	100.0
Business travel	8.0	38.3	37.8	13.5	2.5	100.0
To seek adventure and pleasure	6.8	22.5	44.8	19.8	6.3	100.0

The results of Table 4.9 reveal the perceptions of the respondents in this project towards travel motivations. Amongst of all the motivations listed in this table, the highest one is World famous attractions (e.g. Cape of Good Hope). 74% of respondents agreed that the Cape of Good Hope was their primary motivation for visiting this country. This finding implies that Cape Town, including Cape of Good Hope, is the Chinese tourists' favourite and most wanted place to visit in South Africa. More than half of the respondents acknowledge that African wildlife and distinct culture (55.8%), diversity in landscape and scenery (53.3%), and rest and relaxation (51.5%) were also the main motivations of visiting South Africa. In contrast, only 28.3%, 26.6%, 26.1%, 14.8%, 11.1% of the respondents identified African cuisine, shopping entertainment, to seek adventure and pleasure, gambling/casino, and travel agent promotion (good package) as motivations, which means that these aspects are playing less important roles when Chinese people are selecting South Africa as a tourism

destination.

4.3.9 Would you like to travel to South Africa in the future?

Table 4.10: The likelihood of travelling to South Africa

		Percent
Valid	Yes	61.0
	No	39.0
	Total	100.0

Table 4.10 reveals the perceptions of respondents towards the likelihood that they will travel to South Africa in the future. More than half of respondents (61.0%) expressed the positive answer, while 39.0% replied in the negative. This finding reveals that Chinese tourists would be keen to visit South Africa. This positive sentiment is encouraging for the South African tourism industry. This result is in line with the literature review (section 2.3.3) that, in recent years, there has been a steady growth of Chinese people travelling to South Africa, and the positive attitude towards South Africa by Chinese people seems to be an important reason why the Chinese outbound tourism to South Africa showed a positive growth in these years.

4.4 Comparison dispersion Statistics

4.4.1 Gender

Table 4.11: Comparison dispersion statistics Q1–Q10

% of Total

		Q10 : Respondent Gender		Total
		Male	Female	
Q1: Which one of the following countries/regions you are most likely to visit in the future?	Australia, New Zealand	5.8%	4.5%	10.3%
	Canada	4.0%	4.5%	8.5%
	Europe	8.0%	10.3%	18.3%
	Hong Kong, Macau	10.3%	8.5%	18.8%
	Japan, Korea	5.0%	3.8%	8.8%
	Middle East	1.3%	.5%	1.8%
	USA	6.3%	5.0%	11.3%
	South America	2.5%	1.8%	4.3%
	Southern Africa (South Africa included)	2.0%	1.3%	3.3%
	South-Eastern Asian countries	8.3%	5.5%	13.8%
	Other	.5%	.8%	1.3%
Total	53.8%	46.3%	100.0%	

Table 4.11 reveals the comparative descriptive results of perceptions' dispersion of the respondents as per gender groups. Only 3.3% of the respondents stated that Southern Africa (South Africa included) would be the next destination to visit. In terms of gender dispersion, it is clear that there were more male respondents (2.0%) than female respondents (1.3%) who choose South Africa as the next travel destination.

4.4.2 Age

Table 4.12: Comparison dispersion statistics Q7.1–Q11

% of Total

		Q11 : Respondent age group						Total
		Under 20	20-29	30-39	40-49	50-60	Over 60	
Q7.1: Insecurity (crime/violence)	Strongly disagree	.3%	2.0%		.5%			2.8%
	Disagree	.3%	3.0%	2.5%	3.0%	.3%		9.0%
	Neutral	.8%	3.8%	7.5%	7.8%	1.5%		21.3%
	Agree	.8%	10.3%	9.8%	5.0%	6.8%	1.5%	34.0%
	Strongly agree	1.0%	8.0%	10.5%	11.0%	2.3%	.3%	33.0%
Total		3.0%	27.0%	30.3%	27.3%	10.8%	1.8%	100.0%

Table 4.12 reveals the comparative descriptive results of the perceptions' dispersion of the respondents as per age group. The results clearly exhibit a dispersion of the respondents among the different age groups. Ages of respondents increase in the ranges of under 20 to 40-49. These respondents are concerned about security issues in South Africa. However, in the ranges of 50-60 to over 60, people are relatively not paying much attention on this country's safety problem.

4.4.3 Income levels

Table 4.13: Comparison dispersion statistics Q7.2–Q12

% of Total

		Q12 : Respondent monthly income					Total
		Less than RMB3000	RMB3000 -4999	RMB5000 -6999	RMB7000- 9000	Above RMB9000	
Q7.2: High cost of traveling	Strongly disagree		.3%		.5%		.8%
	Disagree	2.0%	5.0%	1.8%	.5%		9.3%
	Neutral	4.8%	19.0%	11.0%	5.0%	1.3%	41.0%
	Agree	9.0%	19.3%	7.5%	5.8%	1.5%	43.0%
	Strongly disagree	.8%	2.3%	2.0%	.5%	.5%	6.0%
Total		16.5%	45.8%	22.3%	12.3%	3.3%	100.0%

Table 4.13 reveals the comparative descriptive results of the perceptions' dispersion of the respondents as per age group. The results clearly exhibit dispersion of respondents from the different income groups. Nearly half of the respondents' (45.8%) monthly incomes are between RMB3000-4999, and 21.6% of the total respondents—which accounts for nearly half of the RMB3000-4999 respondents—believe that the cost of travelling to South Africa is high. It is noted that even for the respondents with relatively high monthly incomes (RMB7000-9000 and RMB9000 and above), there are still more than half of them (51% and 61%) who believe that to travel to South Africa is expensive. The result reflects that most of the Chinese tourists assume that South Africa is priced relatively high in the market compared to other long-haul tourism destinations. This finding is consistent with literature review in section 2.5.3.1.

4.4.4 Education levels

Table 4.14: Comparison dispersion statistics Q9–Q13

% of Total

		Q13 : Respondent Educational level						Total
		Under matric	Matric	Diploma	B.Degree	Master Degree	Above Master Degree	
Q9: Would you like to travel to South Africa in the future?	Yes	4.5%	6.3%	21.5%	20.0%	7.5%	1.3%	61.0%
	No	4.5%	5.8%	11.5%	12.3%	2.8%	2.3%	39.0%
Total		9.0%	12.0%	33.0%	32.3%	10.3%	3.5%	100.0%

Table 4.14 reveals the comparative descriptive results of the perceptions' dispersion of the respondents as per age group. The results clearly exhibit dispersion of the respondents from the different income groups. The results reveal that 61% of respondents stated that they would like to take a trip to South Africa in the future, and respondents with a diploma and a B. degree make up the majority (41.5%) of this group. Hence, respondents with relatively high educational levels are more inclined to travel to South Africa.

4.5 Central tendency statistics

4.5.1 Questions 6.1-6.6

Table 4.15: Central tendency statistics Q6.1-Q6.6

		Q6.1	Q6.2	Q6.3	Q6.4	Q6.5	Q6.6
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
Mean		3.00	3.00	3.00	3.00	3.00	3.00
Mode		4	3	3	3	3	3
Std. Deviation		.843	.852	.879	.935	.957	.946

Table 4.15 reveals the central tendency statistical results for the study statements Q6.1 to Q6.6

The measurement scale code is interpreted as:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

1) Mean

The mean results are as follows:

- The study variables for questions 6.1, 6.2, 6.3, 6.4, 6.5 and 6.6 have a mean value of 3.00. This value reveals that the respondents who participated in this project have articulated in average perception of neutral towards the above-mentioned study variables.

2) Mode

- The study variables for question 6.1 has a mode value of 4.00, which indicates agree is mode perception of the respondents;
- The study variables for questions 6.2, 6.3, 6.4, 6.5 and 6.6 have a mode value of 3.00, which indicates that neutral is the mode perception of the respondents.

3) The Standard Deviation

- The study variables for questions 6.1, 6.2, 6.3, 6.4, 6.5 and 6.6 have a standard deviation ranging from 0.843 to 0.957, which reveal statistically significant differences in respondents' perceptions.

4.5.2 Questions 7.1-7.5

Table 4.16: Central tendency statistics Q7.1-Q7.5

		Q7.1	Q7.2	Q7.3	Q7.4	Q7.5
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
Mean		4.00	3.00	4.00	4.00	4.00
Mode		4	4	4	4	3
Std. Deviation		1.064	.773	.683	.660	.938

Table 4.16 reveals central tendency statistical results for the study statements Q7.1 to Q7.5

The measurement scale code is interpreted as:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

1) Mean

The mean results are as follows:

- ⊙ The question 7.2 study variable has a mean value of 3.00, which is very neutral and indicates that the respondents have articulated an average perception;
- ⊙ The study variables for questions 7.1, 7.3, 7.4 and 7.4 have a mean value of 4.00, which reveals that 'agree' is the mean perception of the respondents.

2) Mode

- ⊙ The study variable for question Q7.5 has a mode value of 3.00, which indicates that 'neutral' is the mode perception of the respondents;

- The study variables for questions 7.1, 7.2, 7.3 and 7.4 have a mode value of 4.00, which indicates that 'agree' is the mode perception of the respondents.

3) The standard deviation

- The study variables for questions 7.1, 7.2, 7.3, 7.4 and 7.5 have standard deviations ranging from 0.660 to 1.064, which reveal that there is a statistically significant difference in respondents' perceptions.

4.5.3 Questions 7.6–7.10

Table 4.17: Central tendency statistics Q7.6-Q7.10

		Q7.6	Q7.7	Q7.8	Q7.9	Q7.10
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
Mean		4.00	4.00	3.00	4.00	4.00
Mode		4	4	3	4	3
Std. Deviation		.681	.671	.735	.971	.893

Table 4.17 reveals the central tendency statistical results for the study statements Q7.6 to Q7.10

The measurement scale code is interpreted as:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

1) Mean

The mean results are as follows:

- The study variable for question 7.8 has a mean value of 3.00, which is very neutral and indicates that the respondents have articulated an

3 = Neutral

4 = Agree

5 = Strongly agree

1) Mean

The mean results are as follows:

- ⊙ The study variables for questions 7.11, 7.14 and 7.15 have a mean value of 3.00, which is very neutral and indicates that the respondents have articulated an average perception;
- ⊙ The study variables for questions 7.12, 7.13 have a mean value of 4.00, which reveals that 'agree' is the mean perception of the respondents.

2) Mode

- ⊙ The study variables for questions 7.11 and 7.14 have a mode value of 3.00, which indicates that 'neutral' is the mode perception of the respondents;
- The study variables for questions 7.12, 7.13 and 7.15 have a mode value of 4.00, which indicates that 'agree' is the mode perception of respondents.

3) The standard deviation

- ⊙ The study variables for questions 7.11, 7.12, 7.13, 7.14 and 7.15 have standard deviations ranging from 0.809 to 1.1053, which reveal statistically significant differences in respondents' perceptions.

4.5.5 Questions 8.1–8.6

Table 4.19: Central tendency statistics Q8.1-Q8.6

		Q8.1	Q8.2	Q8.3	Q8.4	Q8.5	Q8.6
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
Mean		4.00	4.00	4.00	3.00	3.00	3.00
Mode		4	3	4	3	2	3
Std. Deviation		.847	.897	.807	.919	.946	1.046

Table 4.19 reveals the central tendency statistical results for the study statements Q8.1 to Q8.6

The measurement scale code is interpreted as:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

1) Mean

The mean results are as follows:

- ⊙ The study variables for questions 8.4, 8.5 and 8.6 have a mean value of 3.00, which is very neutral and indicates that the respondents have articulated an average perception;
- ⊙ The study variables for questions 8.1, 8.2 and 8.3 have a mean value of 4.00, which reveals that 'agree' is the mean perception of the respondents.

2) Mode

- The study variable for question 8.5 has a mode value of 2.0, which reveals that 'disagree' is the mode perception of respondents;
- The study variables for questions 8.2, 8.4 and 8.6 have a mode value of 3.00,

which indicates that 'neutral' is the mode perception of the respondents;

- The study variables for questions 8.1 and 8.3 have a mode value of 4.00, which indicates that 'agree' is the mode perception of the respondents.

3) The standard deviation

- The study variables for questions 8.1, 8.2, 8.3, 8.4, 8.5 and 8.6 have standard deviations ranging from 0.807 to 1.046, which reveal that there are statistically significant differences in respondents' perceptions.

4.5.6 Questions 8.7–8.12

Table 4.20: Central tendency statistics Q8.7-Q8.12

		Q8.7	Q8.8	Q8.9	Q8.10	Q8.11	Q8.12
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
Mean		3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	4	2	3
Std. Deviation		.861	.958	.795	.937	.901	.971

Table 4.20 reveals the central tendency statistical results for the study statements Q8.7 to Q8.12

The measurement scale code is interpreted as:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

1) Mean

The mean results are as follows:

- The study variables for questions 8.1, 8.2, 8.3, 8.4, 8.5 and 8.6 have a mean value of 3.00, which reveals that the respondents who participated in this project articulated an average perception of neutral towards the above- mentioned study variables.

2) Mode

- The study variable for question 8.11 has a mode value of 2.0, which reveals that 'disagree' is the mode perception of the respondents;
- The study variables for questions 8.7, 8.8, 8.9 and 8.12 have a mode value of 3.00, which indicates that 'neutral' is the mode perception of the respondents;
- The study variable for question 8.10 has a mode value of 4.00, which indicates that 'agree' is the mode perception of the respondents.

3) The standard deviation

- The study variables for questions 8.7, 8.8, 8.9, 8.10, 8.11 and 8.12 have standard deviations ranging from 0.795 to 0.971, which reveal that these variables have statistically significant differences in the respondents' perceptions.

4.6 Correlations

4.6.1 Correlation scale (Interpretation rules)

- 1) If the significance value (p value) $p \leq 0.05$, then there is statistically significant correlation; if p value is greater than 0.05, statistically there is no significant correlation.
- 2) Pearson correlation coefficient (r) values starts from -1 to +1.
- 3) A - means negative correlation (If one variable increases, the other variable will decrease).

4) A + means positive relationship. (If one variable increases, the other variable will also increase)

5) - or + indicates direction of relationship between two variables.

6) Strength relationship:

$r = .10$ to $.29$ or $-.10$ to $-.29$ small (moderate) correlation

$r = .30$ to $.49$ or $-.30$ to $-.49$ medium correlation

$r = .50$ to 1.0 or $-.50$ to -1.0 large (strong) correlation

4.6.2 Interpretations of questions 6.1–6.6

Table 4.21: Correlations: question 6

		Correlations		
		SV6.4	SV6.5	SV6.6
SV6.1	Pearson Correlation	.349**	.268**	.335**
	Sig. (2-tailed)	.000	.000	.000
	N	400	400	400
SV6.2	Pearson Correlation	.383**	.287**	.217**
	Sig. (2-tailed)	.000	.000	.000
	N	400	400	400
SV6.3	Pearson Correlation	.326**	.291**	.330**
	Sig. (2-tailed)	.000	.000	.000
	N	400	400	400

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

The correlation results of Table 4.21 reveal that:

- ⊗ Q6.1 with Q6.4, Q6.5, and Q6.6 have a p value of 0.000. This p value is less than 0.05 which indicates that Q6.1 with Q6.4, Q6.5, and Q6.6 have a statistically significant correlation. The positive signs in front of Q6.4, Q6.5, and Q6.6 indicate positive correlations. The Pearson product correlation coefficient r values are 0.349, 0.268, and 0.335 which indicate a medium correlation between Q6.1 and Q6.4, a small correlation between Q6.1 and Q6.5, and a medium correlation between Q6.1 and Q6.6.

- Q6.2 with Q6.4, Q6.5, and Q6.6 have a p value of 0.000. This p value is less than 0.05 which indicates that Q6.2 with Q6.4, Q6.5, and Q6.6 have a statistically significant correlation. The positive signs in front of Q6.4, Q6.5, and Q6.6 indicate positive correlations. The Pearson product correlation coefficient r values are 0.383, 0.287, and 0.217 which indicate a medium correlation between Q6.2 and Q6.4, and a small correlation between Q6.2 and Q6.5, Q6.6.
- Q6.3 with Q6.4, Q6.5, and Q6.6 have a p value of 0.000. This p value is less than 0.05 which indicates that Q6.3 with Q6.4, Q6.5, and Q6.6 have a statistically significant correlation. The positive signs in front of Q6.4, Q6.5, and Q6.6 indicate positive correlations. The Pearson product correlation coefficient r values are 0.326, 0.291, and 0.330 which indicate a medium correlation between Q6.3 and Q6.4, and Q6.6, and a small correlation between Q6.3 and Q6.5.

4.6.3 Interpretations of questions 7.1–7.15

Table 4.22: Correlations: question 7

Correlations

		SV7.6	SV7.7	SV7.8	SV7.9	SV7.10
SV7.1	Pearson Correlation	-.074	.106*	-.063	.057	-.044
	Sig. (2-tailed)	.141	.034	.207	.256	.377
	N	400	400	400	400	400
SV7.2	Pearson Correlation	-.235**	-.110*	-.089	-.123*	-.010
	Sig. (2-tailed)	.000	.028	.076	.014	.836
	N	400	400	400	400	400
SV7.3	Pearson Correlation	-.060	-.035	.080	.079	-.120*
	Sig. (2-tailed)	.228	.483	.111	.115	.016
	N	400	400	400	400	400
SV7.4	Pearson Correlation	.160**	.132**	.118*	.149**	-.032
	Sig. (2-tailed)	.001	.008	.019	.003	.527
	N	400	400	400	400	400
SV7.5	Pearson Correlation	.047	-.013	.038	-.104*	.280**
	Sig. (2-tailed)	.345	.797	.447	.037	.000
	N	400	400	400	400	400

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

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

Correlations

		SV7.11	SV7.12	SV7.13	SV7.14	SV7.15
SV7.1	Pearson Correlation	.066	.125*	-.069	.087	-.079
	Sig. (2-tailed)	.187	.012	.166	.081	.117
	N	400	400	400	400	400
SV7.2	Pearson Correlation	-.135**	.242**	.036	-.030	-.175**
	Sig. (2-tailed)	.007	.000	.470	.544	.000
	N	400	400	400	400	400
SV7.3	Pearson Correlation	-.117*	.040	-.063	.051	-.014
	Sig. (2-tailed)	.019	.422	.210	.309	.787
	N	400	400	400	400	400
SV7.4	Pearson Correlation	.175**	-.115*	-.040	.120*	.122*
	Sig. (2-tailed)	.000	.022	.425	.016	.015
	N	400	400	400	400	400
SV7.5	Pearson Correlation	-.056	.207**	.097	.096	-.039
	Sig. (2-tailed)	.261	.000	.054	.055	.440
	N	400	400	400	400	400

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

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

The correlation results of Table 4.22 reveal that:

- Q7.1 with Q7.7 have a p value 0.034. This p value is less than 0.05, which indicates that Q7.1 with Q7.7 have a statistically significant correlation. The positive sign in front of Q7.7 indicates a positive correlation. The Pearson product correlation coefficient r value of 0.106 indicates a moderate correlation between them. Q7.1 with Q7.6, Q7.8, Q7.9, and Q7.10 have p values of 0.141, 0.207, 0.256, and 0.377 and these p values are above 0.05, which indicates the Q7.1 with Q7.6, Q7.8, Q7.9, and Q7.10 do not have statistically significant correlations.
- Q7.2 with Q7.6, Q7.7, and Q7.9 have p values of 0.00, 0.028 and 0.014, and these p values are less than 0.05, which indicates the Q7.2 with Q7.6, Q7.7, and Q7.9 have statistically significant correlations. The negative sign in front of Q7.6, Q7.7, and Q7.9 indicates negative correlations. The Pearson product correlation coefficient r values are -0.235, -0.110, and -0.123, which indicate a small correlation between Q7.2 and Q7.6, Q7.7, and Q7.9. Q7.2 with Q7.8 and Q7.10 have p values of 0.076 and 0.836 and these p values are above 0.05, which indicates the Q7.2 with Q7.8 and Q7.10 do not have statistically significant correlations.
- Q7.3 with Q7.10 have a p value of 0.016. This p value is less than 0.05, which indicates the Q7.3 with Q7.10 have a statistically significant correlation. The negative sign in front of Q7.10 indicates a negative correlation. The Pearson product correlation coefficient r value -0.120 indicates a small correlation between them. Q7.3 with Q7.6, Q7.7, Q7.8, and Q7.9 have p values of 0.228, 0.483, 0.111, and 0.115 and these p values are above 0.05, which indicates that Q7.3 with Q7.6, Q7.7, Q7.8, and Q7.9 do not have statistically significant correlations.
- Q7.4 with Q7.10 have a p value of 0.527. This p value is above 0.05, which indicates that Q7.4 with Q7.10 have no statistically significant correlations.

Q7.4 with Q7.6, Q7.7, Q7.8, and Q7.9 have p values 0.001, 0.008, 0.019, and 0.003, and these p values are less than 0.05, which indicates that Q7.4 with Q7.6, Q7.7, Q7.8, and Q7.9 have statistically significant correlations. The positive signs in front of Q7.6, Q7.7, Q7.8, and Q7.9 indicate positive correlations. The Pearson product correlation coefficient r values are 0.160, 0.132, 0.118, and 0.149, which indicate a medium correlation between Q7.4 and Q7.7, and a small correlation between Q7.7 and Q7.6, Q7.8, and Q7.9.

- Q7.5 with Q7.6, Q7.7, and Q7.8 have p values of 0.345, 0.797, and 0.447, and these p values are above 0.05, which indicates that Q7.5 with Q7.6, Q7.7, and Q7.8 do not have statistically significant correlations. Q7.5 with Q7.9 and Q7.10 have p values of 0.037, and 0.000, and these p values are less than 0.05, which indicates that Q7.5 with Q7.9, and Q7.10 have statistically significant correlations. The negative sign in front of Q7.9 indicates a negative correlation, and the positive sign in front of Q7.10 indicates a positive correlation. The Pearson product correlations coefficient r values are -0.104, and 0.280, which indicate small correlations between Q7.5 and Q7.9, and Q7.10.
- Q7.1 with Q7.11, Q7.13, Q7.14, and Q7.15 have p values of 0.187, 0.166, 0.081, and 0.117. These p values are above 0.05, which indicates that Q7.1 with Q7.11, Q7.13, Q7.14, and Q7.15 have no statistically significant correlations. Q7.1 with Q7.12 have a p value of 0.012. This p value is less than 0.05, which indicates that Q7.1 with Q7.12 have a statistically significant correlation. The positive sign in front of Q7.12 indicates a positive correlation. The Pearson product correlation coefficient r value of 0.125 indicates a small correlation between them.
- Q7.2 with Q7.13, and Q7.14, have p values of 0.470, and 0.544. These p values are above 0.05, which indicates that Q7.2 with Q7.13, and Q7.14 have no statistically significant correlations. Q7.2 with Q7.11, Q7.12, and

Q7.15 have a p value of 0.000, and this p value is less than 0.05 which indicates that Q7.2 with Q7.11, Q7.12, and Q7.15 have statistically significant correlations. The negative signs in front of Q7.11 and Q7.15 indicate negative correlations, and the positive sign in front of Q7.12 indicates a positive correlation. The Pearson product correlation coefficient r values of -0.135, 0.242, and -0.175 indicate small correlations between them.

- ⊙ Q7.3 with Q7.12, Q7.13, Q7.14, and Q7.15 have p values of 0.422, 0.210, 0.309, and 0.787 and these p values are above 0.05, which indicates that Q7.3 with Q7.12, Q7.13, Q7.14, and Q7.15 do not have statistically significant correlations. Q7.3 with Q7.11 have a p value of 0.019. This p value is less than 0.05, which indicates that Q7.3 with Q7.11 have a statistically significant correlation. The negative sign in front of Q7.11 indicates a negative correlation. The Pearson product correlation coefficient r value of -0.117 indicates a small correlation between them.
- Q7.4 with Q7.11, Q7.12, Q7.14, and Q7.15 have p values 0.00, 0.022, 0.016, and 0.015. These p values are less than 0.05, which indicates that Q7.4 with Q7.11, Q7.12, Q7.14, and Q7.15 have statistically significant correlations. The negative sign in front of Q7.12 indicates a negative correlation, and the positive signs in front of Q7.11, Q7.14, and Q7.15 indicate positive correlations. The Pearson product correlation coefficient r values of 0.175, -0.115, 0.120, and 0.122 indicate small correlations between them. Q7.4 with Q7.13 have a p value of 0.425, and this p value is above 0.05, which indicates the Q7.4 with Q4.13 do not have statistically significant correlations.
- ⊙ Q7.5 with Q7.11, Q7.13, Q7.14, and Q7.15 have p values of 0.261, 0.054, 0.055, and 0.440, and these p values are above 0.05, which indicates that Q7.5 with Q7.11, Q7.13, Q7.14, and Q7.15 have no statistically significant

correlations. Q7.5 with Q7.12 has a p value of 0.000. This p value is less than 0.05, which indicates that Q7.5 with Q7.12 have a statistically significant correlation. The positive sign in front of Q7.12 indicates a positive correlation. The Pearson product correlation coefficient r value of 0.207 indicates a small correlation between them.

4.6.4 Interpretations of questions 8.1–8.12

Table 4.23: Correlations: question 8

		Correlations					
		SV8.7	SV8.8	SV8.9	SV8.10	SV8.11	SV8.12
SV8.1	Pearson Correlation	.002	.123*	-.065	.100*	.004	-.016
	Sig. (2-tailed)	.971	.014	.195	.046	.944	.745
	N	400	400	400	400	400	400
SV8.2	Pearson Correlation	-.068	.237**	-.047	.160**	-.009	.139**
	Sig. (2-tailed)	.174	.000	.352	.001	.854	.005
	N	400	400	400	400	400	400
SV8.3	Pearson Correlation	.023	.196**	.074	.128*	.072	.098
	Sig. (2-tailed)	.649	.000	.142	.010	.151	.051
	N	400	400	400	400	400	400
SV8.4	Pearson Correlation	.186**	.162**	.140**	.137**	.137**	.024
	Sig. (2-tailed)	.000	.001	.005	.006	.006	.627
	N	400	400	400	400	400	400
SV8.5	Pearson Correlation	.206**	.146**	.149**	.149**	.071	.174**
	Sig. (2-tailed)	.000	.003	.003	.003	.156	.000
	N	400	400	400	400	400	400
SV8.6	Pearson Correlation	.163**	-.055	.135**	.115*	-.115*	.056
	Sig. (2-tailed)	.001	.270	.007	.022	.022	.260
	N	400	400	400	400	400	400

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

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

The correlation results of Table 4.23 reveal that:

- ⊙ Q8.1 with Q8.7, Q8.9, Q8.11, and Q8.12 have p values of 0.971, 0.195, 0.944, and 0.745 and these p values are above 0.05, which indicates the Q8.1 with Q8.7, Q8.9, Q8.11, and Q8.12 do not have statistically significant correlations. Q8.1 with Q8.8, and Q8.10 have p values of 0.014, and 0.046, and these p values are less than 0.05, which indicates that Q8.1 with Q8.8, and Q8.10 have statistically significant correlations. The positive signs in front of Q8.8, and Q8.10 indicate positive correlations. The Pearson product correlation coefficient r values of 0.123, and 0.100 indicate small correlations between them.
- ⊙ Q8.2 with Q8.7, Q8.9, and Q8.11 have p values of 0.174, 0.352, and 0.854, and these p values are above 0.05, which indicates that Q8.2 with Q8.7, Q8.9, and Q8.11 do not have statistically significant correlations. Q8.2 with

Q8.8, Q8.10, and Q8.12 have p values of 0.000, 0.001, and 0.005. These p values are less than 0.05, which indicates that Q8.2 with Q8.8, Q8.10, and Q8.12 have statistically significant correlations. The positive signs in front of Q8.8, Q8.10, and Q8.12 indicate positive correlations. The Pearson product correlation coefficient r values of 0.237, 0.160, and 0.139 indicate small correlations between them.

- ⊗ Q8.3 with Q8.7, Q8.9, Q8.11, and Q8.12 have p values of 0.649, 0.142, 0.151, and 0.051, and these p values are above 0.05, which indicates that Q8.3 with Q8.7, Q8.9, Q8.11, and Q8.12 do not have statistically significant correlations. Q8.3 with Q8.8, Q8.10 have p values of 0.000, and 0.010. These p values are less than 0.05, which indicates that Q8.3 with Q8.8, and Q8.10 have statistically significant correlations. The positive signs in front of Q8.8, and Q8.10 indicate positive correlations. The Pearson product correlation coefficient r values of 0.196, and 0.128 indicate small correlations between them.
- Q8.4 with Q8.12 have a p value of 0.627, and this p value is above 0.05, which indicates that Q8.4 with Q8.12 do not have statistically significant correlations. Q8.4 with Q8.7, Q8.8, Q8.9, Q8.10, and Q8.11 have p values of 0.000, 0.001, 0.005, 0.006, and 0.006, and these p values are less than 0.05, which indicates that Q8.4 with Q8.7, Q8.8, Q8.9, Q8.10, and Q8.11 have statistically significant correlations. The positive signs in front of Q8.7, Q8.8, Q8.9, Q8.10, and Q8.11 indicate positive correlations. The Pearson product correlation coefficient r values of 0.186, 0.162, 0.140, 0.137, and 0.137 indicate small correlations between them.
- ⊗ Q8.5 with Q8.11 have a p value of 0.156, and this p value is above 0.05, which indicates that Q8.5 with Q8.11 do not have statistically significant correlations. Q8.5 with Q8.7, Q8.8, Q8.9, Q8.10, and Q8.12 have p values of 0.000, 0.003, 0.003, 0.003, and 0.000, and these p values are less than

0.05, which indicates that Q8.5 with Q8.7, Q8.8, Q8.9, Q8.10, and Q8.12 have statistically significant correlations. The positive signs in front of Q8.7, Q8.8, Q8.9, Q8.10, and Q8.12 indicate positive correlations. The Pearson product correlation coefficient r values of 0.206, 0.146, 0.149, 0.149, and 0.174 indicate small correlations between them.

- Q8.6 with Q8.8, and Q8.12 have p values of 0.270, and 0.260 and these p values are above 0.05, which indicates that Q8.6 with Q8.8, and Q8.12 do not have statistically significant correlations. Q8.6 with Q8.7, Q8.9, Q8.10, and Q8.11 have p values of 0.001, 0.007, 0.022, and 0.022, these p values are less than 0.05, which indicates that Q8.6 with Q8.7, Q8.9, Q8.10, and Q8.11 have statistically significant correlations. The negative sign in front of Q8.11 indicates a negative correlation, and the positive signs in front of Q8.7, Q8.9, and Q8.10 indicate positive correlations. The Pearson product correlation coefficient r values of 0.163, 0.135, 0.115, and -0.115 indicate small correlations between them.

4.7 T-Test

4.7.1 Interpretation rules

- If the p value is less than or equal to 0.05, statistically there is a significant difference between the different groups, opinions.
- If the p value is greater than 0.05, statistically there is no significant difference between the different groups, opinions.

4.7.2 T-test gender of questions 6.1–6.6

Table 4.24: T-test: question 6

		t	df	Sig. (2-tailed)
SV6.1	Equal variances assumed	.620	398	.536
	Equal variances not assumed	.619	385.924	.537
SV6.2	Equal variances assumed	-.200	398	.842
	Equal variances not assumed	-.199	383.844	.842
SV6.3	Equal variances assumed	1.355	398	.176
	Equal variances not assumed	1.353	387.556	.177
SV6.4	Equal variances assumed	.565	398	.572
	Equal variances not assumed	.565	386.682	.573
SV6.5	Equal variances assumed	-1.137	398	.256
	Equal variances not assumed	-1.138	390.310	.256
SV6.6	Equal variances assumed	-1.744	398	.082
	Equal variances not assumed	-1.744	389.266	.082

The T-test results of Table 4.24 reveal that:

The p significance values are 0.536, 0.842, 0.176, 0.572, 0.256, and 0.082 for Q6.1, Q6.2, Q6.3, Q6.4, Q6.5, and Q6.6, respectively. These values, which are above 0.05, reveal that statistically there is no significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males' and females' opinions towards the study statements).

4.7.3 T-test gender of questions 7.1–7.5

Table 4.25: T-test: question 7

		t	df	Sig. (2-tailed)
SV7.1	Equal variances assumed	.676	398	.500
	Equal variances not assumed	.673	382.647	.501
SV7.2	Equal variances assumed	1.410	398	.159
	Equal variances not assumed	1.405	382.584	.161
SV7.3	Equal variances assumed	-1.057	398	.291
	Equal variances not assumed	-1.059	391.554	.290
SV7.4	Equal variances assumed	-.285	398	.776
	Equal variances not assumed	-.283	380.242	.777
SV7.5	Equal variances assumed	-1.602	398	.110
	Equal variances not assumed	-1.587	370.826	.113

The T-test results of Table 4.25 reveal that:

The p significance values are 0.500, 0.159, 0.291, 0.776, and 0.110 for Q7.1, Q7.2, Q7.3, Q7.4, and Q7.5, respectively. These values, which are above 0.05, reveal that there is no statistically significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males', and females' opinions towards the study statements).

4.7.4 T-test gender of questions 7.6–7.10

Table 4.26: T-test: question 7

		t	df	Sig. (2-tailed)
SV7.6	Equal variances assumed	-.487	398	.626
	Equal variances not assumed	-.492	397.502	.623
SV7.7	Equal variances assumed	-2.185	398	.029
	Equal variances not assumed	-2.173	379.079	.030
SV7.8	Equal variances assumed	-.664	398	.507
	Equal variances not assumed	-.662	384.271	.508
SV7.9	Equal variances assumed	1.210	398	.227
	Equal variances not assumed	1.191	353.377	.234
SV7.10	Equal variances assumed	-.581	398	.562
	Equal variances not assumed	-.571	350.516	.568

The T-test results of Table 4.26 reveal that:

- ⊙ The p significance values are 0.626, 0.507, 0.227, and 0.562 for Q7.6, Q7.8, Q7.9, and Q7.10, respectively. These values, which are above 0.05, reveal that there is no statistically significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males' and females' opinions towards the study statements).
- ⊙ The p significance value is 0.029 for Q7.7. This value reveals that there is a statistically significant difference between the gender groups' (males and females) perceptions towards the above study statement Q7.7 (This finding means that males and females have different types of perceptions towards the study variables and a huge difference exists in males' and females' opinions towards the study statements).

4.7.5 T-test gender of questions 7.11–7.15

Table 4.27: T-test: question 7

		t	df	Sig. (2-tailed)
SV7.11	Equal variances assumed	-1.583	398	.114
	Equal variances not assumed	-1.568	369.965	.118
SV7.12	Equal variances assumed	.067	398	.947
	Equal variances not assumed	.067	392.115	.947
SV7.13	Equal variances assumed	.366	398	.714
	Equal variances not assumed	.364	379.623	.716
SV7.14	Equal variances assumed	-.551	398	.582
	Equal variances not assumed	-.549	382.241	.584
SV7.15	Equal variances assumed	2.869	398	.004
	Equal variances not assumed	2.865	387.406	.004

The T-test results of Table 4.27 reveal that:

- ⊙ The p significance values are 0.114, 0.947, 0.714, and 0.582 for Q7.11, Q7.12, Q7.13, and Q7.14, respectively. These values, which are above 0.05, reveal that there is no statistically significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males' and females' opinions towards the study statements).
- ⊙ The p significance value is 0.004 for Q7.15. This value reveals that there is a statistically significant difference between the gender groups' (males and females) perceptions towards the above study statement Q7.15 (This finding means that males and females have different types of perceptions towards the study variables and there is a huge difference between males' and females' opinions towards the study statements).

4.7.6 T-test gender of questions 8.1 – 8.6

Table 4.28: T-test: question 8

		t	df	Sig. (2-tailed)
SV8.1	Equal variances assumed	.339	398	.735
	Equal variances not assumed	.337	378.991	.737
SV8.2	Equal variances assumed	-.993	398	.321
	Equal variances not assumed	-.987	377.367	.324
SV8.3	Equal variances assumed	-.377	398	.706
	Equal variances not assumed	-.376	385.275	.707
SV8.4	Equal variances assumed	-1.056	398	.292
	Equal variances not assumed	-1.046	370.472	.296
SV8.5	Equal variances assumed	-1.290	398	.198
	Equal variances not assumed	-1.287	384.898	.199
SV8.6	Equal variances assumed	.061	398	.951
	Equal variances not assumed	.061	384.958	.951

The T-test results of Table 4.28 reveal that:

The p significance values are 0.735, 0.321, 0.706, 0.292, 0.198, and 0.951 for Q8.1, Q8.2, Q8.3, Q8.4, Q8.5, and Q8.6, respectively. These values, which are above 0.05, reveal that there is no statistically significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males' and females' opinions towards the study statements).

4.7.7 T-test gender of questions 8.7-8.12

Table 4.29: T-test: question 8

		t	df	Sig. (2-tailed)
SV8.7	Equal variances assumed	-.596	398	.551
	Equal variances not assumed	-.599	394.340	.550
SV8.8	Equal variances assumed	-.815	398	.416
	Equal variances not assumed	-.809	374.891	.419
SV8.9	Equal variances assumed	-1.084	398	.279
	Equal variances not assumed	-1.093	397.633	.275
SV8.10	Equal variances assumed	-1.361	398	.174
	Equal variances not assumed	-1.369	395.904	.172
SV8.11	Equal variances assumed	-.015	398	.988
	Equal variances not assumed	-.015	383.825	.988
SV8.12	Equal variances assumed	-.097	398	.923
	Equal variances not assumed	-.096	380.730	.923

The T-test results of Table 4.29 reveal that:

The p significance values are 0.551, 0.416, 0.279, 0.174, 0.988, and 0.923 for Q8.7, Q8.8, Q8.9, Q8.10, Q8.11, and Q8.12, respectively. These values, which are above 0.05, reveals that there is no statistically significant difference between the gender groups' (males and females) perceptions towards the above study statements (This finding means that males and females have almost similar types of perceptions towards the study variables and there is no huge difference in males' and females' opinions towards the study statements).

4.8 Chi-Square test

4.8.1 Interpretation rules

- If the p value is less than or equal to 0.05, there is statistically significant relationship.
- If the p value is greater than 0.05, there is no statistically significant relationship.

4.8.2 Q5.1 VS Q5.2

Table 4.30: Chi-Square test: Q5.1 VS Q5.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.228	1	.633
N of Valid Cases	400		

The Chi-Square (χ) test results of Table 4.30 indicate that the p value is 0.633, which is above 0.05. This result reveals that there is no statistically significant relationship between statement Q5.1 and statement Q5.2 and these two variables are independent of each other. Tourism exhibitions/shows and tourism websites are independent of each other.

4.8.3 Q5.1 VS Q5.3

Table 4.31: Chi-Square test: Q5.1 VS Q5.3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.596	1	.206
N of Valid Cases	400		

The Chi-Square (χ) test results of Table 4.31 indicate that the p value is 0.206, which is above 0.05. This result reveals that there is no statistically significant relationship between statement Q5.1 and statement Q5.3 and these two variables are independent of each other. Tourism exhibitions/shows and travel brochures/booklets are independent of each other.

4.8.4 Q5.1 VS Q5.4

Table 4.32: Chi-Square test: Q5.1 VS Q5.4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.392	1	.531
N of Valid Cases	400		

The Chi-Square (χ) test results of Table 4.32 indicate that the p value is 0.531, which is above 0.05. This result reveals that there is no statistically significant relationship between statement Q5.1 and statement Q5.4 and these two variables are independent of each other. Tourism exhibitions/shows and advertising are independent of each other.

4.8.5 Q5.2 VS Q5.3

Table 4.33: Chi-Square test: Q5.2 VS Q5.3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.018	1	.893
N of Valid Cases	400		

The Chi-Square (χ) test results of Table 4.33 indicate that the p value is 0.893, which is above 0.05. This result reveals that there is no statistically significant relationship between statement Q5.2 and statement Q5.3 and these two variables are independent of each other. Tourism websites and travel brochures/booklets are independent of each other.

4.8.6 Q5.2 VS Q5.4

Table 4.34: Chi-Square test: Q5.2 VS Q5.4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.087	1	.001
N of Valid Cases	400		

The Chi-square (χ) test results of Table 4.34 indicate that the p value is 0.001, which is below 0.05. This result reveals that there is a statistically significant relationship between statement Q5.2 and statement Q5.4, and these two variables are dependent on each other. Tourism websites and advertising are dependent on each other.

4.8.7 Q5.3 VS Q5.4

Table 4.35: Chi-Square test: Q5.3 VS Q5.4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.209	1	.647
N of Valid Cases	400		

The Chi-square (χ) test results of Table 4.35 indicate that the p value is 0.647, which is above 0.05. This result reveals that there is no statistically significant relationship between statement Q5.3 and statement Q5.4, and these two variables are independent of each other. Advertising and travel brochures/booklets are independent of each other.

4.9 Cronbach Alpha test (Reliability test)

4.9.1 Interpretation rules

- If the Cronbach Alpha value is between 0.4 to 0.7, it indicates medium internal consistency and reliability.

- If the Cronbach Alpha value is between 0.7 to 1.0, it indicates high or good internal consistency and reliability.

4.9.2 Section 6

Table 4.36: Cronbach Alpha test: section 6

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded	0	.0
	Total	400	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.736	6

Reliability analysis of the questionnaires' continuous study variables reveal that the Cronbach's alpha value is 0.736, which is above 0.7. This value indicates that this research instrument's (Questionnaire) continuous study variables have high a internal consistency and reliability.

4.9.3 Section 7

Table 4.37: Cronbach Alpha test: section 7

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded	0	.0
	Total	400	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.434	15

Reliability analysis of the questionnaires' continuous study variables reveal that the Cronbach's alpha value is 0.434, which is above 0.4. This value indicates that this research instrument's (Questionnaire) continuous study variables have a medium internal consistency and reliability.

4.9.4 Section 8

Table 4.38: Cronbach Alpha test: section 8

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded	0	.0
	Total	400	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.642	10

Reliability analysis of the questionnaires' continuous study variables reveal that the Cronbach's alpha value is 0.642, which is above 0.4. This value indicates that this research instrument's (Questionnaire) continuous study variables have a medium internal consistency and reliability.

Overall, these findings indicate that this research instrument (Questionnaire) has a very satisfactory internal consistency and reliability of the questionnaire variables.

4.10 Conclusion

This chapter presented the results of the study using descriptive and inferential statistics and provided a description and interpretation of the results by using various methods. The results have identified significant relationships and differences between the variables of the study.

Most of the results show that there is a strong interest to visit South Africa by the Chinese tourists. There is a big potential market in China for South African inbound tourism. Nevertheless, it is found that Chinese tourists are not well informed by the promotional campaigns on South Africa, and it is necessary for South African tourism industry to improve in areas such as advertising, product quality, and price.

The next and final chapter will outline a summary of the theoretical orientation; indicate achievements of research objectives; present recommendations; and determine the possibility for further research.

Chapter Five

Summary, Conclusions and Recommendations

5.1 Introduction

In the previous chapter, the empirical research was analyzed and interpreted using descriptive and inferential statistics. Statistical tests, that were used to analyze and interpret data, included Central Tendency, T-test, Correlations, Chi-square test, and the Cronbach Alpha test. The chapter also provided a practical discussion of tourists' perceptions.

This chapter includes a summary of the theoretical and empirical study used during the study period and important factors that influence Chinese tourists' perceptions towards the South African tourism industry. Based on the results obtained in the study, a discussion of theoretical and practical implications is presented in this chapter. Finally, a presentation of recommendations for future research is made.

5.2 Summary of theoretical study

The purpose of the research was to evaluate the perceptions held by Chinese tourists of South Africa as a growing tourism destination. According to the objectives and sub-objectives that have been given, the research design and chapter outline were established.

Chapter Two provided a theoretical framework of this study. The chapter firstly explained the concepts of tourism, and then provided a background to the South African tourism industry and the trend of Chinese outbound tourism to South Africa. It also provided a detailed discussion of tourists' behaviour and travel motivation, followed by an explanation of tourism marketing. Through the

literature survey, it was found that the Chinese outbound tourism industry to South Africa is still at its early stage, but the desire of Chinese tourists to visit South Africa has been felt and more marketing and promotional methods are needed.

5.3 Empirical study

The empirical study was of a quantitative nature evaluating Chinese tourists' perceptions of South African tourism. The survey included 400 respondents. In the previous chapter, the results of the study have been analyzed, interpreted and presented. It is noted that there are important factors, which influence Chinese tourists, that the South African tourism organizations must put in place to create and build good images among tourists, who do not seem to have a good understanding of South African tourism.

It has been revealed that most Chinese tourists do not have a good understanding and enough confidence of the South African tourism industry. Therefore, it is the task of tourism organizations in South Africa to educate, inform and teach Chinese tourists about the advantages and unique characteristics of South African tourism. It has also been seen that Chinese tourists are not quite aware of promotional campaigns that took place in recent years in Shanghai and they obtain knowledge and information on South Africa only through limited sources. It is also found that most Chinese tourists have little knowledge of South African tourism organizations.

It is strongly suggested that South African tourism organizations must continually enhance advertisement and various communication methods to inform Chinese people of the benefits and pleasure of visiting South Africa, because it seems that Chinese tourists are not satisfied with the communication of the South

African tourism organizations. There should be more communication methods to ensure that Chinese tourists are aware and understand South Africa as a famous tourism country in Africa. Further, South African tourism organizations must understand and realize that China is a fast growing outbound tourism market, and it is impacting on South African tourism industry, because the number of Chinese tourists to South Africa is continually increasing over the years.

It was found that most Chinese tourists are not happy with the situation of safety and HIV/AIDS in South Africa, but South Africa is highly regarded as a good tourism destination by most of them. For instance, South Africa is perceived as a place which is famous for gold and diamonds, Cape of Good Hope, friendly local people, and attracting wildlife. It is important to note that most Chinese tourists believe they would like to travel to South Africa in the future. This belief is a positive signal for the South African tourism industry.

Since Chinese tourists are not quite happy with the products and prices offered, it is suggested that there should be a drive to be highly competitive by emphasizing quality and price. South African tourism organizations must strive to set the standard in terms of travelling routes and relevant pricing package by using a variety of effective communication tools to encourage more Chinese tourists to travel to South Africa

5.4 Achievement of research objectives

Study objectives serve as the backbone of the entire research, and the extent to which the study achieves the practical results successfully is important. The achievement of research objectives are briefly discussed below:

5.4.1 To determine the demographic characteristics (age, gender and education) of the Chinese tourists

● Gender group

The analyzed results show that males are slightly more involved than females. In terms of South Africa as the next destination to visit, only a small proportion of the respondents agree. The results indicate that the gender groups do not have very different opinions towards different aspects of the South African tourism industry, and there is no huge difference between the gender groups.

⊙ Age group

The study shows that the majority of Chinese tourists are aged between 29-49. This age group has an important impact on Chinese outbound tourism to South Africa. In addition, the results imply that the main potential tourists are young and middle aged.

⊙ Income group

The study results show that almost half of the respondents earn an income between RMB 3000-4999, which means that most of the respondents have middle-class incomes, and this group of people is quite sensitive to the price of tourism products.

⊙ Education group

The study results show that respondents have relatively high educational levels. People, with high levels of education, usually enjoy high levels of income, and this is the dominant group visiting South Africa.

5.4.2 To identify the factors that may inhibit them from travelling to this country

The study has identified factors that influence or inhibit Chinese tourists' perceptions of South Africa. Chapter four, which reported empirical findings from questionnaires, revealed that several factors concern Chinese tourists when they are thinking about travelling to South Africa. These factors include relatively high cost, lack of attractive itineraries, insecurity, long and tiring journey from China, and HIV/Aids.

5.4.3 To determine which of the factors most concern Chinese tourists and influence their perceptions

It has been identified that, among the factors inhibiting Chinese tourists from taking a trip to South Africa, insecurity, long and tiring journey from China and HIV/Aids are the factors which mostly influence their decision-making in considering South Africa as a tourist destination. The negative perceptions on South Africa held by Chinese tourists are mostly created by negative reports on mass media and the Internet. Therefore, South African tourism organizations have the responsibility to convert these unfavourable perceptions through marketing and promotional activities.

5.5 Restrictions of the study

This study focuses only on one major city, namely Shanghai, in China. Since Shanghai is China's most developed commercial city and people living there are enjoying quite a high standard of living, Shanghai can only represent a mass of industrial and commercial cities in China but not the rural areas. However, this study aims to analyze Chinese tourists' perceptions of South Africa, and most tourists in China, who can afford overseas travel, are living in the urban areas. Therefore, the findings of this research are believed to be applicable in practice.

5.6 Recommendations

In this study, respondents were selected from Shanghai. It will be beneficial to extend this study to other similar cities in other provinces in China in order to obtain in-depth perceptions of more respondents. The opinions and perceptions in other areas may enable the research to compare the results between different geographical regions in China.

In this study, judgmental sampling, as a type of convenience sampling, was used. It will be advisable to use stratified sampling in further research to compare results between more different cities.

It is recommended that South African tourism organizations should take into consideration the seriousness of Chinese tourists' understanding and perceptions towards South Africa as an emerging tourism destination as results indicate that many Chinese tourists do not quite understand South Africa and lack proper knowledge and information. Moreover, the methods of communication to the Chinese tourists have to be given serious attention and to be improved.

The quality of the service and price of the service are important factors in that South African tourism organizations need to address. More importantly, more effective advertising and promotional campaigns are needed in future to create a good image in the Chinese market. Furthermore, the South African organizations need to make Chinese tourists aware of them through a series of public relations.

Findings also show that South African tourism organizations should pay more attention on customer service in the Chinese market, e.g. to increase the use of

travel brochures, to enhance the use of travel agents and to improve customer satisfaction by adding more attracting travel itineraries. Service providers also need to enhance the performance of tourism websites in order to attract more tourists from China as the Internet is widely used in many Chinese households.

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APPENDIX A

Letter of Consent

Date: 03/08/2007.

45 Raylene
60 Ritson Road, Berea,
Durban, South Africa.
4001

Attention: Respondents

Dear Respondents

I am completing my Master's Degree in Marketing at the Durban University of Technology. In terms of the programme, I am required to conduct research on a topic of my choice that will contribute positively to the body of knowledge and the industry as a whole.

I have chosen to research **Marketing South Africa as a Tourist Destination: A Chinese Perspective**. I believe it is of prime importance for South African tourism marketers to get a better understanding of the emerging Chinese market. Once the research is complete, I will then submit it to the institution for approval and will be in position by then to make it available at the institution library of the ML Sultan Campus for public use.

I hereby request your assistance in conducting this study. Please answer the questionnaire as accurately as possible. Your responses are highly confidential and will be treated as such.

Thank you for your co-operation.

.....

Xiao Yu.

APPENDIX B

Please make an "X" in the appropriate block. Choose one option only.

Questionnaire

1. Which one of the following countries/regions you are most likely to visit in the future?

- | | | | |
|------------------------|--------------------------|---|--------------------------|
| Australia, New Zealand | <input type="checkbox"/> | Middle East | <input type="checkbox"/> |
| Canada | <input type="checkbox"/> | USA | <input type="checkbox"/> |
| Europe | <input type="checkbox"/> | South America | <input type="checkbox"/> |
| Hong Kong, Macau | <input type="checkbox"/> | Southern Africa (South Africa included) | <input type="checkbox"/> |
| Japan, Korea | <input type="checkbox"/> | South-Eastern Asian countries | <input type="checkbox"/> |

Others (Please specify) _____

2. From which one of the following sources do you get most information about South Africa?

- | | |
|---------------------------|--------------------------|
| Mass media (TV, radio) | <input type="checkbox"/> |
| Travel brochures/booklets | <input type="checkbox"/> |
| Tourism exhibitions | <input type="checkbox"/> |
| Internet | <input type="checkbox"/> |
| Friends/relatives | <input type="checkbox"/> |
| Newspapers/Magazines | <input type="checkbox"/> |

Others (Please specify) _____

3. Assuming you plan to travel to South Africa, what kind of trip will it be?

- | | | | |
|-------------------------------|--------------------------|-------------------|--------------------------|
| Government paid trip | <input type="checkbox"/> | Group tour travel | <input type="checkbox"/> |
| Company sponsored travel | <input type="checkbox"/> | Business trip | <input type="checkbox"/> |
| Visiting friends or relatives | <input type="checkbox"/> | Holiday travel | <input type="checkbox"/> |

Others (Please specify) _____

4. If you plan to travel to South Africa, which of the following intermediaries you prefer to use?

- Tour operator Travel agent
Ticketing agents Business trip specialists
Friends/relatives who are staying in South Africa
Others (Please specify) _____

5. Have you ever been aware of or experienced any promotional campaigns listed below on South African tourism?

- | | Yes | No |
|---------------------------|--------------------------|--------------------------|
| Tourism exhibitions/shows | <input type="checkbox"/> | <input type="checkbox"/> |
| Tourism websites | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel brochures/booklets | <input type="checkbox"/> | <input type="checkbox"/> |
| Advertising | <input type="checkbox"/> | <input type="checkbox"/> |

If Yes, do you feel like travelling to South Africa some day as introduced and described by the promotional campaigns?

Yes No

6. Read each of the statements below. Please think about the way the service providers (South African tourism organizations, e.g. tour operator and travel agents) conduct their promotional campaigns in Shanghai.

Note: Please report your opinions even though you may not have any direct information on the issue. There are no right or wrong answers.

(1--Strongly disagree; 2--Disagree; 3--Neutral; 4--Agree; 5--Strongly agree)

1 2 3 4 5

6.1 The service providers can offer a variety of attractive itineraries through which diverse African experiences can be found

6.2 The prices offered are reasonable and affordable compared to other long-haul tourism destinations

6.3 I have a good understanding and knowledge of South Africa through a series of advertising methods (e.g. travel brochures, TV, and newspapers and magazines)

6.4 A series of public relations activities (e.g. travel exhibitions) took place in Shanghai in recent years creating a good image and reputation of South Africa in my mind

6.5 I can easily access a series of South African tourism websites both in English and Chinese and get a wide range of information I need

6.6 I am aware that some South African tourism organizations are given credibility through publicity activities (e.g. sponsoring travel exhibitions, news or stories broadcasted on mass media)

7. What is your perception of South Africa as a tourism destination?

(1—Strongly disagree; 2—Disagree; 3—Neutral; 4—Agree; 5—Strongly agree)

South Africa is related with—

	1	2	3	4	5
7.1 Insecurity (crime/violence)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 High cost of travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.3 Long and tiring journey from China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.4 Friendliness of local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.5 Tropical climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.6 Great variety of wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 Diamonds and gold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.8 High standard of cleanliness and hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.9 High levels of economic development in Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.10 Exotic atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.11 Beautiful cities and towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.12 HIV/Aids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.13 Handicrafts and souvenirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.14 Mysterious and different cuisine and food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.15 Cultural diversities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Assuming you will travel to South Africa, please indicate your degrees of travel motivation on each reason listed below.

(1—Strongly disagree; 2—Disagree; 3—Neutral; 4—Agree; 5—Strongly agree)

	1	2	3	4	5
8.1 World famous attractions (e.g. Cape of Good Hope)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2 African wildlife and distinct culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3 Diversity in landscape & scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4 African cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5 Shopping entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 8.6 Go to places friends not visited
- 8.7 Gambling/Casino
- 8.8 To visit historical attractions
- 8.9 Travel agent promotion (good package)
- 8.10 Rest and relaxation
- 8.11 Business travel
- 8.12 To seek adventure and pleasure

9. Would you like to travel to South Africa in the future?

Yes No

Respondent's biographical details:

10. Please indicate your gender.

Male Female

11. Please indicate your age.

Under 20 20-29 30-39 40-49 50-60 Over 60

12. Please indicate your monthly income.

Less than RMB3000 RMB3000-4999 RMB5000-6999

RMB7000-9000 Above RMB9000

(Note: R1 is equal to about RMB1.1 based on the current exchange rate. RMB is China's official currency.)

13. Please indicate your education level.

Under matric Matric Diploma B. Degree

Master Degree Above Master Degree

*Thank you for completing this questionnaire and your kind
cooperation!*