

# **DESTINATION ATTRIBUTES THAT ATTRACT INTERNATIONAL TOURISTS TO CAPE TOWN**

by

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*A research project in partial fulfillment of the requirements for the degree of*

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November 2005

**DECLARATION:**

I declare that

*“DESTINATION ATTRIBUTES THAT ATTRACT  
INTERNATIONAL TOURISTS TO CAPE TOWN”*

is my own work, which has not been submitted before

for any degree or examination in any other university, and that all the  
sources I have used or quoted have been indicated and acknowledged by  
means of complete references.



Lichen Zhou

Signature: .....

November 2005

## ABSTRACT

The purpose of this study is twofold. The first purpose is to identify Cape Town's important destination attributes. Secondly one needs to examine how and to what extent Cape Town's important destination attributes impact on international tourists' decision on choosing Cape Town as their destination. A proposed model was formulated and it postulates that international tourists' perception of Cape Town's important attributes impacts on their decision making in three ways: (1) directly; (2) it impacts on Cape Town's overall image, and in turn, influences their decision; (3) it also impacts on the international tourists' overall satisfaction with their trip to Cape Town, and in turn, influences their own or their peripheral people's future decision on destination selection.

Ten of Cape Town's important destination attributes were identified based on a triangulation approach prior to the research. A structured questionnaire was used to examine how and to what extent these important attributes impact on international tourists' decision, along with the aforementioned "three ways' influences". Three hundred and fifty (350) international tourists, awaiting their departure in the boarding area of the Cape Town International Airport were selected as the sample. The valid data collected was computed by means of the SPSS to test the hypotheses, which were formulated according to the "three ways' influences". The results show that, while each of the ten Cape Town's attributes was important for the destination-unrestricted international tourists to choose Cape Town as their destination, the ten Cape Town's attributes were not serious concern in the destination-restricted international tourist' decision on destination selection. The results also show that, the ten Cape Town's attributes revealed different importance levels in influencing tourists' destination decision making, formation of Cape Town's overall image, and the tourists' satisfaction level with their trip to Cape Town. Some attributes were more important than others.

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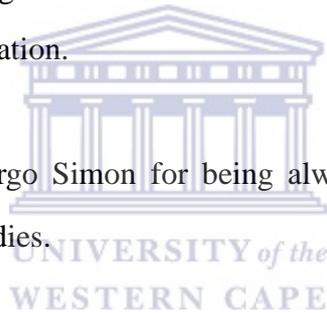
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## **KEY WORDS**

Tourism

Destination

Destination Attributes

International Tourists

Importance level

Satisfaction level

Destination Image

Destination Selection Decision

Tourists Attractions

Cape Town



## TABLE OF CONTENTS

TITLE PAGE	
DECLARATION.....	i
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
KEY WORDS.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix

### CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 Background.....	1
1.2 Study Gaps in Literature.....	2
1.3 Problem Statement.....	4
1.4 The Framework of the Study.....	6
1.5 Objectives of the Study.....	18
1.6 Significance of the Study.....	19
1.7 Structure of the Study.....	20

### CHAPTER 2: LITERATURE REVIEW

2.1 Introduction.....	22
2.2 The Push-Pull Framework.....	22
2.3 Commonly Attractive Attributes.....	23
2.3.1 Price as Attractive Attribute.....	24
2.3.2 Culture as Attractive Attribute.....	25
2.3.3 Entertainment and Relaxation as Attractive Attributes.....	26
2.3.4 Beautiful Scenery as Attractive Attribute.....	27
2.3.5 Pleasant Weather and Climate as Attractive Attribute.....	28
2.3.6 Accessibility as Attractive Attribute.....	29

2.3.7 Safety as Attractive Attribute.....	30
2.3.8 Friendly Attitude of Local People toward Tourists as Attractive Attribute...	31
2.3.9 Service as Attractive Attribute.....	32
2.4 Attractive Attributes of Cape Town.....	33
2.5 Frequently Used Attributes in Literature.....	36
2.6 Summary of the Chapter.....	39

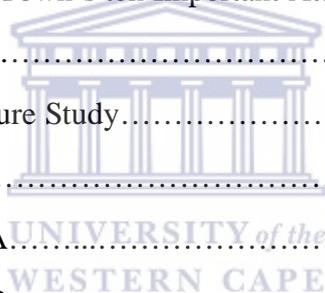
### **CHAPTER 3: RESEARCH METHOD**

3.1 Introduction.....	40
3.2 Identifying Cape Town’s Important Attributes.....	40
3.3 Research Hypotheses.....	45
3.4 Design of the Study.....	54
3.4.1 Population and Sample Size.....	55
3.4.2 Questionnaire Development and Pilot Study.....	56
3.4.3 Content of Questionnaire.....	57
3.4.4 Questionnaire Distribution.....	58
3.5 Validity and Reliability of the Study.....	59
3.6 Summary of the Chapter.....	61

### **CHAPTER 4: RESEARCH RESULTS AND DISCUSSION**

4.1 Introduction.....	62
4.2 Elementary Analysis of Primary Data.....	62
4.2.1 Data Collection.....	62
4.2.2 Descriptive Statistics.....	65
4.2.3 Assessment of Non-Response Bias.....	68
4.3 Hypotheses Testing.....	71
4.3.1 Introduction.....	71
4.3.2 Hypothesis 1 Testing.....	72
4.3.3 Hypothesis 2 Testing.....	79

4.3.4 Hypothesis 3 Testing.....	81
4.3.5 Hypothesis 4 Testing.....	83
4.3.6 Hypothesis 5 Testing.....	84
4.4 Discussion of Research Findings.....	87
4.5 Summary of the Chapter.....	92
 <b>CHAPTER 5: CONCLUSIONS</b>	
5.1 Introduction.....	94
5.2 Summary of the Study.....	94
5.3 Limitations of the Study.....	99
5.3.1 Limitations of the Sampling Method.....	99
5.3.2 Limitations of the Questionnaire.....	100
5.3.3 Limitations of Cape Town's ten Important Attributes.....	101
5.4 Conclusions of the Study.....	101
5.5 Recommendations for Future Study.....	104
<b>BIBLIOGRAPHY</b> .....	106
APPENDIX 1: Questionnaire A.....	116
APPENDIX 2: Questionnaire B.....	119



## LIST OF TABLES

Table 1.1: Criteria for Tourists Segmentation.....	14
Table 2.1: Summary of previous research on the attributes of tourist destination.....	37
Table 3.1: The Mean Ranking of Attributes.....	43
Table 4.1: The number of invalid and valid questionnaires.....	66
Table 4.2: Demographic Profile of Respondents (N=283).....	67
Table 4.3: A Comparison of First-time Respondents and Second-time persuaded Respondents to Assess Non-response Bias by using the Independent Samples <i>t</i> -test.....	70
Table 4.4: The means and the standard deviations of the ten important attributes in terms of their importance level (N=283).....	72
Table 4.5: Kruskal Wallis Test for mean scores of the importance level of each of the ten attributes between the destination-unrestricted and destination-restricted groups.....	73
Table 4.6: Mean comparison between the destination-unrestricted and destination-restricted groups.....	73
Table 4.7: Output of simultaneous multiple regression - Model Summary.....	76
Table 4.8: Output of simultaneous multiple regression - Coefficients.....	76
Table 4.9: Mean scores comparison between different demographic groups for the destination-unrestricted tourists.....	78
Table 4.10: Outputs of Kruskal-Wallis test for mean scores of importance level of Cape Town' overall image in different five groups (N=111).....	80
Table 4.11: Spearman correlation test between Cape Town's overall image (before trip) and the importance level of each of the ten attributes.....	81
Table 4.12: Correlation test between the changes of Cape Town's overall image and tourists' satisfaction level with their trip in Cape Town in different groups.....	84
Table 4.13: Output of simultaneous multiple regression - Model Summary.....	85
Table 4.14: Output of simultaneous multiple regression - Coefficients.....	86

## LIST OF FIGURES

Figure 1.1: Attributes and Attractions.....	4
Figure 1.2: Model of Destination Selection.....	9
Figure 1.3: Model of Destination Selection.....	10
Figure 1.4: Model of Destination Selection.....	12
Figure 1.5: Proposed Model of Destination Selection.....	17
Figure 3.1: Hypotheses in Proposed Model of Destination Selection.....	52



# CHAPTER 1: INTRODUCTION TO THE STUDY

## 1.1 Background

After my first-time arriving in Cape Town two years ago, I visited two heritage sites, namely, the Cape of Good Hope and Robben Island. At that time, these were two places that appeared very attractive to me. One could say that this was especially so because of the history associated with these two places. It is this visit that encouraged me to conduct the research for my Master's project on the Cape Town tourism industry, with special focus on the effectiveness of the different attributes that motivate international tourists to visit Cape Town.



International tourism has increased exponentially since 1950, and it continues to grow. It has become the world's largest export earner and an important factor in the balance of payments of many countries. From 1950 through till 1998, the total of international tourist arrivals in the world has increased 25 fold. The corresponding receipts from tourists have increased 211 fold (Chandra and Menezes, 2001: 78). With this growth and its benefit, more and more competitors are striving for a bigger market share in the international tourism market. It makes the international tourism market significantly more competitive than ever.

Cape Town is not a newcomer to the international tourism market; in fact, it is one of the traditional and powerful competitors in international tourism market. Its

abundance of natural resources, heritage, multi-culture and diversity of people, pleasant weather, unspoiled environment, and other attributes make Cape Town very attractive and charming to international tourists. However, when considering the competitive market, no destination can succeed without putting in some effort. Therefore, the identification of Cape Town's important attributes and a comprehensive evaluation of these attributes in terms of their effectiveness in impacting on international tourists in their decision when choosing their prospective destination would be of great value to Cape Town's tourism planners. It will, amongst others, help them to formulate appropriate marketing strategies and there is little doubt that an appropriate marketing strategy is essential for Cape Town to continue being successful in the more competitive international tourism market.



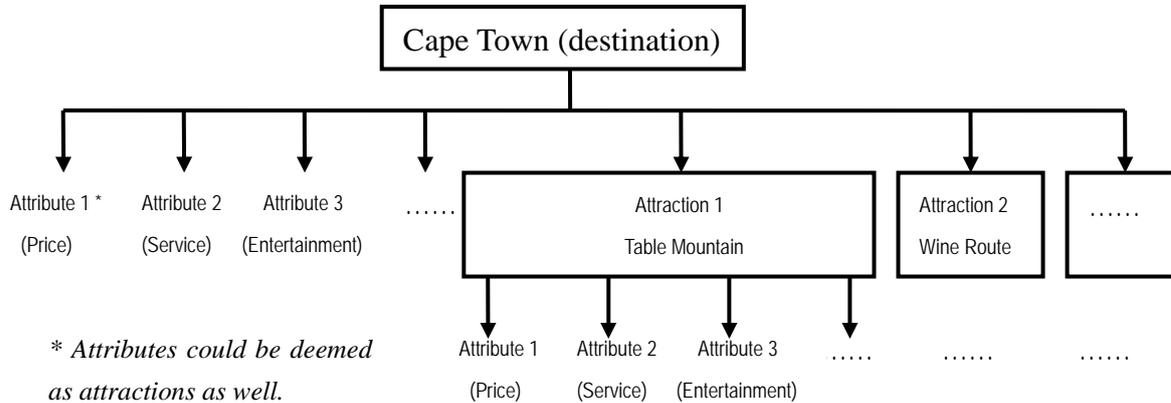
## **1.2 Study Gaps in Literature**

Tourism is conceived as an easy means of boosting a national or regional economy, as it may bring investment, create jobs, and promote sales of crafts and local artifacts (Pandey *et al.*, 1995: i). Increasingly, cities, and nations are turning to tourism as an important element in their economic portfolio. If it is handled appropriately, tourism can also become an important engine for achieving broader social goals (Crouch & Ritchie, 1999: 137). However, as a socio-economic activity, tourism does not occur randomly. Some destinations appear to be more successful than others in offering tourism activities and in attracting tourists (Formica, 2000: 4).

In order to be successful in the competitive tourism market, tourism planners need to clearly understand the difference between attributes of tourism products and tourism attractions, and how important they are. In some studies in tourism literature, the word 'attribute' and 'attraction' were used interchangeably. However, sometimes they have different connotations. For a non-tourism product, the attributes are supposed to be its attractions. Coca-cola, for example, its attributes include its generic attributes, such as price, convenience to buy, and package, and with its functional attributes being, for example, quenching one's thirst, and hotness. All the above attributes are supposed to be Coca-cola's attractions and vice versa. However, for a tourist destination, despite the fact that all its attributes can be deemed as its attractions, not all its attractions are necessarily its attributes. According to Walsh-Heron and Stevens (1990, cited by Prideaux, 2002: 381-382), a tourism attraction is a "place, venue or focus of activities and does the following: sets out to attract visitors, is a fun and pleasurable experience, is developed to realize this potential, is managed as an attraction to provide satisfaction to its customers, provides appropriate facilities and may or may not charge an admission fee". From this point of view, tourism attractions are highly related to tourism sites or activities in a destination. However, from the point of view of the benefits that visitors expect from visiting a destination, a destination's attributes such as price, service, and entertainment, are also the destination's attractions (Swarbrooke, 1999: 12). Furthermore, a destination's attraction has its own attributes, and all its attributes are supposed to be an important source of its attractiveness. Thus, the boundary between the attractions and attributes of a destination is overlapped. The

overlapping relationship can be seen in the following Figure 1.1 (Cape Town is exemplified as a destination).

Figure 1.1: Attributes and Attractions



In the literature on tourists' decision on destination selection, most studies are based on sites or activities of the destination. Tourism sites or activities are important motivators for tourists to visit a certain destination. However, a study which is based on the attributes level, is also valuable to tourism planners, as it would help them to formulate an appropriate strategy to attract more tourists. It provides tourism planners with a different perspective of looking at their destination. This study is based on attributes level, using Cape Town as a context to analyze the effectiveness of different important attributes in attracting international tourists to Cape Town.

### 1.3 Problem Statement

Tourism has grown at an accelerated pace over the last few decades. It has become one of the world's highest priority industries and employers, with the contribution of

10% to global Gross Domestic Product (GDP) and creating 214 million jobs worldwide in 2004 (WTTC, 2005: 2-3). Tourism industry can provide governments with revenues through accommodations and restaurant taxes, airport users' fees, sales taxes, park entrance fees, employee income tax and many other fiscal measures. It can also stimulate investments as well as improve local infrastructure and people's living condition (Summers, 1999: 5). Owing to its rapid and continuing growth and associated contribution, it is not surprising that more and more governments (both national and local) join in the queue of competing for the tourism market. The competition of attracting tourists is getting keener. It raises a serious question for a study – what can effectively attract tourists to visit a certain destination? The issue is especially crucial for those 'tourism dependent' countries or regions, whose economies rely heavily on the travel and tourism industry.



Since the 1950s or even earlier, Cape Town's economy was based on tourism. Tourism used to play, and even more so today, a decisive role in Cape Town's economy. Cape Town enjoys its exceptional advantages for developing its tourism industry. Its fascinating scenery, multi-cultural attributes, pleasant weather and other attributes attract hundreds and thousands international tourists annually. However, the competition of contending tourists in the international tourism market is intensifying. In order to be successful in the international tourism market, Cape Town's tourism planners and marketers need to clearly understand which attributes of Cape Town are really important to international tourists' decision when deciding whether to choose

Cape Town as their destination. They also need to clearly understand how different group characteristics (such as age, gender, education, first-timers vs. repeaters, etc.) influence the tourists' perception of those attributes. This paper intends to help tourism planners and marketers to get an understanding that may provide a foundation for their strategic marketing decision. Concretely speaking, the study will specifically answer the following questions:

1. What are Cape Town's important attributes, which can effectively attract international tourists to choose Cape Town as their destination?
2. How and to what extent do Cape Town's attributes influence international tourists' decision to visit Cape Town?
3. Does class membership (such as age, gender, education, first-timers vs. repeaters, etc) influence the effect of the attributes that influence the destination selection of international tourists?

#### **1.4 The Framework of the Study**

The conceptual framework of the study is based on consumers' motivation theory, e.g. consumers' motivation is one of most important determinants of consumer behavior (Swarbrooke & Horner, 2001: 169). From a broad perspective, a destination can be seen as a product or service, and tourists as consumers. Therefore, the process of tourists' destination selection is similar to the process of consumers' purchasing decision. The process of consumers' purchasing decision is very complex, and so is

the tourists' destination selection.

There is a wide range of factors that motivate tourists to travel. These factors, which are also called motivators, were studied from different perspectives. Krippendorf (1987: 8) identified the following eight motivators as tourists' motivation to travel.

- (1). Escape;
- (2). Recuperation and regeneration;
- (3). Compensation and social integration;
- (4). Communication;
- (5). Freedom and self-determination;
- (6). Self-realization;
- (7). Happiness;
- (8). Broadening of the mind.



Krippendorf (1987: 9) believes that tourists' motivation to travel is self-oriented and is determined by the motivation of "going away from" rather than "going towards something".

Swarbrooke and Horner (2001: 54) developed a typology model of motivation, which sought to clarify motivators into six types. The six types were as follows:

- (1). Physical motivators: including relaxation, suntan, exercise and health, and sex.

- (2). Emotional motivators: including nostalgia, romance, adventure, escapism, fantasy and spiritual fulfillment.
- (3). Personal motivators: including visiting friends and relatives, making new friends, need to satisfy others, and search for economy if on very limited income.
- (4). Personal development motivators: including increased knowledge and learning new skills.
- (5). Status motivators: including exclusivity, fashionability, obtaining a good deal, and ostentatious spending opportunities.
- (6). Cultural motivators: including sightseeing and experiencing new cultures.

However, as the same with Krippendorf (1987: 8), the motivators that they identified are thought to be solely endogenous. It means that tourists' decision is determined only by their needs and wants. This proposition was questioned by Dann (1977), who believes that tourists' decision can be influenced by both internal and external causes.

Dann (1977: 185) splits motivators into two groups, namely, push factors and pull factors. Those push factors can push one or make one want to travel in order to satisfy a need (e.g. value, belief, etc). In contrast, those pull factors (such as destinations' price, climate, and culture, etc) can pull one to some of the tourism supply components such as attractions or destinations. According to Dann, while the endogenous factors (push factors) determine tourists' decision of "whether to travel", the exogenous factors (pull factors) determine tourists' decision of "where to travel". From this point of view, a destination's attributes can impact on tourists' decision on

destination selection. Indeed, a destination's features or attributes themselves have no inherent meaning to tourists. Rather, they gain their meaning or significance through the consequences they are perceived to provide or help one avoid (Klenosky, 2002: 388). Thus, tourists' decision on destination selection can be influenced by their perception of the destination's attributes. The relationship of influence between tourists' perception of a destination's attributes and their decision on destination selection is illustrated in Figure 1.2.

Figure 1.2: Model of Destination Selection



However, as there are many attributes associated with a destination, not the perception of every destination attribute impacts on tourists' destination choice equally. Some destination attributes may play a more important role than others (Swarbrooke, 1999: 9). Thus, we can argue that tourists' perception of a destination's important attributes can significantly impact on their decision on destination selection.

In normal cases, tourists may have an overall image of a certain place in their mind, when they choose the place as their destination. Plenty of destination image studies over the past twenty years have testified that destination image has a strong linkage with tourists' destination choice (Hunt, 1975; Goodrich, 1978; Scott *et al.*, 1978; and Milman & Pizam, 1995). Tourists tend to choose the destinations with a good image

in their minds rather than those with bad ones. However, a certain destination's image does not appear in tourists' mind automatically without any causes. An image of a destination is thought as a result of tourists' perceptions of the destination's attributes (Lumsdon, 2000: 229). The same viewpoint was taken by Gartner (1986: 636), he described destination image as "a function of brand and the tourists' perceptions of the attributes of activities or attractions available within the destination area".

Based on the above analysis, it can be concluded that tourists' perceptions of a destinations' important attributes may significantly impact on their decision on destination selection. It may also significantly impact on the formation of an overall image of the destination, and in turn, influence their decision on destination selection. The model of destination selection (Figure 1.2) can be reshaped into Figure 1.3, as follows:

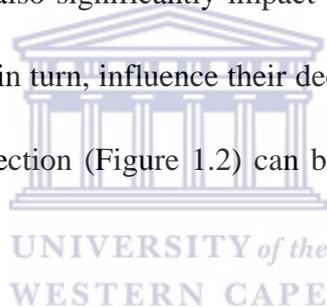
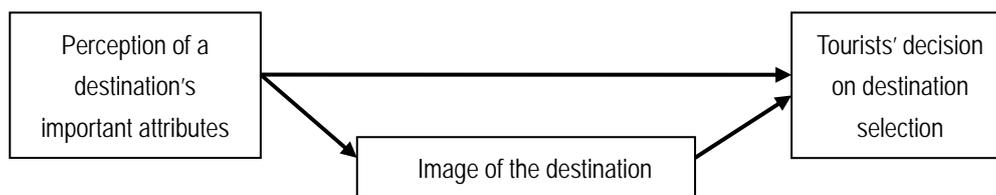


Figure 1.3: Model of Destination Selection



From Figure 1.3, we can clearly see tourists' perceptions of a destination's important attributes can impact on their destination choice in two ways, namely, directly and indirectly through influencing the destination's overall image. However, tourists' perception of a destination's attributes does not keep invariant forever. It can be

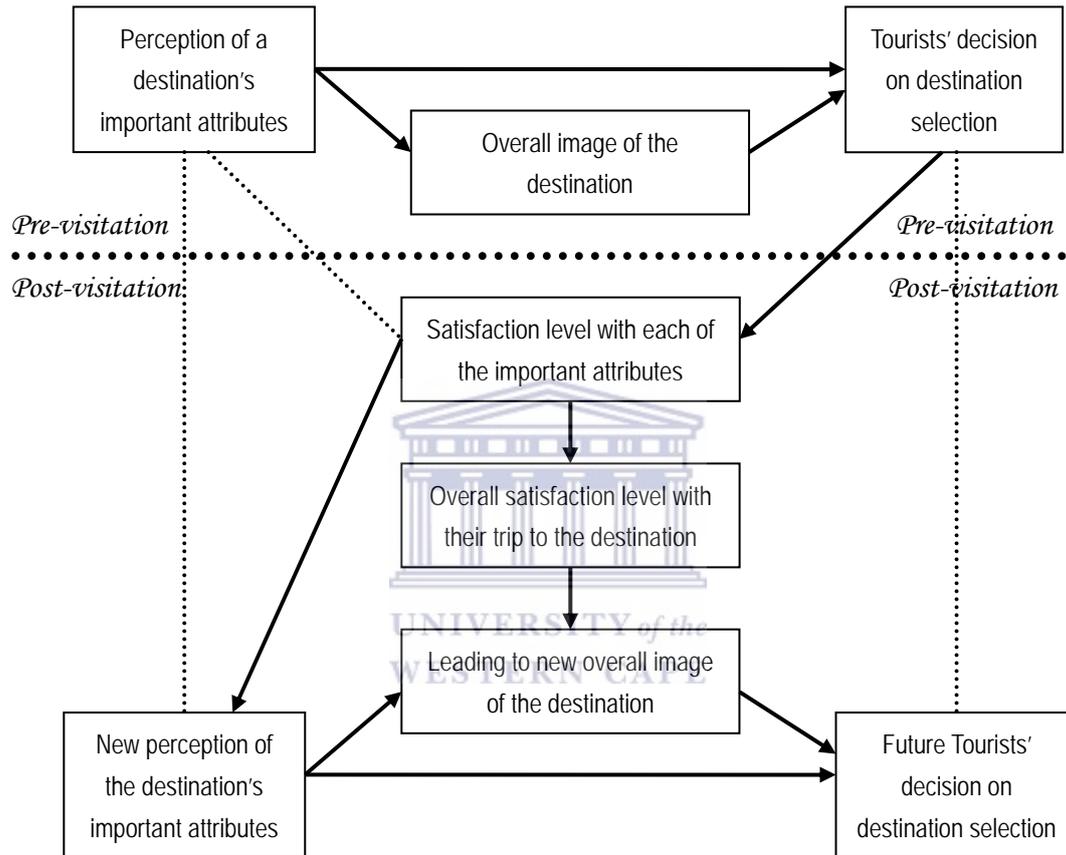
significantly influenced by other variables, especially the satisfaction level perceived by tourists after they visit the destination (McQuitty *et al.*, 2000: 3). It is generally accepted that tourists' satisfaction with a certain destination might create repeat visits (Kozak & Rimmington, 2000: 260) and influence others' future destination choice by word of mouth recommendations (Laws, 1998: 546). After tourists visit a certain destination, the satisfaction level with each of the destination's important attributes will lead to new perceptions of the destination's important attributes (Swarbrooke, 1999: 145); the overall satisfaction level with their trip in the destination; and the new overall image of the destination (Pearce, 1982 and Chon, 1991), and in turn impact on the tourists' future decision on destination selection or even the decision to return to that destination. It may also affect destination advice that the tourists will give to their friends and fellow citizens. Similar with Figure 1.3, tourists' new perceptions of a destination's important attributes can directly impact on their future destination choice, and indirectly through influencing the destination's overall image. Based on the aforementioned influence relationship, the model of destination selection can be further reshaped as shown in Figure 1.4.

From Figure 1.4, it is clear that tourists' perception of a destination's important attributes plays a central role in the model. Tourists' perception of a destination's important attributes can impact on their decision on destination selection in following three ways:

- (1). Directly impact on tourists' decision on destination selection;

- (2). Indirectly through influencing destination's image;
- (3). Indirectly through influencing overall satisfaction level with a destination which perceived by tourists after their visitation.

Figure 1.4: Model of Destination Selection



However, not all tourists represent similar travel behavior. Along with development of human society, people's motivation for travel is getting diverse (Richards, 2001: 11). Different types of tourists enjoy different attributes of a certain destination. It becomes very difficult for marketers to identify the common motivation or behavior of all the tourists in a mass tourism market. As a result, the tourism market is increasingly segmented. A particular attribute might be perceived significantly

different by tourists in different market segments. Discovering these differences thus can have important implications for making segmentation and positioning decisions and for developing effective product and promotion strategies (Klenosky, 2002: 388).

Market segmentation is widely regarded to be one of the key elements of modern marketing. The underlying premise of market segmentation is that not all customers have the same product or service needs. Therefore, it is rarely appropriate to use a single sales and marketing programme to attract all potential customers (Dibb and Simkin, 1996: 1). The purpose of segmentation techniques is to identify groups of buyers who respond in a similar way to any given marketing stimuli (Adrian, 2000: 38). Customers within a market segment will tend to have homogeneous consumption patterns and product attitudes, which are different from those in other segments (Dibb and Simkin, 1996: 3). Thus, market segmentation can help marketers to formulate more appropriate marketing strategies and programmes to improve customer satisfaction in a specific group.

There are many ways to segment tourists into different groups. According to sources of tourists, for example, tourists can be segmented into national tourists and international tourists groups. Based on gender, tourists can be segmented into male and female groups. No matter in which way marketers segment tourists, a good market segmentation should be identifiable, sizable and enough to be profitable and amenable to efficient target (Calantone and Sawyer, 1978: 395). The key to good market segmentation is to choose the criteria of consumer segmentation adequately.

Lumsdon (2000: 68) identified 11 criteria that can be used to segment tourists (see Table 1.1).

Table 1.1: Criteria for Tourists Segmentation

Criteria	Example
Benefit	'Sunlust' holidays – seeking relaxation
Demographic	Different age (gender, education-level, etc) groups
Geographic	Cape Town tourism market
Geodemographics	Segmentation by clustered location such as ACORN
Psychographic segmentation	Lifestyle holidays such as 'Explorer' group
Buyer behavior	Long haul interests such as Exodus, 'Journey Latin America'
Perception	Those who have a predilection for a country-based holidays
Personality	Club 18 – 30 appealing to extroverts
Usage	Repeat visitors to a particular resort
Multivariate segmentation	Active senior citizen market following gentle pursuits
Multilevel segmentation	Expatriate with an interest in history or culture

Source: Lumsdon, 2000, *Criteria for Tourists Segmentation*

In all criteria for tourists' segmentation, demographic variables such as age, gender, family life cycle, and ethnics are frequently used in both practices and studies. This study selects the age, gender, and education-level as segmentation variables to segment the international tourists who visited Cape Town. The comparative studies of effectiveness between different Cape Town's attributes will be implemented in different age, gender, and education-level groups to reflect the relevant characteristics (difference/similarity) between different groups. Age and gender are probably two of the most widely used criteria for market segmentation. It is quite evident that age and gender differences account for many variations in consumer buying behavior. Tourists in different age and gender groups may reveal different preference to a destination's attributes. Similarly, tourists in different education-level groups might manifest

different travel motivation and behavior.

Except for the three above-mentioned segmentation variables, other three variables, namely, 'geographic', 'first-timers vs. repeaters', and 'destination-restricted vs. destination-unrestricted tourists' are also chosen to segment the target tourists of the study. There are two reasons for selecting the geographic variable as a segmentation variable. Firstly, tourists from different regions (such as Western Europe, Latin America, and South-East Asia, etc) have different average levels of disposable income. It may significantly impact on tourists' travel motivation and behavior. Secondly, tourists in different region groups may have culturally significantly distanced from each other. It determines that tourists from different regions may have different preferences to a destination's attribute, and different perceptions to a destination's image. The variable – 'first-timers and repeaters' is chosen mainly because tourists who are in the first-timers group and repeaters group have significantly different expectation for a certain destination (McQuitty *et al.*, 2000: 2). Tourists' expectation to a certain destination is highly related to their satisfaction level with the destination after their visit. Tourists are considered satisfied when their "weighted sum total of experiences shows a feeling of gratification when compared with their expectations". On the other hand, they are considered "dissatisfied when their actual experience shows a feeling of displeasure when compared with their expectation" (Choi & Chu, 2001: 280). Therefore, segmenting international tourists into first-timers and repeaters groups is meaningful for this study to evaluate the effectiveness of Cape Town's important attributes in formation of tourists' overall satisfaction level with their trip to

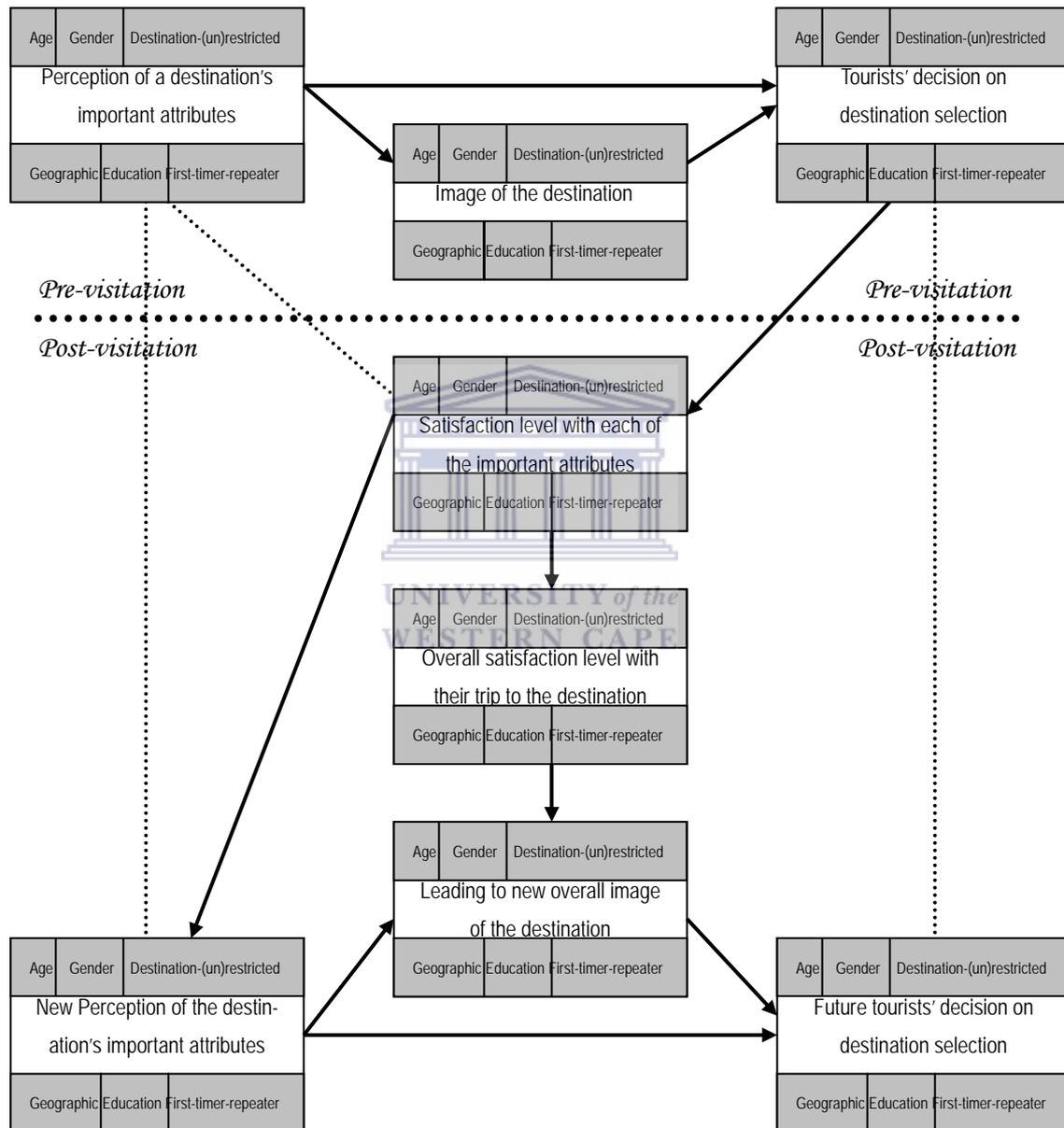
Cape Town.

The last chosen segmentation variable is the “destination-restricted vs. unrestricted tourists”. This segmentation variable is seldom used in tourism literature. Thus it is important to define it at first. Those tourists who are in a destination-unrestricted group have a pure purpose for tourism. They are free to choose a destination or route to travel. Their choice of a destination is determined by their perceptions of the destinations’ attributes (such as price, weather, safety, and landscape etc), without influences by non-tourism purposes, (such as, visit friends or relatives, conference, business, and training etc). In contrast, the tourists in the destination-restricted group are not free to choose a destination or route to travel. Their destination more or less is restricted to a certain place where they must go for non-tourism purposes. This includes visiting friends or relatives, attending conferences as well as for business purposes and training etc. The purpose of choosing this segmentation variable is to examine how different the international tourists’ perceptions of Cape Town’s important attributes are (between destination-restricted and destination-unrestricted groups). The difference between the two groups has never been measured in past studies. Therefore, the application of this segmentation variable can fill the gap in tourism literature.

As the aforementioned “three ways’ influences” that tourists’ perception of a destination’s important attributes can impact on their destination choice will be evaluated based on tourists’ segmentations according to the six above-mentioned

variables, a proposed model of destination selection (see Figure 1.5) could finally be constructed by refining Figure 1.4.

Figure 1.5: Proposed Model of Destination Selection



The proposed model of destination selection provided a foundation for this study. It identified the “three ways’ influences” that tourists’ perception of a destinations’

important attributes can impact on their decision on destination selection. The six segmentation variables were identified as the control variables of the study. The study evaluated the effectiveness of Cape Town's important attributes in international tourists' decision making on destination selection, along with the "three ways' influences". The influences of class membership to effectiveness of Cape Town's important attributes were examined as well, based on the six control variables.

### **1.5 Objectives of the Study**

The study aims to generate a clear understanding of the relative importance of Cape Town's destination attributes in attracting international tourists to choose Cape Town as their destination. International tourists' decision making of visit Cape Town could be seen as a synthesized result that each of Cape Town's important attributes can respectively exert its attractiveness on potential international tourists. In other words, whether a tourist visits Cape Town or not, is determined by how s/he perceives each of the Cape Town's important attributes. Here, when we are talking about the important attributes, it means we neglect the influence from those unimportant attributes. However, even for the important attributes, it is impossible that they impact on tourists' decision on destination selection equally. Some important attributes may be more effective than others. It is also possible that one or two important attributes play a decisive role in tourists' decision on destination selection. Therefore, the main purpose of the study is to identify Cape Town's important attributes, and their respective importance level in impacting on international tourists' decision of

choosing Cape Town as their destination. Concretely speaking, the following objectives will be achieved in this study:

1. Identify Cape Town's important attributes. Develop an effective order for the important attributes impacting on the international tourists' decision of choosing Cape Town as their destination.
2. Identify the importance level of Cape Town's overall image in international tourists' decision of choosing Cape Town as their destination. Evaluate the correlation between the importance of each of Cape Town's important attributes and Cape Town's overall image.
3. Identify the correlation between international tourists' satisfaction level with each of the ten important attributes and their overall satisfaction level with their trip to Cape Town.
4. Identify a relationship between the overall satisfaction level with Cape Town and the changes of the overall image of Cape Town, as perceived by international tourists.
5. Examine how class membership in terms of the six control variables, influences the effect of the attributes that influence the destination selection of international tourists.

## **1.6 Significance of the Study**

As most of the previous studies on destination attractiveness are based on destination

attractions, e.g., tourism sites in a destination and destination attributes, this study will fill the gaps by focusing on destination attributes. The study will generate a clear understanding about Cape Town's destination attributes in terms of their attractiveness in the international tourists' minds. The results of the study would be conducive to the tourism planners' and marketers' strategic decision making in the international tourism market.

## **1.7 Structure of the Study**

This Chapter provides a foundation for the research. It includes objectives, motivation, and significance of the study, as well as the problems that this study will address. Study gaps in literature and the framework of the study are highlighted in this Chapter. The "three ways' influences" which has been identified in the proposed model of destination selection indicates the direction for this study. In Chapter 2, a detailed literature review is conducted. As the tourism study in literature is dominated in the developed countries, the review of attractive destination attributes and frequently used attributes in literature is mainly based on the broad context. Cape Town's attractive attributes are briefly reviewed as well. Chapter 3 introduces the research methods of the study in detail. In order to make the questionnaire as short as possible and easy for interviewees to complete, ten Cape Town's important attributes are identified prior to the research design, by using the triangulation approach. Thereafter, the operational hypotheses are formulated based on the "three ways' influences". The follow-up research design serves for the hypotheses testing. Chapter 4 focuses on hypotheses

testing and discussion of the finding. The ten Cape Town's important attributes are critically examined in the process of hypotheses testing. Based on the hypotheses testing, the research findings of this study are presented. The summary, limitations, and conclusions of the study are provided in Chapter 5, as well as the recommendations for future studies.



## **CHAPTER 2: LITERATURE REVIEW**

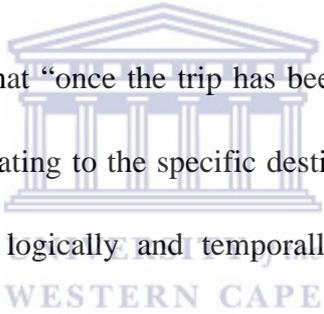
### **2.1 Introduction**

There are many ways to examine the factors, which can significantly impact on tourists' decision on destination selection, one popular way of which is to look at destination's attractions. Attractions have been viewed by many researchers as the reason for tourists visiting a particular destination (Richards, 2002:1048). There are two perspectives that a destination's attractions can be examined, namely, tourism sites which are physically included in the destination, and attributes which are associated with the destination. The literature review covers four sections. The Dann's "push-pull" framework is briefly reviewed in Section 2.2 which serves as the theoretical foundation of the study, followed by a detailed examination of the commonly attractive attributes in Section 2.3. Cape Town's attractive attributes are briefly discussed in Section 2.4. The attributes which were frequently used in past research are summarized into a table, and provided in Section 2.5.

### **2.2 The Push-Pull Framework**

Dann (1977) referred to a destination's attributes as the 'pull factors'. According to Dann (1977: 185), the pull factors (such as landscape, culture, price, service, climate etc.) can pull one to some of the tourism supply components such as attractions or destinations. In other words, the 'pull factors' can lead an individual traveler to select

one destination over another once the decision to travel has been made. The ‘pull factors’ can be deemed as exogenous forces, which have been characterized in terms of the features, attractions, or attributes of a destination (Klenosky, 2002: 385). Dann also examined the endogenous forces, which he named as ‘push factors’. The ‘push factors’ are viewed as relating to the needs and wants of a traveler, such as the desire for escape from their mundane home environment, relaxation, nostalgia, rest, prestige, knowledge, experience, and social interaction. Dann’s ‘push-pull framework’ provides a simple and intuitive approach for understanding tourists’ motivations for travel, and explaining why a certain tourist selects one destination over another.



Dann (1981: 207) indicated that “once the trip has been decided upon, where to go, what to see or what to do (relating to the specific destinations) can be tackled. Thus, analytically, and often both logically and temporally, push factors precede pull factors”. It means that push and pull factors can be deemed as relating to two different decisions made at two separate points in time. Tourists, firstly, are pushed by their needs and wants to make a decision of ‘whether to go’, and then are pulled by destinations’ attributes to make a decision of ‘where to go’. Therefore, destination attributes are very important for a destination to be successful in attracting more tourists.

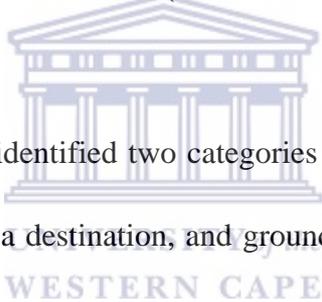
### **2.3 Commonly Attractive Attributes**

As there are many attributes associated with a specific destination, it is impossible for

every attribute to be important in tourists' destination choice. Some attributes reveal attractive to tourists, but others may be not. It raises a need to identify what could be attractive attributes for destinations.

### **2.3.1 Price as Attractive Attribute**

Price is a major attribute in a tourist's decision to choose one destination over another. This is especially the case, when tourism products are consumed by the form of a package. The total cost of a package plays a significant role in the selection of a destination for all but high-income tourists (Christie & Crompton, 2001: 7).



Dwyer and Kim (2003: 397) identified two categories of price, namely, travel cost - relating to travel to and from a destination, and ground cost - relating to commodity prices within the destination. Both of the two categories of price can influence tourists' decision making on destination selection. In fact, price, by itself, is meaningless to be attractive to tourists. Only when it is associated with a certain destination, or a tourism product, and their corresponding services and quality, it becomes an important attribute for tourists' buying consideration. Gooroochurn and Sugiyarto (2003: 4) argued that price competitiveness is usually regarded as one of the most important attributes of competitiveness for a given destination. Studies by tourism researchers indicate the price sensitivity of travelers is high in certain markets (Lee *et al.*, 1996: 539).

### 2.3.2 Culture as Attractive Attribute

In the past decade, the fast growth of cultural tourism has been leading to some researchers (Miller, 1997; Richards, 1996; Smith, 2003) argue that cultural attractions have become the most important attribute, which motivates people to travel. Rojek (1997) and Shenkar (2001) explain the fast growth of cultural tourism by two reasons. Firstly, the increasing affluence and disposable income has boosted tourism in general, and in turn boosted cultural tourism as well. Secondly, increasing levels of education have stimulated the demand for cultural tourism in particular. In other words, tourists are increasingly interested in the cultural aspects associated with a destination. Miller (1997: 7) argued that cultural tourism has become the mass market in tourism industry. Antolovic (1999, cited in McKercher, 2002: 30) indicated that 70% of all Americans traveling to Europe seek a cultural heritage experience (visit museum, historical monument, and archaeological sites, etc), and that about two-thirds of all visitors to the UK are seeking a cultural heritage tourism experience as part of their trip. The World Tourism Organization (WTO) asserted that the cultural tourism currently accounts for 37% of all tourists' trips and that demand is growing by 15% per annum (WTO, 1996, cited in Richards, 2001: 8). Cultural tourism has already gained much attention from many national and local governments as well. In Bali (Indonesia), cultural tourism, which is the most important regional development policy, has been adopted by the provincial government of Bali (Yamashita, 1999: 178). The South Korean government defined 1998 as the year of its historic and cultural tourism

(Successful Meetings, 1998: 179).

As tourists are increasingly interested in culture, destinations are competing fiercely with each other to develop cultural attractions that will act as a 'must see sight' for tourists (Richards, 2004: 2). Culture has become one of the most important and attractive attributes for a destination to attract more tourists.

### **2.3.3 Entertainment and Relaxation as Attractive Attributes**

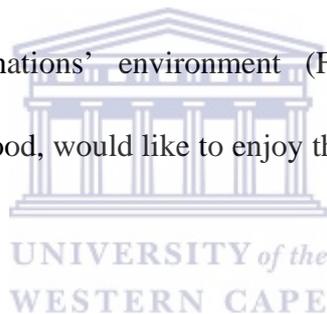
A destination's "entertainment attribute" can be found in many forms, such as outdoor activities, gambling, and nightlife. Tourists enjoy pursuing entertainment during their trip - even at museums and other cultural sites (Global Insight Inc., 2004: 7). A survey by Richard (2002: 1055) reports that 46% of respondents were pursuing for entertainment when they were visiting a cultural site.

Entertainment has become an essential attribute of tourist destinations (Formica, 2000: 37). Aalst (2002: 195) argued "in their competition to attract visitors, more and more cities are profiling themselves as an Entertainment City". In the United States of America (USA), entertainment destinations have been growing substantially over the past decade. Branson, Missouri, for example, is an entertainment destination, which has become the second-most popular tourist destination in the USA (Petrick *et al.*, 2001: 41).

Boorstin (1964: 12) believes that the real reason why people travel is that they seek to escape from their everyday reality through the consumption of shallow and inauthentic experiences. People are weary of the drudgery of their everyday life. They travel for fun, entertainment, and relaxation. Thus, entertainment and relaxation could be significantly attractive attributes for a destination to satisfy travelers' needs.

#### **2.3.4 Beautiful Scenery as Attractive Attribute**

Since the day when tourism became a mass market due to a number of people starting to enjoy travel, tourism has been defined as a “landscape industry”, and regarded as fully integrated with destinations' environment (Formica, 2000: 2). Tourists, especially those in holiday mood, would like to enjoy their destinations' natural views and beautiful scenery.

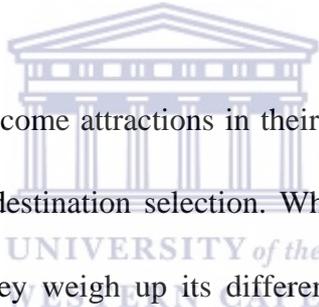


Formica (2000: 39) believes that natural vistas and appealing landscapes have always been key attributes in determining the tourism attractiveness of a destination. Lohmann and Kaim (1999) conducted a representative survey of German citizens to evaluate the importance of certain destination attributes. The attribute – landscape, was found to be the most important even before price considerations (Lohmann & Kaim, 1999: 61). A similar point of view was taken by Hu and Ritchie (1993). In their study of measuring the importance of destination attributes, they concluded that natural beauty and climate were of universal importance in defining destinations attractiveness (Hu and Ritchie, 1993: 32). Thus, nature-based beautiful scenery could

be deemed as a meaningful attribute for a destination to attract more visitors.

### **2.3.5 Pleasant Weather and Climate as Attractive Attribute**

Weather can be defined as “the state of the atmosphere in a given place at a given time, and can be described by one particular weather station or for a specific area of the earth’s surface. By contrast, climate is the prevailing condition of the atmosphere deduced from long periods of observation” (Martin, 2005: 572). Both climate and weather can significantly influence tourists’ activities and behavior, just as they affect people’s routine lives as well.



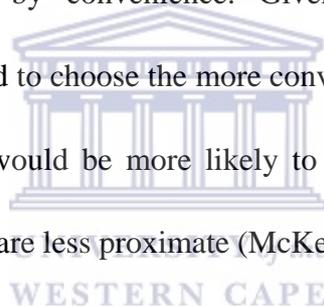
Climate and weather could become attractions in their own right and play a decisive role in tourists’ decision on destination selection. When tourists are thinking about buying a tourism product, they weigh up its different attributes, such as services, entertainment and price. The climate and weather are also evaluated in this process, as they could be deemed as the natural resources that usually form a part of the product (Martin, 2005: 578). In his study of “the pull of tourism destinations”, Klenosky (2002: 389-391) found that the ‘warm climate’ appear to be a significant pull attribute, especially for those tourists who were interested in relaxing and getting a suntan. Martin (2005: 579) believes that climate acquires greater importance than the other attributes and is valued so positively when tourists decide to buy a tourism product.

Although climate and weather can be deemed as an important attribute associated

with a destination, tourism planners and marketers can do nothing to affect them. However, the understanding of how tourists perceive a destination's climate and weather would be helpful for tourism planners and marketers to better arrange their tourism resources and activities.

### **2.3.6 Accessibility as Attractive Attribute**

Accessibility can be defined as the “relative ease or difficulty with which customers can reach the destination of their choice” (Kim, 1998: 345). Tourists' destination choice is often influenced by convenience. Given a choice between similar destinations, a tourist will tend to choose the more convenient one. Thus, destinations, which are more proximate, would be more likely to be accepted over destinations offering similar products that are less proximate (McKercher, 1998: 39).



The accessibility of a destination is governed by a wide variety of influences, many of which may depend on much broader economic, social, or political concerns, such as regulation of the airline industry, entry visas and permits, route connections, hubs, landing slots, airport capacities, and competition among carriers (Crouch & Ritchie, 1999: 149). From this point of view, it is difficult to evaluate the accessibility of a destination, based on supply-side. McKercher (1998: 39) suggested that accessibility could be measured by the relative difference in the time, cost, distance, or effort required to access different destinations, based on demand-side.

Accessibility might be an attractive attribute for a certain destination. Zhang and Lam (1999: 591) conducted a study of mainland Chinese travelers' motivation to visit Hong Kong, based on the 'push-pull' framework. Results showed that accessibility of Hong Kong is one of the top three significant pull attributes, which attract mainland Chinese to Hong Kong.

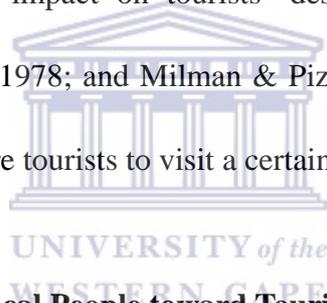
### **2.3.7 Safety as Attractive Attribute**

Although there are many attributes associated with a destination, safety is the major concern for tourists to make a decision on destination selection. Pizam and Mansfeld (1996: 1) indicated "safety, tranquility and peace are necessary conditions for prosperous tourism . . . , most tourists will not spend their hard earned money to go to a destination where their safety and well-being may be in jeopardy". It has been generally accepted that safety and security at a destination are critical determinants of its competitiveness. Elements of safety and security include political instability/unrest, probability of terrorism, crime rates, record of transportation safety, corruption of police/administrative services, quality of sanitation, prevalence of outbreak of disease, and quality/unreliability of medical services (Dwyer and Kim, 2003: 397).

In this age of globalization, serious crime against tourists hits the international headlines around the world and can destroy the tourist destination in the short run (Christie & Crompton, 2001: 29). The 1992 Florida, USA, tourist murders, for example, generated considerable media attention and resulted in a significant decline

of tourism (Dimanche & Lepetic, 1999: 19). The travel and tourism industry is very sensitive to crisis events. After the terrorist attacks of September 11, the volume and pattern of tourism flows were affected and has not recovered from that event. Particular destinations, such as the USA and countries in the Middle East, are experiencing greater turndowns in visitors than others because of tourists' safety and security considerations (Dwyer & Kim 2003: 397).

Tourists' perceptions of safety and security to a destination will have a significant effect on the destination's image. Researchers have testified that the image of a destination can significantly impact on tourists' destination choice (Hunt, 1975; Goodrich, 1978; Scott *et al.*, 1978; and Milman & Pizam, 1995). A good safety and security image can attract more tourists to visit a certain destination.



### **2.3.8 Friendly Attitude of Local People toward Tourists as Attractive Attribute**

Local people's attitude toward tourists is a major social factor forming part of the macro-environment of a destination (Dwyer & Kim, 2003: 384-385), which may influence tourists' satisfaction with their trip and is, therefore, vital to the success of the destination (Andriotis & Vaughan, 2003: 172). Local people's attitude toward tourists is determined by how they perceive the tourism industry. Most residents of a certain destination may perceive tourism in a positive way due to its potential for job creation, income generation and enhanced community infrastructure. This may lead to a friendly attitude toward tourists. Alternatively, if most residents of a destination

perceive tourism in a negative way due to the socio-cultural and environmental costs, local people's attitude toward tourists will not be gracious (Andriotis & Vaughan, 2003: 172).

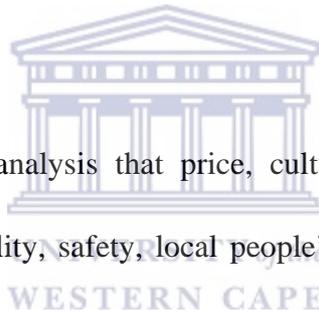
Dwyer and Kim (2003: 384) argued that residents' support for tourism development can foster a competitive destination. Local people's attitude toward tourists is very important for the long-term success of tourism in a destination. It is because if tourists are greeted with hostility in their destination, they are unlikely to visit the destination again.

### **2.3.9 Service as Attractive Attribute**



The services of a destination are important in tourists' destination choice. In the eyes of many tourists, destinations function more effectively, when their services are in abundance. Thus, prosperity of a destination's tourism is highly related to its provision of numerous ancillary services (Dwyer & Kim, 2003: 381). In fact, tourism, by itself, can be deemed as a service industry. Services exist in the whole processes of a tourist's visitation, such as in transportation, shopping, diet, accommodation, and administration. Provision of reliable and responsive visitor services can significantly enhance a destination's competitive advantage. Research shows that the range of services is the main attribute in growth or decline of most destinations (Haber & Lerner, 1998: 198).

Generally speaking, services of a destination can be evaluated by its quality, especially the quality perceived by tourists. The perceived quality of services is vital for a destination, because it can significantly impact on tourists' satisfaction with the destination (Chadee & Mattsson, 1996: 306). If a tourist receives low-quality services at a destination, and will be dissatisfied with the trip, the future re-visitation to the destination might be in doubt. On the other hand, a good quality of services received by a tourist may increase the perception of 'trip-value', and in turn, increase the tourists' likelihood to visit the destination again and recommend the destination to other people. Thus, service is an important attribute for a destination to attract more tourists.



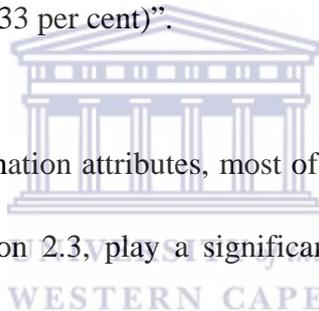
It is clear from the above analysis that price, culture, entertainment, relaxation, landscape, weather, accessibility, safety, local people's attitude toward tourists, and service are commonly used as attractive attributes for a destination to attract tourists.

However, each destination will be visited for its own set of attributes. This will also apply to Cape Town.

## **2.4 Attractive Attributes of Cape Town**

Cape Town has risen to become the third most popular tourist destination in the world, and consequently, tourism is one of the biggest contributors to the economy of Western Cape with some 1,1 million national and foreign tourists visiting the region annually (du Plessis, 2000: 117). Tourism in the Western Cape offers the most

attractive overall products in South Africa. Tourists are able to choose from the landscapes of Table Mountain and the Cape Peninsula National Park, or visit the city's Victoria and Alfred Waterfront or it's the city's many cultural attractions, such as Robben Island, Bo Kaap and the Bo-Kaap Museum, Castle of Good Hope, Groot Constantia and South African Museum (Shackley, 2001: 358). The World Travel & Tourism Council (WTTC, 2005: 18) reported that "eight of South Africa's top ten attractions are located in the Western Cape. The most popular tourist attraction for foreign air tourists is the V&A Waterfront in the Western Cape, attracting some 42 per cent of all foreign arrivals to South Africa in 2000, followed by Table Mountain (34 per cent) and Cape Point (33 per cent)".



From the perspective of destination attributes, most of the attractive attributes, which have been reviewed in Section 2.3, play a significant role in tourists' decision of choosing Cape Town as their potential destination. This may explain the reason that Cape Town is attractive to tourists.

Cape Town is famous for its beautiful scenery and unspoiled environment in the world. Its charming natural landscape attracts a number of tourists annually, and provides a good image of Cape Town. Cape Town's cultural and historical attribute is salient as well. Cape Town is the oldest city in South Africa, with its history can be traced back to 1652 or even earlier (Biggs, 2000: 7). Cape Town's rich historical heritage and monuments are well-known all over the world, including the Castle of Good Hope, Cape Point - the place of the Meeting of Two Oceans and Robben Island - which

houses the old prison for political prisoners convicted during the Apartheid era. Culture in Cape Town is about as diverse as it can be, comprising various racial traditions. Cape Town's cultural scene such as diverse ethnic mosaic, different traditions and lifestyles, constitute the foundation of its cultural attributes. It strongly attracts tourists, especially the cultural tourists. Cape Town's weather and climate attribute can be a significant attractor for tourists. Due to its coastal position, Cape Town enjoys a temperate Mediterranean climate for the largest part of the year. In summer it is usually pleasantly warm. Pleasant breezes or strong winds often cool the hottest days. The winters are cool and wet, but the temperature hardly ever falls below 10°C. During its autumn and spring seasons the days are an enjoyable temperature, cooling towards evening, but often more enjoyable for visitors not accustomed to the heat (About Cape Town, 2005: Weather). Cape Town's pleasant weather and climate are in many tourists' good graces.



Cape Town also provides relaxation and entertainment to tourists. The abundance of bars, clubs and restaurants to choose from creates a vibrant nightlife that caters for a variety of tastes. Bars stay open late and clubs get going from 11pm, many restaurants are open till midnight, some later (About Cape Town, 2005: Bars and Nightlife). Alternatively, tourists may also visit the Grand West Casino for a glitzy night of gambling, wining and dining. The casino offers a host of restaurants and bars as well as cinemas and other entertainment. The Western Cape, and particularly Cape Town and surrounds, offers excellent opportunities for bird and whale watching. The Cape's

birdlife is rich and varied and 60 of Southern Africa's 86 endemics and 42 of its 84 near-endemics occur in the Western Cape region (About Cape Town, 2005: Bird Watching). Cape Town offers pampering and spa relaxation, from rustic retreats and holistic healing to luxurious spa's in a variety of settings, treatments from massage to aromatherapy, wraps, scrubs and hydro-therapy (About Cape Town, 2005: Health and Beauty). Cape Town has some of the best tourist accommodation in Africa, and the most beautiful beaches as well. All the above-mentioned attractions provide tourists the excellent infrastructure and environment for their entertainment and relaxation.

Additional Cape Town's attributes that attract tourists to the city are service, price, and accessibility. However, the aforementioned arguments are only based on supply-side, e.g., attractions what Cape Town has offered. There is not enough empirical evidence that these attributes are important in attracting tourists to Cape Town. Which attributes of Cape Town are important in international tourists' destination choice? How important are they? In this case the tourists are the ultimate judges. This will be evaluated, and results will be shown in Chapter 4.

## **2.5 Frequently Used Attributes in Literature**

The commonly attractive attributes identified in Section 2.3 received much attention in tourism literature. Many studies examined the attractiveness of attributes associated with certain destinations, including studies by Richards (2004), Hu & Ritchie (1993) and Klenosky (2002). However, as most tourism studies are dominated by the

developed countries, namely, countries in Europe, USA, and Canada, it is difficult to find empirical studies in the context of Cape Town. In order to provide a reference for follow-up study of this paper, the broader review of destination attributes under the international context is necessary to find frequently used destination attributes in previous studies. Table 2.1 lists the destination attributes, which were used in previous 28 studies on tourists' decision on destination selection or its relevant topic. Some attributes, which are specifically associated with a certain destination, were discarded, because of the limitation of the table size.

Table 2.1: Summary of previous research on the attributes of tourist destination

Researchers	No. of Sample	Attributes of tourist destination															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Hahti (1986)	681	*	*		*			*	*	*	*		*				
Gartner (1989)	3000	*	*		*	*					*						
Urn & Crompton (1990)	359	*	*		*	*	*	*		*			*				
Hu and Ritchie (1993)	400	*	*	*	*		*	*	*			*	*				
Philipp (1993)	213	*	*	*	*												
Milman & Pizam (1995)	750		*	*			*	*		*	*						
Baloglu & McCleary (1999)	356	*	*	*	*	*	*	*	*	*	*						
Chen & Hsu (2000)	285	*	*	*		*	*	*		*	*		*	*			
Kozak & Rimmington (2000)	220	*	*	*	*	*		*	*	*							
Joppe et, al. (2001)	359	*		*				*		*	*		*				
Gallarza & Saura (2002)	Qualitative	*	*	*	*	*	*	*	*	*	*	*	*				
Johns & Gyimothy (2002)	1099	*	*	*	*	*			*								
Klenosky (2002)	53	*	*			*	*		*			*					
Somez & Sirakaya (2002)	552	*	*	*	*	*	*	*	*	*	*	*		*	*	*	
Anwar & Sohail (2003)	1200	*	*	*		*	*	*	*			*	*				
Awaritefe (2003)	376	*	*		*	*	*							*			
Benckendorff & Pearce (2003)	407	*	*		*	*					*				*		
Cave et, al. (2003)	281	*	*	*	*	*			*			*		*			*
Pike (2003)	25	*	*	*	*	*	*	*	*	*	*	*		*		*	
Bansal & Eiselt (2004)	588	*				*	*					*		*			
Obenour et, al. (2004)	610	*	*	*	*			*	*		*		*		*		
Pike & Ryan (2004)	763	*	*	*		*	*	*	*				*		*		

Suh & Gartner (2004)	420	*		*	*						*						
Bonn et, al., (2005)	14205		*	*			*	*		*	*		*				
Enright & Newton (2005)	413	*		*	*		*			*		*					
Lam & Hsu (2005)	299	*	*	*	*					*							
O'Leary & Deegan (2005)	281	*	*	*	*	*	*	*	*			*	*				
Yoon & Uysal (2005)	148	*	*	*	*		*	*	*	*	*	*					
Total (N=28)		26	24	21	20	17	17	17	15	14	13	12	10	7	3	3	1

- (1). Culture & history (monument, heritage, arts, handcraft and ways of life of local people);
- (2). Landscape (beautiful scenery and natural attractions);
- (3). Services (shopping, accommodation, food, and transportation);
- (4). Entertainment;
- (5). Relaxation;
- (6). Climate (e.g., pleasant weather);
- (7). Price (e. g., cost, good value for money);
- (8). Sport;
- (9). Safety (personal safety);
- (10). Local people's attitude toward visitors;
- (11). Special events and activities;
- (12). Accessibility (information available);
- (13). Adventure;
- (14). Wildlife;
- (15). Close to other destination(s);
- (16). Special animals

Table 2.1 shows that thirteen destination attributes, namely, Culture & history, Landscape, Service, Entertainment, Relaxation, Climate, Price, Sport, Safety, Local people's attitude toward tourists, Special events and activities, Accessibility, and Adventure, are frequently used in the previous studies. Most of the frequently used

attributes have been identified as commonly attractive attributes in Section 2.3. However, this does not mean these attributes are important to every destination. Not all destinations share the same important attributes. Some destinations may have some special attributes specifically associated with themselves. Thus, the thirteen frequently used attributes identified above must be analyzed with regards to suitability for Cape Town. Moreover, an effort should be made to identify whether there is/are other attribute(s) out of the above list, which could be important to Cape Town.

## **2.6 Summary of the Chapter**

The literature review was conducted in this chapter. As the tourism study in literature is dominated by the developed countries, the commonly attractive attributes used by destinations and the frequently used attributes in previous studies were examined in the broad context. Cape Town's attractive attributes were briefly discussed. The literature review also covered the Dann's 'push-pull' framework, which serves as the theoretical foundation for this study.

## **CHAPTER 3: RESEARCH METHOD**

### **3.1 Introduction**

The study is based on the consumers' motivation theory, e.g. consumers' motivation is one of most important determinants of consumer behavior (Swarbrooke & Horner, 2001: 169). According to Dann (1977), motivating factors in tourism can be split into two groups, namely: (1) those factors, which motivate a person to take a holiday (push factor), and (2) those factors, which motivate a person to take a particular holiday to a specific destination (pull factor). Therefore, the international tourists' decision of choosing Cape Town as their destination is determined by Cape Town's attributes, especially the important attributes. One of the purposes of the study is to identify Cape Town's important attributes which can impact on international tourists' decision of choosing Cape Town as their destination. In Section 3.2, ten Cape Town's important attributes are identified by using the triangulation approach, based on which five hypotheses are formulated in Section 3.3. Section 3.4 introduces the research design in detail, followed by an examination of the validity and reliability of the study in Section 3.5.

### **3.2 Identifying Cape Town's Important Attributes**

Tourists are usually in a holiday mood and will be reluctant to respond to very lengthy questionnaires. A list of all possible attributes may therefore be too lengthy. The

following prior study was then done to identify Cape Town's important attributes that can be used in the questionnaire for this research.

From the literature review, the following thirteen attributes were frequently used in previous studies, namely, (1) Culture & history (monument, heritage, arts, handcraft and ways of life of local people), (2) Landscape (beautiful scenery and natural attractions), (3) Services (shopping, accommodation, food, and transportation), (4) Entertainment, (5) Relaxation, (6) Climate (e.g., pleasant weather), (7) Price (e. g., cost, good value for money), (8) Sport, (9) Safety (personal safety), (10) Local people's attitude toward tourists, (11) Special events and activities, (12) Accessibility (information available), and (13) Adventure. Most of them are also commonly attractive to tourists. However, it does not mean these thirteen attributes are all important to Cape Town. Moreover, it may be possible that some attributes, which are not on the list of thirteen attributes, are important to Cape Town. Therefore, Cape Town's important attributes should be identified, within the context of Cape Town, by using the thirteen frequently used attributes as a reference. In order to identify Cape Town's important attributes, the following procedures have been conducted.

(1). Thirty convenient international students who are currently studying at the University of the Western Cape were asked to complete a questionnaire (see Appendix 2). The interviewees were asked to rank the list of frequently-used destination attributes in terms of their importance level to Cape Town, for example,

from the most important (1), then (2), until the last one. If one interviewee thinks there are other destination attributes, which are supposed to be important to Cape Town, but not on the list, the interviewee was asked to add those attributes to the list first, and then rank all of them in the same way. There are two reasons why international students were chosen to be evaluator for Cape Town's important attributes. Firstly, they are foreigners. They can examine Cape Town's important attributes from a foreigner's point of view. Their perceptions of Cape Town's attributes should, therefore, be similar to those of international tourists. Secondly, they are more familiar with Cape Town than international tourists, especially the first-timers. Thus, their evaluation of Cape Town's important attributes might be more valuable than a particular international tourist's comments.



Because all the interviewees are familiar with the interviewer, and the purposes of the questionnaire and the study were made clear to them before they started to answer, the response rate as well as the validity rate is one hundred percent. For the convenience of statistics, the attribute which is ranked number one is allocated with 13 scores and then descend orderly, until the attribute which is ranked 13 is allocated with 1 score. Those attributes which are ranked out of 13 are allocated with 0 score. The following Table 3.1 has shown the total score, mean, Standard Deviation and Kurtosis of each of the attributes of Cape Town, reported by the Statistical Package for Social Sciences (SPSS) version 13.0 for Windows.

Table 3.1: The Mean Ranking of Attributes

Attributes	Sum	Mean	Std. Deviation	Kurtosis	
				Statistic	Std. Error
(7) Price (cost, good value for money)	308	10.27	3.523	.779	.833
(2) Landscape (beautiful scenery and natural attractions)	301	10.03	2.988	1.222	.833
(3) Service (when, shopping, accommodation, diet, and transportation)	298	9.93	1.741	3.447	.833
(4) Nightlife and entertainment (such as having fun in pubs, clubs, casinos, etc)	278	9.27	2.016	2.201	.833
(1) Cultural & History (museum, arts, monument, heritage, ways of life of local people)	274	9.13	2.713	.658	.833
(9) Safety (personal safety)	224	7.47	2.270	-.218	.833
(5) Relaxation (good relaxation sites and activities such as beach, sea, fishing)	209	6.97	2.109	1.529	.833
(6) Climate (pleasant weather)	169	5.63	2.109	1.519	.833
(10) Local people's attitude toward tourists	159	5.30	2.493	1.068	.833
(12) Accessibility (easily get enough information that may facilitate your trip)	155	5.17	2.506	.294	.833
(8) Sport (sports activities which individuals can take part in personally)	100	3.33	3.241	3.167	.833
(14) Nostalgia	99	3.30	5.572	-.793	.833
(11) Special events (events and activities unusually held, such as beer festivals, FIFA)	93	3.10	4.046	2.816	.833
(13) Adventure (activities with adventure, such as drifting in river, expedition in mountain etc)	63	2.10	1.398	.143	.833
Total (N=30)	2730				

From Table 3.1, “price (cost, good value for money)” was ranked as the most important attribute of Cape Town (M=10.27). In a descending order of importance level, it is followed by “landscape” (M=10.03) and “service” (M=9.93), until with “adventure” at M=2.10. One new attribute, “nostalgia” was added to the list. In the literature of motivation, “nostalgia” normally was deemed as a push factor. However, as it is highly related to a certain destination, it is reasonable to be treated as a pull

factor as well. The purpose at this stage of the study is to identify Cape Town's important attributes, so that the least possible attributes could be evaluated by international tourists. A questionnaire survey with too many destination attributes may confuse respondents, causing denial or providing fake information, and in turn, reduce the reliability of the study (Suh & Gartner, 2004: 131). However, it is also important that any attribute, which is supposed to be important to Cape Town, should not be missed. From Table 3.1, it could be found that the mean score of the attribute significantly decreased from "accessibility" (5.17) to "sport" (3.33), and the standard deviation of "sport", "nostalgia", and "special events" are significantly bigger than others. It means, these three attributes not only have low mean scores but their distributions are also too dispersed from their means, indicating that only a small number of interviewees regard these attributes as their favorites. Therefore they are eliminated from the list of Cape Town's important attributes. Another eliminated attribute is the last one on the table, namely, "adventure". Although its standard deviation is low (1.398), its mean is only 2.1, which indicates that most interviewees had a similar point of view that "adventure" is of low importance level to Cape Town. After elimination of these four attributes, the ten attributes left on the table, namely, (1) Landscape (beautiful scenery and natural attractions); (2) Culture & history (monument, heritage, arts, handcraft and ways of life of local people); (3) Entertainment; (4) Service (shopping, accommodation, food, and transportation); (5) Accessibility (information available); (6) Local people's attitude toward tourists; (7) Safety (personal safety); (8) Relaxation; (9) Climate (e.g. pleasant weather); (10)

Price (e.g. cost, good value for money) represent Cape Town's important attributes, which will be evaluated in the study.

(2) In order to refine the choice of the Cape Town's important attributes, an interview with Mr. Linda Mase of the Cape Town Routes Unlimited office was undertaken on 22 August 2005. Mr. Mase was asked to comment on what makes Cape Town attractive to international tourists. At the end of the conversation, he was also asked to comment on the ten important attributes. Mr. Mase believes that the Robben Island, Cape of Good Hope and the Table Mountain are of the most important attractions in Cape Town for international tourists. He also agreed that the previously mentioned ten attributes are important to international tourists when deciding on their destination and that these attributes are broad enough to cover the important features of Cape Town's attractions. A similar point of view was taken by Mr. Maruaan Roberts, Operations Manager of Legend Tours (29 August 2005), and Ms. Vicky, Consultant of Thompson Tours (31 August 2005). Ms. Vicky indicated that a study of international tourists' preference of Cape Town's important attributes would be conducive to tourism marketers and planners.

### **3.3 Research Hypotheses**

The above section has identified ten of Cape Town's important attributes. According to the "three ways' influences" in the proposed model (see Figure 1.5), these ten important attributes should play an important role in international tourists' decision to

choose Cape Town as their destination. Based on this assumption, the following hypothesis can be formulated.

H1. Each of the ten Cape Town's important attributes is significantly important in international tourists' decision of choosing Cape Town as their destination. Their importance level might, however, be different. Some attributes' importance level might be significantly higher than others. The aforementioned characteristics do not significantly vary in the following different groups:

1a. Different age groups;

1b. Different gender groups;

1c. Different geographic groups;

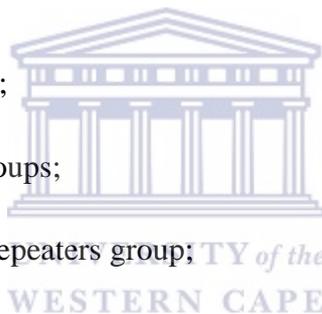
1d. First-timers group and repeaters group;

1e. Different education-level groups.

1f. Destination-restricted tourists group and destination-unrestricted tourists group.

The fact that a destination's image can significantly impact on tourists' decision on destination selection has been verified in the past twenty year's studies of destination image (Hunt, 1975; Goodrich, 1978; Scott *et al.*, 1978; and Milman & Pizam, 1995).

Therefore, a good overall image of Cape Town might be helpful to attract more international tourists to choose Cape Town as their destination. Based on this assumption, the following hypothesis can be formulated.



H2. An overall image of Cape Town is significantly important in international tourists' decision of choosing Cape Town as their destination. This characteristic does not significantly vary in the following different groups:

2a. Different age groups;

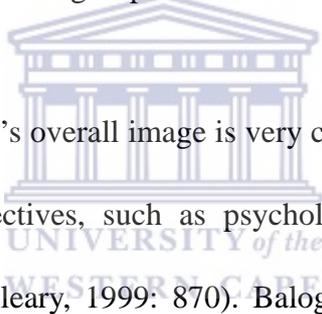
2b. Different gender groups;

2c. Different geographic groups;

2d. First-timers group and repeaters group;

2e. Different education-level groups.

2f. Destination-restricted tourists group and destination-unrestricted tourists group.



The formation of a destination's overall image is very complex. It is affected by many factors from different perspectives, such as psychological, social, cognitive, and empirical. (Baloglu and McCleary, 1999: 870). Baloglu and McCleary categorized these factors into two groups, namely, "personal factors" and "stimulus factors". Those stimulus factors could be related to the performance of destination's attributes. According to the "three ways' influences" in the proposed model, international tourists' perceptions of Cape Town's important attributes can significantly impact on their image of Cape Town. Thus, the following hypothesis can be formulated.

H3. The overall image of Cape Town as perceived by the international tourists before they start their trip to Cape Town, has a significantly positive correlation with each of the ten important attributes' importance level in their decision of choosing Cape Town

as their destination. The correlation between Cape Town's overall image and some important attributes' importance level might, however, be significantly stronger than Cape Town's overall image and other attributes' importance level. In other words, tourists' perceptions of some important attributes might contribute to the formation of Cape Town's overall image more than their perceptions of others. Their correlations can be explicitly described that, Cape Town's overall image becomes better as,

3a. Attractiveness of Landscape (beautiful scenery and natural attractions)

increases;

3b. Attractiveness of Culture & history (monument, heritage, arts, handcraft and ways of life of local people) increases;

3c. Attractiveness of entertainment increases;

3d. Attractiveness of services (when, shopping, accommodation, food, and transportation) increases;

3e. Attractiveness of accessibility (information available) increases;

3f. Attractiveness of local people's attitude toward visitors increases;

3g. Attractiveness of safety (personal safety) increases;

3h. Attractiveness of relaxation increases;

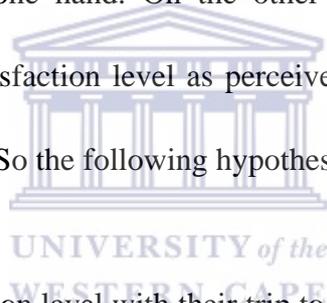
3i . Attractiveness of climate (e.g. pleasant weather) increases;

3j . Attractiveness of price (e.g. cost, good value for money) increases.

The aforementioned characteristics do not significantly vary in the following different groups:

- 3k. Different age groups;
- 3l . Different gender groups;
- 3m. Different geographic groups;
- 3n . First-timers group and repeaters group;
- 3o . Different education-level groups.
- 3p. Destination-restricted tourists group and destination-unrestricted tourists group.

Based on the proposed model (see Figure 1.5), Cape Town's overall image as perceived by international tourists depends on how they perceive Cape Town's ten important attributes on the one hand. On the other hand, it can be significantly influenced by the overall satisfaction level as perceived by the international tourists after their trip to Cape Town. So the following hypothesis can be formulated.

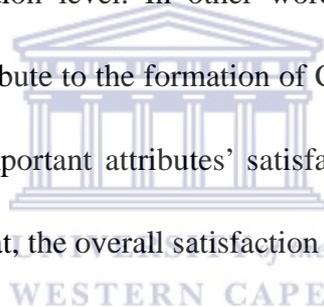


H4. Tourists' overall satisfaction level with their trip to Cape Town has a significantly positive correlation with the changes of the overall image of Cape Town. This characteristic does not significantly vary in the following different groups:

- 4a. Different age groups;
- 4b. Different gender groups;
- 4c. Different geographic groups;
- 4d. First-timers group and repeaters group;
- 4e. Different education-level groups.
- 4f. Destination-restricted tourists group and destination-unrestricted tourists group.

Tourists' overall satisfaction level with their trip to Cape Town can be regarded as the result of their satisfaction level with each of the ten Cape Town's important attributes. Based on this assumption, the following hypothesis can be formulated.

H5. The international tourists' satisfaction level with each of the ten Cape Town's important attributes, respectively, has a significantly positive correlation with the overall satisfaction level with their trip to Cape Town. The correlation between Cape Town's overall satisfaction level and certain important attributes' satisfaction level might, however, be significantly stronger than the overall satisfaction level and other important attributes' satisfaction level. In other words, some important attributes' satisfaction level might contribute to the formation of Cape Town' overall satisfaction level more than the other important attributes' satisfaction level. Their correlations can be explicitly described that, the overall satisfaction level increases as,



5a. the satisfaction level with landscape (beautiful scenery and natural attractions)

increases;

5b. the satisfaction level with culture & history (monument, heritage, arts,

handcraft and ways of life of local people) increases;

5c. the satisfaction level with nightlife and entertainment increases;

5d. the satisfaction level with services (when, shopping, accommodation, food, and transportation) increases;

5e. the satisfaction level with accessibility (information available) increases;

5f. the satisfaction level with local people's attitude toward visitors increases;

- 5g. the satisfaction level with safety (personal safety) increases;
- 5h. the satisfaction level with relaxation increases;
- 5i . the satisfaction level with climate (e.g. pleasant weather) increases;
- 5j . the satisfaction level with price (e.g. cost, good value for money) increases.

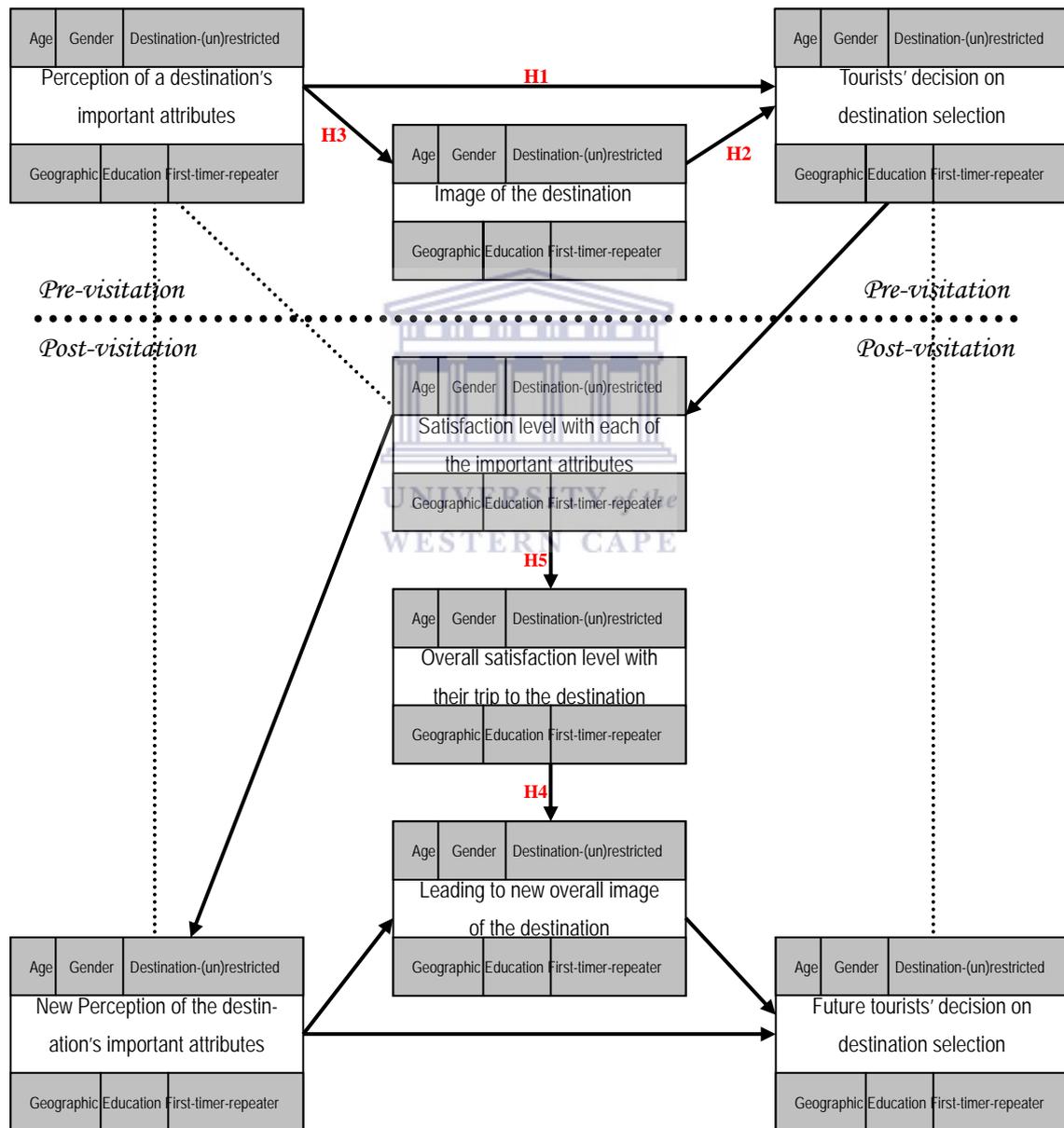
The aforementioned characteristics do not significantly vary in the following different groups:

- 5k. Different age groups;
- 5l . Different gender groups;
- 5m. Different geographic groups;
- 5n . First-timers group and repeaters group;
- 5o . Different education-level groups.
- 5p. Destination-restricted tourists group and destination-unrestricted tourists group.

The hypotheses developed in this section presented the main relations between variables in the proposed model of destination selection (see Figure 1.5). The development of the proposed model is mainly based on the results from three fields' studies in tourism literature, namely, "tourist motivation", "destination's image", and "satisfaction level with destination". The main relations between variables in the proposed model will be examined in the context of Cape Town, along with the hypotheses testing. At the same time, the ten Cape Town's important attributes will be evaluated in terms of their respective importance level in the international tourists'

decision of choosing Cape Town as their destination, the formation of Cape Town's overall image, and the formation of Cape Town's overall satisfaction level. Figure 3.1 illustrates how each hypothesis deals with the relations of variables in the proposed model.

Figure 3.1: Hypotheses in Proposed Model of Destination Selection



The following section is a summary of the above hypotheses that were developed to address the objectives of the study (see Section 1.5). The links between the different hypotheses and research objectives are highlighted.

Hypothesis 1 addresses Research Objective 1, namely, to verify and evaluate the ten Cape Town's important attributes in terms of their respective importance level in international tourists' decision of choosing Cape Town as their destination. The identification of the Cape Town's important attributes has actually been completed before the formulation of the hypotheses. Thus, Hypothesis 1, the same with other hypotheses, directly deals with the Cape Town's ten important attributes, which have been identified.

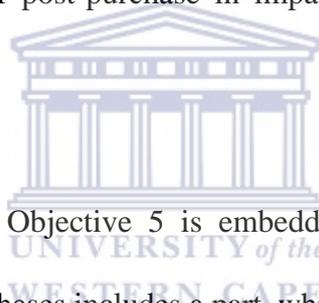


Hypothesis 2 and 3 mainly address Research Objective 2, which is, to examine the effectiveness of the impact of the ten important attributes on Cape Town's overall image, and in turn influence international tourists' decision of choosing Cape Town as their destination. Hypothesis 2 deals with the correlation between the importance of each of the Cape Town's ten important attributes and Cape Town's overall image. Hypothesis 3 deals with the importance of Cape Town's overall image in tourists' decision of choosing Cape Town as their destination.

Hypothesis 5 addresses Research Objective 3, which is, to evaluate the effectiveness of the ten important attributes in the formation of Cape Town's overall satisfaction level. Cape Town's overall satisfaction level could be thought of as feedback of

post-purchase from the international tourists. It may largely influence international tourists' decision on destination selection in future. Therefore, the test of Hypothesis 5 could be deemed as an evaluation of importance level of the ten important attributes in impacting on international tourists' future decision on destination selection.

Hypothesis 4 addresses Research Objective 4, namely, to examine the relationship between Cape Town's overall satisfaction level and the changes of Cape Town's overall image between pre- and post-visitation of Cape Town. The test of Hypothesis 4 could be deemed as an evaluation of the effectiveness of Cape Town's ten important attributes for the feedback of post-purchase in impacting on Cape Town's overall image.



The fulfillment of Research Objective 5 is embedded in the test of all the five hypotheses. Each of the hypotheses includes a part, which deals with the segmentation studies, such as, H1a-H1f, H2a-H2f, H3k-H3p, H4a-H4f, and H5k-H5p. The selection of the segmenting criteria has been illustrated in Section 1.4.

### **3.4 Design of the Study**

In order to test the hypotheses formulated in previous sections, a quantitative analysis method was chosen to measure the importance level of the ten Cape Town's attributes in international tourists' decision on destination selection, the formation of Cape Town's overall image, and the tourists' overall satisfaction level. As the study is

based on demand side to expose the international tourists' subjective opinion of the importance of the Cape Town's attributes, an attitudinal survey can be deemed as the best way to do the research. Primary data was collected from a convenient sample of international tourists at Cape Town International Airport by using a structured questionnaire, after the international tourists completed their trip to Cape Town and were preparing to leave.

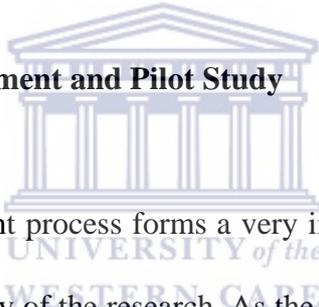
### **3.4.1 Population and Sample Size**

The population covers the international tourists who visited Cape Town from the September to October of 2005. According to the WTTC (2005), about 318,000 international travelers visited Cape Town in 2004. Thus, it can be estimated that the size of the target population would be approximately 25,000 – 30,000 international travelers.

As most international tourists visit Cape Town by air (WTTC, 2005), samples of the study will be selected at the Cape Town International Airport, after the international tourists finish their trip to Cape Town and are preparing for departure. An important and arguable issue in sampling is to determine the appropriate sample size to be used in a study. According to Baloglu & McCleary (1999: 877), the determination largely depends on the statistical estimating precision needed by researchers and the number of variables analyzed in a study. Although larger sample sizes are preferred, it does not mean the larger the better due to the limitation of time and cost. Hair (1996: 170)

believes that a number of valid samples of between 100 and 300 are usually accepted as the critical sample size for multiple-regression analysis. As this study will test its hypotheses by means of multiple regression analysis, the number of valid sample should be at least more than 100. In previous studies, where similar data collection methods were used such as in the case of studies by Chen & Hsu (2000: 412) and Heung & Cheng (2000: 398), a validity rate of questionnaire survey has been reported to reach a high score of approximately 85%. Thus, three hundred and fifty (350) tourists awaiting departure at the Cape Town International Airport were selected as sample. Hopefully there would be approximately 300 valid questionnaires.

#### **3.4.2 Questionnaire Development and Pilot Study**



The questionnaire development process forms a very important stage of the study, as it is directly relevant to validity of the research. As the proposed model and the “three ways’ influences” are newly developed specifically for this study, there is a small number of references in tourism literature for the questionnaire development. In order to better meet the requirements of the hypotheses, Dr. Sedick Isaacs - a private statistical research methodology consultant, was consulted during September 2005. With the help of Dr. Isaacs, a draft questionnaire was developed. The draft questionnaire was distributed amongst three academics in the Management Department and seven students of the University of the Western Cape to examine its feasibility in terms of the semantics and structure of the questionnaire. The questionnaire was formulated by revising the draft based on their input. Thereafter, a

pilot study was conducted to test the validity and reliability of the survey instrument. Thirty-five (35) convenient international tourists who represent 10 percent of the total sample were selected in the boarding area of the Cape Town International Airport, whilst awaiting departure. Each of them was asked to complete the questionnaire. Some of the interviewees who were easily approachable were also asked to comment on the questionnaire with regards to how they perceive the questions. Thirty out of thirty-five questionnaires were qualified to be valid, representing a validity rate of 86 percent. Two questionnaires were not fully completed and other three were deemed invalid, because interviewees rushed through the questionnaires, and their choices clearly indicated irregularity. Based on interviewees' reaction to certain questions and some interviewees' opinions, the questionnaire was further revised.



### **3.4.3 Content of Questionnaire**

A structured questionnaire is the principle means used for collecting data by means of a survey designated population or sample (Baker, 2003: 343). This study uses a fully-structured questionnaire for data collection. The questionnaire is only two and half pages long. Most of the questions in the questionnaire are multiple choice and 5- or 7-point Likert-scale questions (see Appendix 1, Questionnaire A). The questions are clear and easy for interviewees to complete.

The questionnaire contains 13 questions. Questions 1, 2, 3, 4, and 8 were used to collect the data for the six control variables. Questions 5 and 10 were used to evaluate

the importance level and satisfaction level of Cape Town's ten important attributes. Questions 6, 7, and 12 were used to evaluate international tourists' decision on destination selection. Questions 9, 11, and 13 were used to evaluate Cape Town's overall image and the overall satisfaction level with Cape Town as perceived by the international tourists.

#### **3.4.4 Questionnaire Distribution**

Although a random sampling is the best method to make a sample representative to its population, it is difficult to sample international tourists randomly. A convenient sampling method was applied in the boarding area of the Cape Town International Airport. The interviewer followed first passenger who passed through the entrance at the check-in counter. Once the passenger was ready to talk (either sit down or stand somewhere), the interviewer started interviewing the passenger. If the passenger complies with the following two conditions,

- A foreigner, who does not live in Cape Town often for long periods, in other words he/she must be an international tourist.
- Is older than 16 years old.

he/she will be asked to complete a questionnaire. If the passenger does not meet the two conditions or he/she has completed the questionnaire, the interviewer will watch the entrance of check-in counter again. The next passenger who passed through the

entrance of check-in counter would be the next interviewee. The process continued until 350 questionnaires were completed.

### **3.5 Validity and Reliability of the Study**

Quester & Smart (1998: 227) argued that whilst the self-reporting method is straightforward in terms of both data collection and analysis, the results tend to be unreliable. Indeed, no matter which method a researcher uses, the validity and reliability need to be of great concern.

According to Rosenthal & Rosnow (1984: 73), reliability is a means to examine the observations' degree of consistency and stability, and the validity looks at the relationship between a construct and its measures. In order to improve the reliability of the study, the Cape Town's ten important attributes had been identified before the survey was conducted, so that interviewees were only asked to evaluate the importance level and satisfaction level that they perceived on the ten Cape Town's attributes. If interviewees were asked to list the attributes, which may motivate them to choose Cape Town as their destination in terms of the importance level or the questionnaire is too lengthy, it would be very difficult to keep the data reliable. Firstly, not all interviewees used to think about a question systematically. Secondly, interviewees are seldom willing to make much effort to think about an interview question. The above-mentioned reasons make interviewees' responses inconsistent in different situations. Therefore, the questions, represented in the questionnaire, had

been made as easy as possible, so that interviewees' responses could stay stable. However, this does not mean that the problem of reliability was avoided in this project. The problem of reliability still exists in the study. It has been transferred to the procedure of identification of Cape Town's ten important attributes. The identification of the ten important attributes was based on the literature review, and it has been verified by a triangulation process, with the international students at the University of the Western Cape, one officer from the Cape Town Routes Unlimited office, and two tourism agents from Legend Tours and Thompson Tours, respectively (see Section 3.2). Thus it can significantly improve the reliability of the project.

The reliability of the project was also improved by carefully managing the valid questionnaires. Those questionnaires which were perfunctorily finished and the answers represent clear irregularities, for example, were discarded as invalid questionnaires.

A survey can be used for the purpose of understanding, or predicting aspects of the behavior of a chosen population (Baker, 2003: 343). Generally speaking, survey research can yield useful estimates, but not exact values, due to errors that might arise from sampling. For this study, the non-response bias needs to be a concern. The researcher collected 21 questionnaires, which the interviewees initially would not like to answer, but finally completed them after the researcher's persuasion. It is assumed that these 21 interviewees have similar characteristics to that of non-respondents. The data from the 21 questionnaires and those from other questionnaires were compared

by using the standard deviation and the independent sample 2-tailed *t*-test. No significant difference (at the .05 level) was found between these two data sets. Thus, the sampling can be deemed as valid (see Section 4.2.3).

### **3.6 Summary of the Chapter**

This chapter focuses on the research design of the study. A structured questionnaire survey was chosen as the primary source of data collection. In order to make the questionnaire as short as possible for interviewees to easily complete, ten Cape Town's important attributes were identified prior to the study, by using the triangulation approach, so that the questionnaire can deal with the ten attributes directly. Five hypotheses were formulated based on the ten Cape Town's important attributes. The questionnaire was developed according to the requirement of the five hypotheses. Three hundred and fifty (350) international tourists were selected in the boarding area of the Cape Town International Airport, after they complete their trip to Cape Town, awaiting departure. The questionnaire was distributed by means of face to face interview.

## **CHAPTER 4: RESEARCH RESULTS AND DISCUSSION**

### **4.1 Introduction**

The previous chapter has introduced the research method of this study in detail, with special focus on the hypotheses formulation and research design. A questionnaire survey is conducted to collect primary data in the boarding area of the Cape Town International Airport, as international tourists are preparing for their departure after the completion of their trip to Cape Town.

This chapter focuses on hypotheses testing and discussing the research findings of the study. Section 4.2 provides the description and elementary analysis of primary data. The hypotheses testing are conducted in Section 4.3, in which the five hypotheses are critically examined in terms of whether they should be accepted or declined. Section 4.4 presents the research findings based on the hypotheses testing.

### **4.2 Elementary Analysis of Primary Data**

#### **4.2.1 Data Collection**

As the purpose of the study is to identify and analyze Cape Town's important attributes, certain tourism sites of Cape Town such as Table Mountain, the Waterfront, and Robben Island, are not involved. Thus, the Cape Town International Airport was selected as the interview site, because most international tourists travel to Cape Town

by air.

Initially, the researcher planned to interview international tourists, after completion of their trip to Cape Town, whilst queuing for check-in. This action was, however not successful because most of the tourists refused to complete the questionnaire due to them being anxious to check-in. Although several questionnaires were completed by interviewees, the quality of the data was very low because of their perfunctory answers. In order to continue with the study, the researcher considered doing the data collection in the boarding area of the Cape Town International Airport. A survey in the boarding area is, however, prohibited, and a non-passenger cannot pass through the check-in point as well. The researcher started to negotiate with the Airports Company of South Africa (ACSA) at the Cape Town International Airport, and was told that not only the boarding area, but also the area beyond the check-in point, is also prohibited (but the researcher had done for several days). Efforts to gain permission to collect data in the boarding area were made, and included sending a letter from the University of the Western Cape to ACSA, providing them with the proposal of the study. Finally, the researcher was issued with a temporary card, which could be used to pass through the check-in point to do the research.

As it was described in the research design, the primary data was finally collected in the boarding area of the Cape Town International Airport, when international tourists finished their trip to Cape Town, awaiting departure. There are two problems regarding the data collection process (see Section 3.4.4) that have to be explained.

Firstly, as international tourists are the target group of the study, it is possible that many of them do not understand English. Initially, the researcher planned to translate the English questionnaire into several other languages, according to the size of language group in which more interviewees cannot complete the questionnaire due to their lack of English language skills. This effort would significantly reduce the bias from those interviewees who do not understand English. However, the language problem was not so serious in both the pilot study and the data collection process. Even though some interviewees found it difficult to complete the questionnaire due to the language barrier, they could finally complete their questionnaires with the help of explanation from the researcher. It indicated that most non-English speakers, who visit Cape Town, have some knowledge of English, in spite of the fact that English is not their home language. In the pilot study, for example, only two passengers (5.4 percent of 37 <sup>(1)</sup> interviewees) could not complete the questionnaire, because of the language barrier between these two passengers and the researcher. The second problem is that the refuse-to-answer rate is still very high, although it is much better than interviewing tourists outside the check-in point. In many cases, after the introduction of the purpose of the questionnaire survey to a chosen passenger, the only response from the passenger is one word – “sorry”. The researcher could not obtain any more information from the potential interviewees.

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<sup>(1)</sup> As these two passengers were not distributed with questionnaires, 35 samples in the pilot study (see Section 3.4.2) do not include these two passengers. Thus the ratio of interviewees who could not complete their questionnaires because of language problem, should equal to  $2/(35+2)=5.4\%$ .

The passengers who were chosen as potential interviewees but refused to answer the questionnaire can be deemed as non-respondents, and the total non-respondents (including non-international tourists) rate is near to 68 percent (350/1092<sup>(1)</sup>). The researcher was concerned about the validity of the study, because if the characteristics of the interviewees who have responded to the questionnaire are significantly different from those of non-respondents, and the non-respondents rate is high, the bias from the non-respondents cannot be ignored. This issue will be discussed in detail in Section 4.2.3.

As was mentioned in the research design, the primary data was collected in the boarding area of the Cape Town International Airport during September/October 2005, when international tourists completed their trip to Cape Town, awaiting departure. Three hundred and fifty (350) questionnaires were distributed and collected, including both valid and invalid questionnaires. The next section provides a detailed analysis of the primary data.

#### **4.2.2 Descriptive Statistics**

A total number of three hundred and fifty (350) questionnaires were collected, out of which 283 questionnaires were valid, representing 80.9 percent of the total. The valid

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<sup>(1)</sup> 1092 passengers were chosen as potential interviewees. 350 questionnaires were distributed, because most of the potential interviewees refused to answer the questionnaire.

rate of questionnaires is somewhat lower than that was reported in previous studies (around 85 percent). A possible reason might be that the stricter rules for the qualification of valid questionnaires were implemented in this study. Those questionnaires, which were rashly completed by interviewees, were discarded as well as those in which the answers represented irregularity. Table 4.1 provides the number of incomplete, discarded, and valid questionnaires, as well as their percentage to the total.

Table 4.1: The number of invalid and valid questionnaires

ITEM	INVALID		VALID	TOTAL
	Incomplete	Discarded		
NUMBER	12	55	283	350
RATIO	3.4%	15.7%	80.9%	100%

The valid data were computed and analyzed by using the SPSS version 13.0 for Windows, in terms of certain statistical techniques. The demographic profile of the respondents was outlined in Table 4.2.

The demographic profile of the respondents indicated that the gender of the respondents was not evenly distributed, with 59.7% being male and 40.3% female. It should be noted that more males refused to be interviewed than females. Thus the real gender ratio (male/female) of passengers should be higher than was reported by the respondents. The majority of the respondents were within the middle age group, with 30.7% between the ages of 36 and 45, followed by the 26-35 age group (26.9%).

Respondents in the 16-25 and 46-55 age groups were almost even, with a respective rate of 16.3% and 17.7%. Only 8.5% belonged to the 56 years and above age group.

Table 4.2: Demographic Profile of Respondents (N=283)

Variables	Frequency	%	Variables	Frequency	%
Gender			Education		
Male	169	59.7	High School or Lower	42	14.8
Female	114	40.3	College	68	24.0
Age			Bachelor's Degree	86	30.4
16-25	46	16.3	Honor's Degree	23	8.1
26-35	76	26.9	Master's Degree	45	15.9
36-45	87	30.7	Doctorate	19	6.7
46-55	50	17.7	Region		
56-65	16	5.7	East Europe	11	3.9
Over 65	8	2.8	West Europe	95	33.6
Frequency of Visits			North America	46	16.3
First-timers	137	48.4	Latin America	16	5.7
Repeaters	146	51.6	Africa	41	14.5
Purpose of Visits			Asia	53	18.7
Destination-unrestricted	111	39.2	Oceania	21	7.4
Destination-restricted	172	60.8			

Most of the respondents were well educated, 24% attended college, and 61.2% have a bachelor's or higher degree. In terms of the frequency of visits, first-timers presented nearly half (48.4%) of the sample, and the residuals (51.6%) were repeaters. With reference to the purpose of visits, respondents in this study were predominantly destination-restricted visitors (60.8%). Only 39.2% respondents belonged to the destination-unrestricted group. It indicated that most visitors were not pure tourists. Their purpose to visit Cape Town was not only for travel, but also for other purposes such as business, conference, or visit friends/relatives. With regard to the geographical distribution of respondents, primary data were based on the nationality

of interviewees. However, as respondents were widely distributed in 27 countries, the data had to be transferred into different regions. Out of seven region-groups, respondents from Western Europe (33.6%) was the dominating group, it was followed by the Asian group (18.7%), North America (16.3%), and Africa (14.5%). The smallest group included tourists from East Europe, representing 3.9% of the total respondents.

#### **4.2.3 Assessment of Non-Response Bias**

As it was mentioned in Section 4.2.1, most passengers (approximately 68%) refused to answer the questionnaire. It was possible that the characteristics of the non-respondents were significantly different from those of the respondents. If a tourist, for example, had a bad experience in Cape Town which in turn, resulted in a bad holiday mood, he/she might be more likely to reject an interview than those tourists who were in good holiday mood. If this assumption is true, the bias from the non-respondents group cannot be ignored. The non-respondents' satisfaction level with their trip to Cape Town, and their overall image of Cape Town might be significantly different from those of respondents.

Armstrong and Overton (1977: 396) introduced three methods of estimation for the non-respondents bias. The first method is to compare characteristics of the respondents with known characteristics of the population. However, this method is hardly to be applied, as in most cases, researchers do not know the population's

characteristics in advance. For this study, no similar research has been published, and the international tourists' satisfaction with Cape Town's important attributes and Cape Town's overall image in their mind was not known in advance. The second method is to subjectively estimate the non-respondents bias. It is difficult to estimate the non-respondents bias based on the subjective conjecture, and there is a lot of uncertainty about the method. The third method is to find a sample, which would have similar characteristics to that of the non-respondents. If characteristics of the sample are known, then characteristics of the non-respondents can be inferred.

In the process of data collection, after realizing the probability of the non-respondents bias, the researcher purposely communicated with those potential interviewees who earlier had refused to answer the questionnaire, to persuade them to complete the questionnaire. Although most of the potential interviewees who were contacted twice, also rejected the second-time interview, and some of them even started to be rude, twenty-one (21) questionnaires were finally collected from the second-time persuaded respondents after the researcher's communication and persuasion. It was assumed that the characteristics of the twenty-one (21) second-time persuaded respondents are similar to those of the non-respondents. Due to the fact that the researcher did not interview them again, they would be the non-respondents.

The twenty-one (21) second-time persuaded respondents were compared with the first-time respondents in terms of following variables; Cape Town's overall image (before visit), overall satisfaction with the trip to Cape Town, Cape Town's overall

image (after visit), and satisfaction level with each of the ten Cape Town's important attributes.

An independent samples *t*-test (2-tailed) was chosen to test whether significant differences existed between first-time respondents and the second-time persuaded respondents. The summary of the results reported from the SPSS is presented in the following Table 4.3.

Table 4.3: A Comparison of First-time Respondents and Second-time persuaded Respondents to Assess Non-response Bias by using the Independent Samples *t*-test

Variables		Levene's Test for Equality of Variances		<i>t</i> -test for Equality of Means
		F	Sig.	Sig. (2-tailed)
Cape Town's overall image (before visit)	Equal variance assumed	1.931	.233	.443
	Equal variance not assumed			
Overall satisfaction with the trip of Cape Town	Equal variance assumed	2.455	.404	.566
	Equal variance not assumed			
Cape Town's overall image (after visit)	Equal variance assumed	1.012	.473	.799
	Equal variance not assumed			
Satisfaction level with entertainment of the trip to Cape Town	Equal variance assumed	2.583	.110	.325
	Equal variance not assumed			
Satisfaction level with price of the trip to Cape Town	Equal variance assumed	.9677	.579	.279
	Equal variance not assumed			

When independent samples *t*-test (2-tailed) is implemented in the SPSS, the *p*-value of *t*-test is calculated based on two types of assumptions, namely, equal variance is assumed and equal variance is not assumed. Which *p*-value of *t*-test can be used to determine whether significant differences existed in the two groups depend on the results of Levene's Test (Kinnear & Gray, 1999: 163). As all *p*-values of Levene's

test are above 0.05 (see Table 4.3), it indicates that the homogeneity of the variance assumption has not been violated at 95% confidence level and normal *t*-test based on equal variances can be used. In the right column of Table 4.3, all p-values of *t*-test based on equal variances are more than 0.05. It means there are no significant differences between these two groups. It may be explained that tourists' perception of their trip to Cape Town did not have a causal relationship with whether they rejected to answer the questionnaire. Therefore, the non-response bias is not a serious concern for this study.

## **4.3 Hypotheses Testing**

### **4.3.1 Introduction**



The valid data collected were entered into the SPSS to test the hypotheses, which have been formulated in Section 3.3. In order to be convenient, the key words for each of the ten Cape Town's important attributes, namely, landscape, culture, entertainment, service, accessibility, attitude, safety, relaxation, climate, and price are used in the description of the hypotheses testing instead of its whole sentence description respectively. In addition, when they are used in a table, the ten key words are replaced by their first five letters respectively, landscape, for example, is replaced by the word "lands", for a reader to easily recognize a particular attribute, at the same time, the table size can be reduced.

### 4.3.2 Hypothesis 1 Testing

Hypothesis 1 made three viewpoints. Firstly, each of the ten attributes is significantly important in the international tourists' decision of choosing Cape Town as their destination. Secondly, the importance level of the ten attributes might be different. Thirdly, Class membership might reveal either different or similar characteristics in terms of their perception of the importance of the ten attributes.

The viewpoint 1 can be easily measured by Question 5 in the questionnaire, by asking interviewees to evaluate the importance level of each of the ten Cape Town's attributes in their decision of choosing Cape Town as their destination. This was achieved by using a 5-point Likert scale, with (5) to very important till (1) to not important. The means and the standard deviations of each of the ten important attributes were reported by means of the SPSS, and summarized in Table 4.4.

Table 4.4: The means and the standard deviations of the ten important attributes in terms of their importance level (N=283)

Items	Lands	Cultu	Enter	Servi	Acces	Attitu	Safet	Relax	Clima	Price
Mean	3.07	3.28	3.39	3.24	2.93	2.64	3.53	2.89	3.02	3.44
Std.D	1.326	1.183	1.295	1.113	.909	1.097	1.059	1.110	1.395	1.403

It can be seen from Table 4.4, most of the mean scores of the ten attributes in terms of their importance level are somewhat higher than 3, which is the value of the moderate importance level. Thus, it cannot be concluded that the ten attributes are significantly important in the international tourists' decision of choosing Cape Town as their

destination. In addition, the mean scores of Attitude, Accessibility and Relaxation fall even below 3. The results are unusual, because these ten attributes are supposed to be important in the international tourists' destination choice. The primary data were analyzed in terms of the effects of different class membership, by using the Kruskal-Wallis test. It was found (see Table 4.5), that the mean scores of the importance level of each of the ten attributes between destination-unrestricted and destination-restricted groups are significantly different at 99% confidence level (e.g. for landscape, Chi-square=183.492, Df=1, P<0.01). The mean comparison between these two groups was shown in Table 4.6.

Table 4.5: Kruskal Wallis Test for mean scores of the importance level of each of the ten attributes between the destination-unrestricted and destination-restricted groups

Items	Lands	Cultu	Enter	Servi	Acces	Attitu	Safet
Chi-Square	183.492	132.851	145.446	144.327	151.898	101.734	124.292
Df	1	1	1	1	1	1	1
Asymp. Sig.	.000*	.000*	.000*	.000*	.000*	.000*	.000*
* P<0.0005							

Table 4.6 Mean comparison between the destination-unrestricted and destination-restricted groups

Items	Lands	Cultu	Enter	Servi	Acces	Attitu	Safet	Relax	Clima	Price
Unres	4.39	4.29	4.43	4.22	4.04	3.45	4.32	3.66	3.86	4.49
Restri	2.22	2.63	2.71	2.60	2.28	2.11	3.01	2.40	2.48	2.77
Total	3.07	3.28	3.39	3.24	2.97	2.64	3.53	2.89	3.02	3.44

From Table 4.6, all the mean scores of each of the ten attributes are obviously higher than 3, meaning that the ten Cape Town's attributes are important in the destination-unrestricted tourists' decision of choosing Cape Town as their destination.

It is clear that the total sample's mean scores of the importance level of each of the ten attributes were lowered by the mean scores of the importance level of each of the ten attributes in destination-restricted group. It indicated that the respondents who were in the destination-restricted group had multiple purposes for visiting Cape Town. They were more concerned with their business, conference, or their friends/relatives rather than Cape Town's destination attributes in their decision on destination selection. Question 7 in the questionnaire asked interviewees whether there were any other destinations in their mind before deciding to come to Cape Town. The result shows, near 73 percent (125 out of 172) destination-restricted tourists did not have any other choices, before they started their trip to Cape Town. Thus, the viewpoint 1 in Hypothesis 1 cannot be accepted unless it is changed to "each of the ten Cape Town's attributes was important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination". The viewpoint 2 and 3 in Hypothesis 1 were analyzed in the destination-unrestricted group only, because the viewpoint 1 is a basis of the viewpoint 2 and 3. It can be argued that using "whether the interviewees had any other destination choices" as a segmentation variable may make more sense. However, even in the destination-unrestricted group, about 32 percent (36 out of 111) of the respondents reported that they did not have any other destination choices except Cape Town. It may be argued that the destination-restricted international tourists more likely did not have any other destination choices before they decided to visit Cape Town, but why did they not have any other choices? The reasons might be diverse. Thus, using "whether the interviewees had any other

destination choices” as a segmentation variable is not a good option in this study.

The viewpoint 2 in Hypothesis 1 claims that the importance level of the ten important attributes might be different. Some of the ten attributes might be more important than others. In order to reveal this feature, the correlation between “tourists’ decision of choosing Cape Town as their destination – dependent variable” and “importance level of each of the ten attributes – ten independent variables” is examined by means of the Multiple Regression Analysis. The dependent variable, namely, “tourists’ decision of choosing Cape Town as their destination”, was measured by Question 6 in the questionnaire. The interviewees were asked to estimate the strength level of their wish to visit Cape Town and measured on a 7-point Likert scale. The ten independent variables, namely, “importance level of each of the ten attributes” was measured by Question 5 in terms of a 5-point Likert scale. It can be argued that, the higher the importance level of each of the ten attributes, the stronger the tourists’ wish to visit Cape Town would be. Thus, in this study, the dependent variable and the ten independent variables would have a positive correlation (note: the correlation is not necessarily the causation). The attributes, whose importance level can make a better prediction of the strength level of tourists’ wish, would be more important than others.

The multiple regression analysis was conducted in the SPSS based on the method of the simultaneous multiple regression. In the process of the simultaneous multiple regression, all the ten independent variables are entered into the calculation of the multiple regression simultaneously. Table 4.7 and Table 4.8 illustrate the results of

the simultaneous multiple regression.

Table 4.7: Output of simultaneous multiple regression - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677	.458	.346	.96785

Table 4.8: Output of simultaneous multiple regression - Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.46	.388		.411	.219
i_lands <sup>(1)</sup>	.292	.171	.258	2.618	.002**
i_cultu	.213	.125	.190	1.987	.048*
i_enter	.215	.161	.195	1.980	.041*
i_servi	.301	.140	.228	2.110	.023*
i_acces	-.027	.149	-.019	-.956	.394
i_attitu	.051	.140	.029	1.788	.079
i_safet	.315	.149	.232	2.130	.017*
i_relax	.064	.165	.027	1.906	.075
i_clima	.046	.165	.029	.278	.782
i_price	.651	.139	.558	3.114	.000**

<sup>(1)</sup> Importance level of landscape.  
 \*\* Correlation is significant at the 0.01 level. \* Correlation is significant at the 0.05 level.

It can be seen from Table 4.7, that the importance level of the ten attributes that the destination-unrestricted international tourists perceived, has a significantly positive correlation with the strength level of their wish to visit Cape Town (R=.677). Table 4.8 indicates that the Price (B=.558, P<0.0005), Landscape (B=.258, P<0.01), Safety (B=.232, P<0.05), Service (B=.228, P<0.05), Entertainment (B=.195, P<0.05), and Culture (B=.190, P<0.05) are more important than the other four attributes, namely, accessibility, relaxation, attitude, and climate, in estimating the strength level of

tourists' wish to visit Cape Town. Since the strength level of tourists' wish to visit Cape Town is a measurement for the tourists' decision of choosing Cape Town as their destination, the six attributes identified above can be deemed as more important than the other four attributes in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. Therefore, the viewpoint 2 in Hypothesis 1 can be accepted, if applied to the destination-unrestricted international tourists.

Viewpoint 3 in Hypothesis 1 (H1a-H1e) was also tested in the destination-unrestricted group as well. It claimed that the importance level of each of the ten Cape Town's attributes does not vary in different groups, such as age, gender, region, first-timers vs. repeaters, and education groups. Since the viewpoint 3 was tested only within the destination-unrestricted groups, and the valid sample size has been reduced from 283 to 111, the too detailed grouping based on the three segmentation variables, namely, age, region, and education, could not meet the requirement of statistical sample size. Thus, these three variables were regrouped in the SPSS to reduce their grouping levels. The six age groups (see Section 4.2.2) were reduced to three groups, namely, 16-35, 36-55, and over 56 years old. The seven region groups were reduced to two groups, e.g. tourists from the developed countries and tourists from the less developed countries. The six education groups were reduced to tourists with a tertiary education group (bachelor's degree and above) and non-tertiary education group. This new grouping rule was also applied in the process of Hypothesis 2, 3, 4, and 5 testing,

when it was necessary.

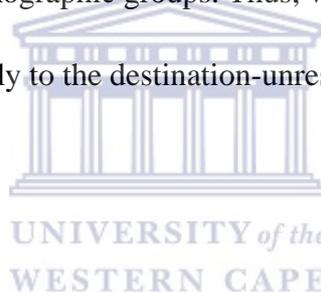
With regard to viewpoint 3 in Hypothesis 1, it was found all of the ten Cape Town's attributes are important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination, with their mean scores being significantly higher than 3 which is the value of moderate importance level. In Table 4.9, the mean scores of the different attributes' importance level for each of the groups are shown. The mean scores, which were represented in top-three list of a certain group, were marked with an asterisk. It is evident from Table 4.9, that price occurs frequently the in the top-three concerns in all the groups, except for the female group and the over 55 years age group. Culture is regarded more important in the tertiary education group than the non-tertiary education group in tourists' decision of choosing Cape Town as their destination. Female tourists are more concerned with their personal safety and Cape Town's culture than male tourists. However, as it was concluded at the beginning of this paragraph, all the ten attributes are important in each of the groups.

Table 4.9: Mean scores comparison between different age, gender, first-timers vs. repeaters, region, and education groups for the destination-unrestricted tourists.

Mean	Lands	Cultu	Enter	Servi	Acces	Attitu	Safet	Relax	Clima	Price
Male(70)	4.38*	4.22	4.49*	4.32	4.08	3.41	4.22	3.51	3.81	4.58*
Female(41)	4.41*	4.40*	4.33	4.05	3.97	3.52	4.50*	3.91	3.94	4.34
16-35(46)	4.45*	4.20	4.52*	4.09	4.02	3.33	4.32	3.38	3.88	4.61*
36-55(52)	4.39*	4.34	4.39*	4.32	4.00	3.47	4.34	3.81	4.00	4.45*
over 55(13)	4.17	4.41*	4.27*	4.28*	4.26	3.80	4.25	4.05	3.23	4.24
Tertiary edu(65)	4.39*	4.48*	4.27	4.18	3.98	3.52	4.20	3.87	3.69	4.37*
Non-terti edu(46)	4.39	4.02	4.65*	4.28	4.12	3.36	4.48*	3.36	4.10	4.66*

Developed re(73)	4.34	4.46*	4.41*	4.37	3.94	3.40	4.29	3.82	3.88	4.44*
Less-developed(38)	4.48*	3.96	4.46*	3.93	4.23	3.55	4.38	3.35	3.82	4.59*
First-timers(53)	4.41*	4.43*	4.40	4.29	4.25	3.47	4.43	3.88	3.71	4.46*
Repeaters(58)	4.38*	4.16	4.45*	4.15	3.86	3.43	4.22	3.46	3.99	4.51*
* Importance level of the attribute represents in top three list in the particular group										

In terms of the argument that some attributes might be significantly more important than others in tourists' decision of choosing Cape Town as their destination, the method - multiple regression analysis, was conducted in each of the groups. It was found that the six more important attributes, namely, price, landscape, service, safety, entertainment, and culture, are still significantly more important than the other four attributes, in the different demographic groups. Thus, viewpoint 3 in Hypothesis 1 can be accepted, if it is applied only to the destination-unrestricted international tourists.



### 4.3.3 Hypothesis 2 Testing

In tourism literature, the argument that a destination's image can significantly impact on tourists' destination choice was testified by Hunt, 1975; Goodrich, 1978; Scott *et al.*, 1978; and Milman & Pizam, 1995. Hypothesis 2 examines whether this argument is acceptable in the Cape Town context, by using the 5-point Likert scale in Question 5 in the questionnaire. A similar result as that from the Hypothesis 1 testing was reported by the SPSS. The mean score of the importance level of Cape Town' overall image in the destination restricted group (2.47) lowered the mean score of total samples to 3.15. Thus, Hypothesis 2 cannot be accepted, unless it is changed to "the Cape Town's overall image is significantly important in the destination-unrestricted

international tourists' decision (mean=4.21) of choosing Cape Town as their destination". A further test in terms of whether the importance level of Cape Town's overall image varies in different age groups, genders, regions, first-timers vs. repeaters, and education groups, was conducted specifically in the destination-unrestricted group (N=111). The Nonparametric Method – Kruskal-Wallis test was chosen to examine whether the mean scores of the importance level of Cape Town's overall image are significantly different in the different above-mentioned groups. The results that the SPSS reported were summarized in Table 4.10.

Table 4.10: Outputs of Kruskal-Wallis test for mean scores of importance level of Cape Town' overall image in different five groups (N=111)

Item	Age	Gender	Region	First-timers vs. Repeaters	Education
Chi-square	3.165	0.868	2.091	1.023	1.957
Df	2	1	1	1	1
Sig.	0.205*	0.934*	0.379*	0.612*	0.395*
* No significant difference at 0.05 level					

It can be seen from Table 4.10, the mean scores of importance level of Cape Town's overall image have no significant difference in the different age groups, genders, first-timers vs. repeaters, region, and education groups (e.g. for the age groups, Chi-square=3.165, Df=2, P>0.05). It indicated that Cape Town's overall image is important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. This characteristic does not vary amongst the different above-mentioned groups. Thus, Hypothesis 2 can be accepted, when it is applied to the destination-unrestricted international tourists.

### 4.3.4 Hypothesis 3 Testing

Hypothesis 3 was set up to examine whether there are strong correlations between Cape Town’s overall image and the importance level of each of the ten attributes. Question 9 in the questionnaire was used to measure Cape Town’s overall image as perceived by the international tourists before they started their trip to Cape Town, by using the 7-point Likert scale. In Hypothesis 1 testing, it was testified that the importance level of each of the ten attributes was tortured in the destination-restricted group. Thus, Hypothesis 3 was only tested in the destination-unrestricted group (N=111). The Spearman correlation coefficient was used to examine the one-to-one correlation between Cape Town’s overall image (before trip) and the importance level of each of the ten attributes. The results reported by the SPSS are summarized in Table 4.11.

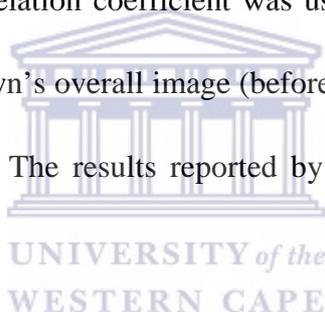


Table 4.11: Spearman correlation test between Cape Town’s overall image (before trip) and the importance level of each of the ten attributes

Importance of attribute	Cape Town’s Overall Image (Before Trip)		
	Spearman correlation coefficient	Sig. (2-tailed)	N
Landscape	0.562	0.000**	111
Culture	0.372	0.008**	111
Entertainment	0.017	0.493	111
Service	0.215	0.038*	111
Accessibility	-0.002	0.981	111
Attitude	0.034	0.299	111
Safety	0.161	0.091	111
Relaxation	-0.016	0.441	111
Climate	0.423	0.003**	111
Price	0.471	0.001**	111
** P<0.01 * P<0.05			

It was found (see Table 4.11) that Cape Town's overall image significantly correlated with the importance level of Cape Town's landscape ( $r_s=.562$ ,  $P<0.0005$ ), price ( $r_s=.471$ ,  $P<0.01$ ), climate ( $r_s=.423$ ,  $P<0.01$ ), culture ( $r_s=.372$ ,  $P<0.01$ ), and service ( $r_s=.215$ ,  $P<0.05$ ). It indicated that tourists' perception of these five attributes can significantly impact on Cape Town's overall image in their mind. This result came more or less as a surprise. According to the framework of the study (see Section 1.4), each of Cape Town's ten important attributes should be highly correlated with Cape Town's overall image. If this is not the case, at least the six more important attributes, which were identified in the process of Hypothesis 1 testing (see Section 4.3.2), should be significantly correlated with Cape Town's overall image. Further test for the correlation between Cape Town's overall image and the importance level of each of the ten attributes in different age groups, genders, regions, first-timers vs. repeaters, and education groups, found that Cape Town's overall image significantly correlated with different attributes in different groups (the same above-mentioned procedure was applied). In the first-timers group, for example, Cape Town's overall image significantly correlated with the importance level of the landscape, culture, safety, relaxation, climate, and price; in contrast, the significant correlations between Cape Town's overall image and the importance level of the landscape, culture, entertainment, service, climate, and price were found in the repeaters group. It perhaps indicated that a destination's image is strongly influenced by the characteristics of tourists *per se*, such as demographic characteristics, culture, beliefs, and value. Thus, Hypothesis 3 cannot be accepted, unless it is changed to "Cape

Town's overall image have a significant correlation with the importance level of each of the five attributes, namely, landscape, price, climate, culture, and price, perceived by the destination-unrestricted international tourists, however, this characteristic varies in different demographic groups".

#### **4.3.5 Hypothesis 4 Testing**

Hypothesis 4 was set up to examine the correlation between changes of Cape Town's overall image as perceived by tourists and tourists' overall satisfaction with their trip to Cape Town. If tourists were satisfied with their trip, they would have a positive image of that destination. This proposition seems to be natural and logical. However, from an academic perspective, it still needs to be verified with the empirical evidence. Hypothesis 4 postulated that the international tourists' overall satisfaction level with their Cape Town trip has a significant positive correlation with the changes of Cape Town's overall image in their mind, and this characteristic does not vary in different demographic groups. Question 9 and Question 13 in the questionnaire were used to measure the changes of Cape Town's overall image in the international tourists' mind based on a 7-point Likert scale. Question 11 was used to measure the international tourists' overall satisfaction level with their trip to Cape Town based on a 5-point Likert scale. The total valid sample (N=283) was tested by means of Spearman correlation test. It was found that the international tourists' overall satisfaction level with their trip to Cape Town has a significantly positive correlation ( $r_s=0.912$ ;  $N=283$ ;  $P<0.01$ ) with the changes of Cape Town's overall image. With regard to whether the

class membership affects this characteristic, the Spearman correlation test was conducted in each of the groups. The results reported from the SPSS were summarized in Table 4.12.

Table 4.12: Correlation test between the changes of Cape Town’s overall image and tourists’ satisfaction level with their trip to Cape Town in different groups

Groups	Correlation coefficient between overall satisfaction and changes of overall image	Sig. (2-tailed)	N
Male	0.908	0.000**	169
Female	0.913	0.000**	114
16-35 years old	0.893	0.000**	122
36-55 years old	0.921	0.000**	137
over 55 years old	0.960	0.000**	24
Tertiary education	0.930	0.000**	173
Non-tertiary education	0.885	0.000**	110
Developed countries	0.916	0.000**	168
Less developed countri	0.909	0.000**	115
First-timers	0.966	0.000**	137
Repeaters	0.858	0.000**	146
Destination-restricted	0.879	0.000**	172
Destination-unrestricted	0.957	0.000**	111
** P<0.0005			

From Table 4.12, it is evident that the changes of Cape Town’s overall image have a significantly positive correlation with the international tourists’ satisfaction level with their trip to Cape Town in each of the different groups. Thus, Hypothesis 4 can be accepted.

#### 4.3.6 Hypothesis 5 Testing

It was postulated that the international tourists would have a satisfaction level with

each of the attributes respectively in their mind, after they visited Cape Town. These satisfaction levels with each of the ten attributes were then mixed in the tourists' mind, resulting in an overall satisfaction level with their trip to Cape Town. The higher the tourists' satisfaction level with each of the ten attributes, the higher their overall satisfaction level with their trip to Cape Town would be. Thus, tourists' overall satisfaction level with their trip to Cape Town can be estimated by their satisfaction level with each of the ten attributes. Hypothesis 5 was developed to examine this relationship, e.g. to what extent the tourists' satisfaction level with each of the ten attributes can predict their overall satisfaction level with their trip to Cape Town; whether their satisfaction level with some attributes are more correlated with their overall satisfaction level than others. The tourists' satisfaction level with each of the ten attributes and their overall satisfaction level with their trip to Cape Town were respectively addressed by Question 9 and 11 in the Questionnaire based on a 5-point Likert scale. The total valid samples (N=283) were tested to examine the correlation between the satisfaction level with each of the ten attributes and the overall satisfaction level, by using the method of simultaneous multiple regression. The results reported from the SPSS are illustrated in Table 4.13 and Table 4.14.

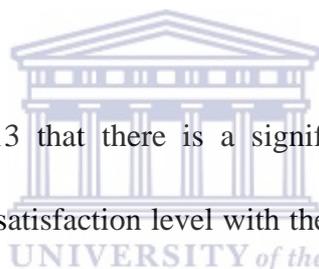
Table 4.13: Output of simultaneous multiple regression - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875	.766	.758	.36017

Table 4.14: Output of simultaneous multiple regression - Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.553	.181		-3.055	.002
s_lands <sup>(1)</sup>	.157	.028	.182	5.658	.000**
s_cultu	.181	.045	.200	3.978	.000**
s_enter	.110	.043	.093	2.020	.023*
s_servi	.128	.043	.135	2.984	.003**
s_acces	.086	.046	.068	1.312	.171
s_attitu	.048	.031	.053	1.110	.368
s_safet	.119	.050	.098	2.025	.017*
s_relax	.102	.031	.089	1.990	.031*
s_clima	.307	.035	.312	8.761	.000**
s_price	.096	.050	.075	1.928	.055

(1) Satisfaction level with landscape.  
 \*\* Correlation is significant at the 0.01 level. \* Correlation is significant at the 0.05 level.



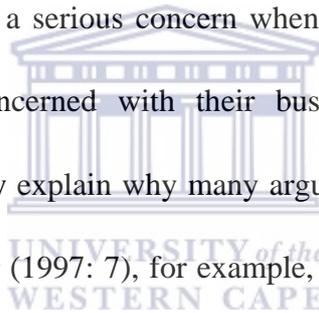
It is evident from Table 4.13 that there is a significant correlation between the international tourists' overall satisfaction level with their trip to Cape Town ( $R=.875$ ) and their satisfaction level with the city's ten attributes. Table 4.14 indicates that the correlation between tourists' overall satisfaction level and their satisfaction level with each of the seven attributes, namely, climate ( $B=.312$ ,  $P<0.0005$ ), culture ( $B=.200$ ,  $P<0.0005$ ), landscape ( $B=.182$ ,  $P<0.0005$ ), service ( $B=.135$ ,  $P<0.01$ ), safety ( $B=.098$ ,  $P<0.05$ ), entertainment ( $B=.093$ ,  $P<0.05$ ), and relaxation ( $B=.089$ ,  $P<0.05$ ) is significantly stronger than the other three attributes, namely, price, accessibility, and attitude. During the Hypothesis 1 testing, it has been identified that there are six more important attributes in tourists' decision of choosing Cape Town as their destination, out of which price represented the most important attribute. However, tourists' satisfaction level with price is not significantly correlated with their overall

satisfaction. It may be because many tourists' satisfaction levels with price were on the middle level, thus their overall satisfaction level were more affected by other attributes. The same above-mentioned process was conducted in the different groups, which were mentioned in Hypothesis 5. The international tourists' satisfaction level with each of the seven attributes identified above maintains the significantly positive correlation with their overall satisfaction level in each of the groups, although the significance order might be changed in different groups in terms of their B-value. Thus, Hypothesis 5 can be accepted, if the ten attributes, which were used in Hypothesis 5 are replaced by the seven attributes identified above.

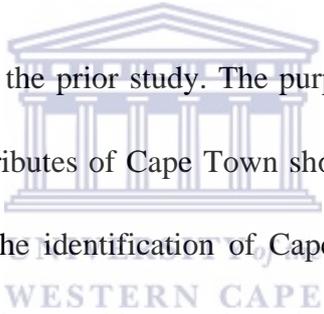
#### **4.4 Discussion of Research Findings**

The first finding of this study supports the argument “to properly choose segmentation variables is very important in a marketing research”. In this study, the six segmentation variables, namely, age, gender, region, first-timers vs. repeaters, education, and destination-restricted vs. destination-unrestricted were chosen to categorize the international tourists into different groups, so that the effects of class membership to tourists' perception of Cape Town's important attributes can be adequately reflected. The former five segmentation variables were selected, based on the tourism literature, and they were commonly used in many tourism studies (see Section 1.4). The last segmentation variable, namely, destination-restricted vs. destination-unrestricted, was used in this study because Cape Town is a business hub as well as one of the oldest cities in South Africa. It is possible that many

international tourists visit Cape Town with combined purposes rather than for pure tourism, and these tourists may have different perceptions of Cape Town's destination attributes comparing with the pure tourists. However, it has become a meaningful finding for this research that this segmentation variable is very valuable in tourism study of destination attributes. It was beyond the researcher's expectations that Hypothesis 1, 2, and 3 had to be tested only within the destination-unrestricted group, because the data of the total valid samples were totally tortured by those of the destination-restricted international tourists. As most of the destination-restricted international tourists had combined purposes for visiting Cape Town, Cape Town's important attributes were not a serious concern when their travel arrangement were made. They were more concerned with their businesses, friends/relatives, and conferences. This finding may explain why many arguments in the tourism literature are fully contradictory. Miller (1997: 7), for example, argued that cultural attractions have become the most important attribute, which motivate people to travel; Antolovic (1999) indicated that 70% of all Americans traveling to Europe seek a cultural heritage experience. In contrast, McKercher (2002: 36, 2003: 48) argued that culture played a small role in tourists' travel motives, only 11.8% international tourists who visited Hong Kong were pursuing for cultural attractions. According to McKercher's study, since Hong Kong is a financial and commercial center in Asia, it is possible that most international tourists who visited Hong Kong were there for business and conference purposes. At this circumstance, Hong Kong's attributes were not the primary concern in tourists' travel motives. If McKercher had to conduct a study in



Bali, Indonesia, a totally different result would have been concluded, as most international tourists who visit Bali are purely there for a holiday. Thus, the segmentation variable - destination-unrestricted vs. destination-restricted, is recommended to be used in future tourism study of destination attributes. In some previous studies, researchers used Holiday, Conference, VFR (visit friends and relatives), and business to distinguish tourists. However, they did not regroup them into mutually exclusive groups as this study did. The data that they used might be possibly tortured, because tourists' travel motives might be combined with several purposes.



The second finding was from the prior study. The purpose of the prior study was to identify which destination attributes of Cape Town should be important in attracting more international tourists. The identification of Cape Town's important attributes was based on the literature review, and it was triangulated by three different groups of people. It was found that ten destination attributes, namely, landscape, culture, entertainment, service, accessibility, local people's attitude toward visitors, safety, relaxation, climate, and price can be deemed as Cape Town's important attributes.

The third finding in this study lies in the process of Hypothesis 1 testing. It was found each of the ten Cape Town's attributes is important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. It was also found that, six out of the ten attributes, namely, price, landscape, service, safety, entertainment, and culture, are more important than the other four attributes. This

finding would be conducive for tourism planners and marketers to better arrange their tourism resources to satisfy tourists' needs. However, the finding cannot be applied to the broad context. It is only suitable to Cape Town, because the reason why the six attributes were perceived more important, were not examined in this study. It may be either that, tourists are commonly more concerned with these six attributes, or these six attributes contributed to Cape Town being one of the biggest attractions to tourists. However, this issue is out of the content of this study.

The fourth finding is related to destination image. Previous studies about destination image (Hunt, 1975; Goodrich, 1978; Scott *et al.*, 1978; and Milman & Pizam, 1995) have testified that destination image can significantly impact on tourists' destination choice. This argument in this study was tested in the Cape Town context. The result has shown that Cape Town's overall image is significantly important only in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. It can be argued that Cape Town's overall image depends on how tourists perceive each of Cape Town's ten attributes. If the tourists have a good image of each of Cape Town's ten attributes, the city's overall image would be good as well. If tourists perceive one attribute more important in their destination choice than other attributes, the attribute's image would affect Cape Town's overall image more significantly than others. Thus, a correlation test between Cape Town's overall image and the importance level of each of the ten attributes can find which attributes are important to Cape Town's overall image. The test of Hypothesis 3 has found that Cape

Town's five attributes, namely, landscape, price, climate, culture, and service are more important to Cape Town's overall image. However, this result varies in different demographic groups. Tourists in different demographic groups have different lists of attributes in terms of which attributes are important to Cape Town's overall image in their mind. This may support the argument that "the formation of a destination image in tourists' mind is a very complex process; it is highly influenced by the characteristics of the tourists *per se*, such as demographic characteristics, culture, belief, and value".

The fifth finding is related to the tourists' overall satisfaction level with their trip to Cape Town. It has been found that the changes of Cape Town's overall image have a significantly positive correlation with the international tourists' satisfaction level with their trip to Cape Town. This characteristic did not vary in different demographic groups. It manifests that the more satisfied tourists are with their trip to Cape Town, the better Cape Town's overall image will become. This finding is relatively generic. In common sense, the argument of this finding is supposed to be sound. It was verified to be sound in many previous studies as well, e.g. Pearce (1982) and Chon (1991). However, this argument was tested with empirical evidence in the particular context of Cape Town.

It can be argued that, the tourists' overall satisfaction level with their trip to Cape Town depends on their satisfaction level with each of Cape Town's ten attributes. In terms of which attributes are more important to the formation of Cape Town's overall

satisfaction level, it was ascertained during the process of testing Hypothesis 5 that, tourists' satisfaction level with each of the seven attributes, namely, climate, culture, landscape, service, safety, entertainment, and relaxation is significantly correlated with their overall satisfaction level. It indicated that these seven attributes are more important to the formation of international tourists' overall satisfaction with their trip to Cape Town. It was interesting to find that even though the price was ranked at number one importance level in tourists' destination decision making, tourists' satisfaction level with price was not significantly correlated with their overall satisfaction level. It may be because tourists tend to gather as much information as possible about their more concerned destination attributes (such as the price) before they start their trip. Their expectation of their more concerned attributes before their trip to a destination tends to be equal to their real experience of the more concerned attributes at the destination. Thus, tourists tend to rank their satisfaction level with the more concerned attributes at moderate level, and their overall satisfaction level with the destination will be influenced by other attributes more significantly. If this assumption is true, for this study, it is not unreasonable that price is not important to tourists' overall satisfaction level with Cape Town.

#### **4.5 Summary of the Chapter**

This chapter is the main body of the study with its foci on hypotheses testing and discussion of the findings. Along with the process of hypotheses testing, the “three ways' influences” in which Cape Town's ten important attributes can impact on

tourists' destination decision making, were critically examined. It was concluded that Cape Town's ten important attributes are significantly important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. In the discussion of findings, the newly developed segmentation variable, namely, destination-restricted vs. destination-unrestricted is recommended to be used in future studies of destination attributes.



## **CHAPTER 5: CONCLUSIONS**

### **5.1 Introduction**

This chapter is categorized into four sections. Section 5.2 provides a summary of the entire study, followed by a critical examination of the limitations of the study in Section 5.3. The conclusion remarks and the recommendations for future studies are provided in Section 5.4 and Section 5.5 respectively.

### **5.2 Summary of the Study**

This research project was motivated by the presence that Cape Town's economy relies heavily on the travel and tourism industry on one hand and on other hand, the competition of attracting more international tourists is intensifying. In Chapter One, an analysis of study gaps in literature was conducted at first, in order to find the direction for the study. It highlighted that the study was based on the destination attributes, distinguished from most of the previous studies, which were based on the tourists' attractions. Based on this research direction, the purpose of the study was to examine Cape Town's destination attributes in terms of the following three questions: (1) what are Cape Town's important attributes, which can effectively attract international tourists to choose Cape Town as their destination. (2) how and to what extent can these important attributes influence international tourists' decision to visit Cape Town. (3) does class membership influence the effect of the attributes that

influence the destination selection of the international tourists. Thereafter, a proposed model of tourists' destination selection was constructed in Chapter one, to provide a theoretical foundation for the study. It identified a "three ways' influences" that Cape Town's important attributes can significantly impact on tourists' decision on destination selection. The "three ways' influences" served as a road map for this study. Finally, Chapter One was completed with an introduction to the project structure.

A critical literature review was discussed in chapter two. As the tourism study in literature is dominated by the developed countries, the literature review was conducted mainly in the broad context. Cape Town's attractive attributes are briefly reviewed as well. Firstly, Dann's 'push-pull' framework was reviewed, as it is a widely accepted approach for explaining why certain tourists select one destination over another. According to Dann (1977, 185), the pull factors (which this study referred to as destination attributes) such as destinations' price, climate, and culture) can pull one to some of the tourism supply components such as attractions or destinations. Thus, destination attributes are very important for a destination to be successful in the tourism market. Secondly, ten destination attributes, namely, price, culture, entertainment, relaxation, landscape, climate, accessibility, safety, local people's attitude toward tourists, and service, which are deemed as commonly attractive attributes to tourists, were examined based on the tourism literature. Thirdly, Cape Town's attractive attributes were examined in terms of their current status, based on the supply side. It was argued that many of Cape Town's destination

attributes reveal attractive to tourists. This is the reason why Cape Town has risen to become the third most popular tourist destination in the world. Finally, the frequently used destination attributes in previous tourism studies were summarized in Table 2.1. It identified that thirteen destination attributes were frequently used in past research, most of which are the above-mentioned commonly attractive attributes.

The research method was illustrated in chapter three. Since tourists are the decision makers for their destination selection, whether they choose Cape Town as their destination depends how they perceive Cape Town's destination attributes. Thus, an attitudinal survey by means of a questionnaire was chosen as the primary source of data collection. The data were collected from a convenient sample selected in the boarding area of the Cape Town International Airport from September to October 2005, after the international tourists completed their trip to Cape Town, whilst awaiting departure. Since a list of all possible attributes in the questionnaire may therefore be too lengthy, a prior study was conducted to identify the important attributes of Cape Town that can be used in the questionnaire for the study. The identification of Cape Town's important attributes was based on the literature review, and it was verified by the triangulation approach. Ten important attributes were identified, namely, (1) landscape (beautiful scenery and natural attractions); (2) culture & history (monument, heritage, arts, handcraft and ways of life of local people); (3) entertainment; (4) services (shopping, accommodation, food, and transportation); (5) accessibility (information available); (6) local people's attitude

toward visitors; (7) safety (personal safety); (8) relaxation; (9) climate (e.g., pleasant weather); (10) price (e. g., cost, good value for money). Based on Cape Town's ten important attributes and the "three ways' influences" identified in the proposed model, five operational hypotheses were formulated. According to the requirement of the five hypotheses, the questionnaire was developed. After a pilot test was conducted, the questionnaire was refined. Finally, three hundred and fifty (350) questionnaires were distributed by means of face-to-face interview.

Chapter 4 focused on the hypotheses testing and discussion of the findings. The hypotheses testing was preceded by a discussion on the demographic profile of respondents, based on the report of the descriptive statistics from the SPSS, and followed by the assessment of non-response bias. As many passengers (approximately 68%) who were chosen as the potential interviewees, refused to answer the questionnaire, the non-response bias was a serious concern in this study. In order to analyze the non-response bias, the data collected from the first-time interviewees were compared with the data collected from the second-time persuaded interviewees by using the independent samples 2-tailed *t*-test. It was found that there is no significant difference between these two groups. It indicated that the non-response bias is not serious as initially thought. Hypothesis 1, 2, and 3 had to be tested only in the destination-unrestricted international tourists group, because the data of the total valid sample was tortured by the data of the destination-restricted group. It manifested that destination-unrestricted vs. destination-restricted is a meaningful segmentation

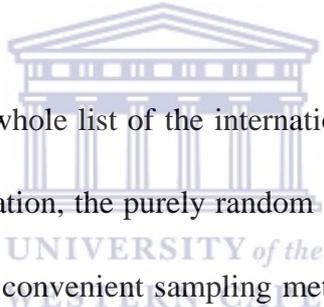
variable for tourism study of destination attributes. In terms of the importance level of Cape Town's ten attributes, it was found that each of these attributes is important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. It was also found that six of the ten attributes, namely, price, landscape, service, safety, entertainment, and culture represented a higher importance level over the other four attributes. With regard to the issue of Cape Town's overall image, it was found that Cape Town's overall image is important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. It was verified that a significantly positive correlation exists between Cape Town's overall image and the international tourists' overall satisfaction level with their trip to Cape Town. The correlation test between Cape Town's overall image and the importance level of each of the ten attributes indicated that Cape Town's five attributes, namely, landscape, price, climate, culture, and service are more important to Cape Town's overall image. However, this characteristic varies in different demographic groups. It perhaps manifests that the formation of a destination image in tourists' mind is a very complex process. The process may be highly influenced by the characteristics of the tourists *per se*, such as demographic characteristics, culture, belief, and value. With reference to the correlation between tourists' overall satisfaction level with their trip to Cape Town and their satisfaction level with each of the ten attributes, a significantly positive correlation was found between these two variables. It was also found that seven attributes, namely, climate, culture, landscape, service, safety, entertainment, and relaxation are more important to the formation of

tourists' overall satisfaction with their trip to Cape Town.

### **5.3 Limitations of the Study**

The potential limitations of the study are discussed in this section. As the time constrains and lack of financial resources, some limitations may be serious in this study. Thus, it is necessary to point them out to arouse attentions when applying the research results.

#### **5.3.1 Limitations of the Sampling Method**



As it was difficult to get the whole list of the international tourists who visited Cape Town within the research duration, the purely random sampling method could not be conducted. Consequently, the convenient sampling method was used in this study. It raises a question whether the sample can represent the population. This question cannot be easily answered with “yes” or “no”, because there is no relevant data, which can be used to analyze this issue. However, two relevant concerns need to be highlighted. Firstly, during the interviewing process, interviewees were selected randomly without any subjective judgment. Secondly, there were no surprising data that appeared in the demographic profile of the valid respondents (see Table 4.2).

The sample was selected from international tourists who visited Cape Town from September to October 2005. This is a serious limitation of the study, because the

tourism industry is highly related to the different seasons. Thus, it should be very careful, when applying the results of the study in other seasons.

As interviewees are only interviewed after they complete their trip to Cape Town, the reliability of data collected for measuring changes of image would be discounted, because interviewees have to evaluate Cape Town's overall image twice at the same time (image of pre-visitation and post-visitation). If interviewees were interviewed twice (before their visitation and after their visitation), it would be better to measure changes of Cape Town's overall image. However, as the time constrains and lack of financial resources, it is not suitable to this project.

### **5.3.2 Limitations of the Questionnaire**



Initially, it was planned to translate the questionnaire into several other languages to improve the reliability of the data collected. Although it was reported that most international tourists more or less understand English, only a few potential interviewees could not complete the questionnaire because of their English language skill (see Section 4.2.1), it cannot eliminate the possibility that some of the interviewees who had a poor English language skills misunderstood the questions in the questionnaire. Because of the time constrains, the questionnaires were distributed only in English. In order to smooth over the fault, the meaning of the questions in the questionnaire was explained to those interviewees who did not have an appropriate English language skill.

### **5.3.3 Limitations of Cape Town's ten Important Attributes**

Although the identification of Cape Town's important attributes was based on the literature review, and it was triangulated by three different groups of people, it still has the possibility that some attributes are important, but were not included on the list of Cape Town's important attributes. The gay, for example, is an important destination attribute for Cape Town. People are arguing that Cape Town is a well-known "gay city" in the world. Many international gays visit Cape Town for looking for their gay partners annually. However, putting the gay attribute into the questionnaire is not a good idea. Probably the "in-depth interview" is an appropriate research method for studying this issue. It was postulated that most of the international tourists who visit Cape Town do not visit it for its gay attribute. Thus, the gay attribute was not included on the list of Cape Town's important attributes. Other propositions about the important destination attributes are not as strong as the gay attribute.

### **5.4 Conclusions of the Study**

Tourism is the fastest growing industry in the world. It is conceived as an easy means of boosting a national or regional economy, as it may bring investment, increase income and create jobs. As a branch of the tourism industry, the international tourism has increased exponentially since 1950, outperforming the tourism industry as a whole in terms of their increasing rate. It has become the world's largest export earner

and an important factor in the balance of payments of many countries and regions. Increasingly, cities and nations are joining in the queue of competing for bigger market share in the international tourism market. The competition of attracting international tourists is getting keener.

Since the 1950s or even earlier, Cape Town's economy was based on tourism. Tourism used to play, and even more so today, a decisive role in Cape Town's economy. In order to be successful in the international tourism market, it is essential for Cape Town's tourism planners and marketers to understand (1) what are Cape Town's important attributes, which can effectively attract international tourists to choose Cape Town as their destination. (2) how and to what extent can these important attributes influence international tourists' decision to visit Cape Town. (3) does class membership influence the effect of the attributes that influence the destination selection of the international tourists.

There are ten attributes, namely, landscape, culture, entertainment, service, accessibility, local people's attitude toward tourists, safety, relaxation, climate, and price, which were qualified as the important attributes for Cape Town that can effectively attract international tourists to choose Cape Town as their destination. These ten important attributes can impact on international tourists' decision on destination selection in following three ways:

(1). Directly;

- (2). Indirectly - through influencing Cape Town's overall image, in turn, impact on international tourists' decision on destination selection;
- (3). Indirectly - through influencing international tourists' overall satisfaction level with their trip to Cape Town, in turn, impact on international tourists' future decision on destination selection.

It was concluded in the study that while each of Cape Town's ten destination attributes was important in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination, these attributes were not serious concerns in the destination-restricted international tourists' decision of choosing Cape Town as their destination. It was also concluded that six out of the ten attributes, namely, price, landscape, service, safety, entertainment, and culture, are more important than the other four attributes, with the price, landscape, and service ranked on the top-three-list.

It was also concluded that, Cape Town's overall image is significantly important only in the destination-unrestricted international tourists' decision of choosing Cape Town as their destination. It was found that Cape Town's five attributes, namely, landscape, price, climate, culture, and service are more important to Cape Town's overall image. However, this result varies according to different demographic groups. Tourists in different demographic groups have different list of attributes in terms of which attributes are important to Cape Town's overall image in their mind. It manifests that, Cape Town's overall image was not influenced only by its destination attributes, but

also by the characteristics of the tourists *per se*, such as demographic characteristics, culture, belief, and value.

It was found that the changes of Cape Town's overall image have a significantly positive correlation with the international tourists' satisfaction level with their trip to Cape Town. This characteristic did not vary in different demographic groups. It manifests that the more satisfied the international tourists are with their trip to Cape Town, the better Cape Town's overall image will become.

It was also found that, seven of Cape Town's ten attributes, namely, climate, culture, landscape, service, safety, entertainment, and relaxation are more important to the formation of the international tourists' overall satisfaction level with their trip to Cape Town, with the climate, culture, and landscape were ranked on the top-three-list. It was interesting to find that the price was not in the more important attributes list. It indicated that the most important attribute in tourists' destination decision making is not necessarily the most important attribute to their overall satisfaction.

## **5.5 Recommendations for Future Study**

This exploratory study linked the four variables, namely, destination attributes, destination choice, image, and satisfaction, with a special focus on Cape Town's destination attributes. Each of the four variables comes from different field of the tourism literature. The study is based on a big proposed model and a big targeting

population, so that it can generate a broad sense of Cape Town's attributes. Future studies are recommended to deepen their findings by focusing destination attributes with any one of the other three variables by using this exploratory study as a basis. Concretely speaking, future studies can be conducted along any of the following directions.

- (1) Analyze the relationship between Cape Town's destination attributes and tourists' destination choice, by comparing Cape Town with its competitors;
- (2) Analyze the relationship between Cape Town's destination attributes and Cape Town's overall image by targeting a small population;
- (3) Analyze the relationship between Cape Town's destination attributes and tourists' satisfaction by using "focus group" research method, so that the deeper reason can be exposed in terms why certain attributes are more important to their satisfaction level.



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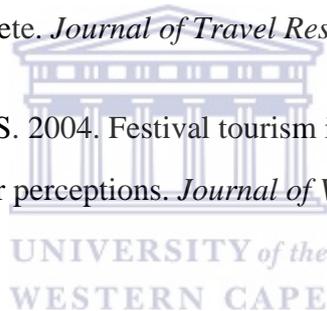
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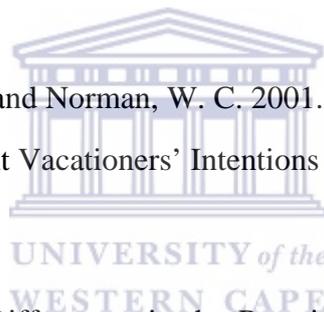
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## APPENDIX 1: Questionnaire A

Please assist me by providing the following important information. The answers can be of great value to my research study. Your assistance will be highly appreciated.

1. Your **Gender**? Male  Female  Your **Nationality**? \_\_\_\_\_

2. Which **age group** do you belong to?

16-25  26-35  36-45  46-55  56-65  over 66 years old

3. What was your **highest qualification** of education?

High school or lower  College  Bachelor's degree

Honor's degree  Master's degree  Doctorate

4. Have you visited Cape Town **prior** to this trip?

Yes  No

5. **Before** you started this trip to Cape Town, how did you perceive the following each factor's **importance level** in your **decision of choosing** Cape Town as your destination?

FACTORS	Not important	A little important	So-so	Important	Very important
Expected to see Cape Town' landscape (e. g., beautiful scenery and natural attractions)					
Culture & history (history, monument, heritage, arts, handcraft and ways of life of Local people)					
Expected to have fun, good nightlife and entertainment (such as in pubs, casino, etc)					
Good services in Cape Town (when, shopping, accommodation, diet, and transportation)					
Accessibility (easily to get enough information that may facilitate your trip of Cape Town)					
In Cape Town: local people have a friendly attitude toward visitors					
Safety (I will be personally safe in Cape Town)					
Relaxation (e.g., Cape Town is a good place for relaxation, it has nice sun, beach, water, etc)					

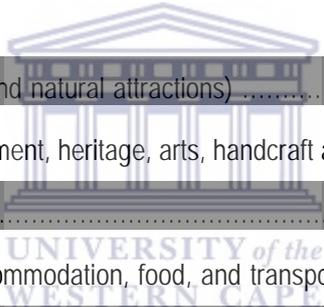




## APPENDIX 2: Questionnaire B

**Please help me by providing the following important information. The answers can be of great value to my research study. Your assistance is highly appreciated.**

Suppose you are at home of your own country. You are going to take a trip to Cape Town (not for visiting friends, relatives, or studying, conference, etc; just for a tour. You also have opportunity to choose other cities instead, but finally, you decide to visit Cape Town). The following attributes of Cape Town could be thought of as attractions which motivate you to choose Cape Town as your destination. Please rank all of the following attributes in terms of their importance level in your decision, namely the most important (1), then (2), and so on so forth, until the last one. If you think there are other types of attractions out of the following list, which are important in your decision, please add them at the end of the following list, and then rank all of them by the same way.

- 
- (A). Landscape (beautiful scenery and natural attractions) .....( )
- (B). Culture & history (history, monument, heritage, arts, handcraft and ways of life of local people.( )
- (C). Nightlife and entertainment .....( )
- (D). Services (when, shopping, accommodation, food, and transportation) .....( )
- (E). Accessibility (information available) .....( )
- (F). Local people' attitude toward visitors .....( )
- (G). Safety (personal safety in trip) .....( )
- (H). Relaxation (e.g., sun, beach, fishing, etc) .....( )
- ( I). Climate (e.g., pleasant weather) .....( )
- ( J). Price (e. g., cost, good value for money) .....( )
- (K). Sport (e.g., sports activities which individuals can take part in personally) .....( )
- (L).Special events and activities (e.g., events and activities unusually held, such as beer festival, FIFA, etc.....( )
- (M).Adventure (activities with adventure, e.g., drifting in river, expedition in mountain, etc) .....( )
- (N).\_\_\_\_\_ .....( )
- (O).\_\_\_\_\_ .....( )
- (P). \_\_\_\_\_ .....( )

(Q). \_\_\_\_\_ ( )

(R). \_\_\_\_\_ ( )





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