

**An Analysis of the Cultural Characteristics of the Emerging
Black Tourist Market in Vanderbijlpark**

Tish Taylor

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An Analysis of the Cultural Characteristics of the Emerging Black Tourist Market in Vanderbijlpark

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Laude)**

Thesis/dissertation submitted in fulfilment of the requirements for the degree of M Tech: Tourism and Hospitality Management in the Department of Hospitality and Tourism, Faculty of Human Sciences, Vaal University of Technology.

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ABSTRACT

Keywords: Tourism, Culture, Black tourists, Cultural variables.

In recent years there has been a considerable interest in the cultural aspect of tourism (Reisinger & Turner 2003:1). Culture in its various forms and dimensions has a significant impact on tourism planning and development, management and marketing. Unfortunately literature that examines the impact of culture on tourism concentrates mostly on expressions of material forms of culture such as the arts, music, architecture or crafts. Research regarding the variables of national cultures such as values, perceptions, rules of behaviour and satisfaction has been neglected.

The importance of cultural variables for tourist holiday experiences is important and affects satisfaction and consequently repeat visitation. Thus the cultural variables which influence the quality of the interpersonal interaction between tourists and hosts, can significantly add to tourist holiday experiences and satisfaction. The past few years has witnessed a dramatic change in the composition and nature of domestic tourism in South Africa (Futter & Wood 1997:1). Black tourists are emerging as the largest travelling group within South Africa and it is important to the tourism industry that cultural variables of this group be examined.

Tourism has experienced a growing internationalization and considerable attention has been paid to the issue of cultural diversity as a result of this growth in international travel. Tourism is a service industry where people from all nationalities meet and the crossing of different cultures takes place. This cross-cultural interaction leads to socio-cultural impacts which affect both the tourist and the host community. By understanding the cultural characteristics of various travelling groups to and around South Africa, socio-

cultural impacts will be minimised and the benefits of tourism can be appreciated.

The target group for this study was black tourists to Vanderbijlpark. This is a large domestic tourism group and understanding the cultural characteristics of this group will enable the tourism industry to better plan, develop and market specific tourism packages.

Research for this study was undertaken at a jazz festival in Vereeniging. Field workers randomly interviewed respondents using a questionnaire. The questionnaire consisted of five sections, namely demographic particulars, personal values, rules of behaviour, perceptions and satisfaction. The data was analysed to provide information regarding the cultural characteristics of the black tourism market in Vanderbijlpark. Respondents were categorised using the demographic data, the culture sections of the questionnaire were analysed in order to give descriptive results of each of the cultural variables. Each variable was analysed to determine its importance to respondents, thus categorising respondents according to their cultural characteristics. A factor analysis was completed in order to synthesise the large amount of data and for each cultural variable smaller, more descriptive factors were identified and used to describe the black tourism market in Vanderbijlpark.

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INTRODUCTION AND OVERVIEW OF THE STUDY

1.1 Introduction

Tourism may be regarded as one of the most important forces that shape the modern world (Cohen & Kennedy 2000:214). Globally, more people are travelling, and travelling to and within South Africa has also increased significantly over the past few years. Travel has become more accessible to South Africans, leading to growth in especially the black tourist market. However, little is known about this market in terms of travel behaviour and travel decision-making.

Culture influences choices with regard to travel. In order to help develop better tourism products and make the industry more accessible to the black tourist market, this study focuses on an analysis of the cultural aspects of the emerging black tourist market in South Africa. Information regarding motivation, demographics and the influence of cultural variables on the buying behaviour of the black domestic tourism market is presented and analysed. This chapter outlines, in specific detail, how the research has been conducted to obtain the results.

1.2 Background to the problem

Since tourism is one of the driving forces of the South African economy, the South African government has committed itself to making the tourism industry more accessible in terms of both travel and employment opportunities for South Africans. According to the South Africa Tourism Index

Quarterly Report (SAT 2006b:1), over two million foreign tourists visited South Africa in the first quarter (January to March) of 2006. This is an increase of 12 per cent from the first quarter of 2005. The market for international tourism to South Africa has grown (SAT 2006b:1), but this growth has been slow. The growth in tourism leads to an increase in the number of people of foreign cultures visiting South Africa, thereby creating increasing cross-cultural interaction and socio-cultural impacts.

South Africa Tourism's Global Competitiveness Programme (SAT 2005a:11) points out that although there has been much emphasis on foreign tourism, the domestic market provides the base of demand for many tourism economies and is more resilient than the international tourism market. The tourism industry in South Africa therefore needs to accommodate and provide for many different cultures, including not only international cultures, but also cultures that form part of the growing domestic market within the country.

For many years marketers, product developers and researchers have focused on the international as well as the white domestic tourism market, neglecting the black tourism market in South Africa. South African Tourism (2005a) has developed a growth strategy in order to encourage more locals to travel, and during 2005, 50 per cent of the South African population travelled. Domestic tourism is an important part of the industry since it assists in maintaining a healthy infrastructure.

As early as 1986, Van Wyk (1986:1) stated that the white market had established itself and that this market offered limited growth opportunities. In his opinion, a possible solution would be the development of new market segments, especially the emerging black holiday market (Van Wyk 1986:1). However, before this would be possible, a thorough understanding of the present needs, attitudes and preferences of black holidaymakers would be required (Van Wyk 1986:1). Since the black tourist market is relatively new,

little information about the motivation and demands of this group is available to tourism marketers and product developers.

All travellers are influenced by their cultural background, and cultural variations and social behaviour have direct impacts on tourists' holiday choices and experiences. Catering for these experiences requires a thorough knowledge of the motivation of tourists. Reisinger and Turner (1998:1204) indicate that cultural traits lead to different holiday expectations and experiences, and these will necessarily influence the degree of holiday satisfaction. Although individuals from the same nation share a dominant cultural character, the regional culture or the culture of the individual may be influenced by the individual's demographic, socio-economic or psychographic characteristics.

Internationally, various studies have been done with regard to culture and its influence on behaviour, especially as it relates to tourism. These studies are outlined in Table 1.

Table 1: International cross-cultural studies

Researcher(s) and year(s) of publication	Focus of study
Reisinger & Turner (1998, 2002, 2003)	These studies focus on values, rules of social interaction, service perceptions, and satisfaction with interaction as related to interaction between Asian tourists and Australian values. Much of this research is focused on the understanding of Asian tourists when visiting Australia
Dahl (2004)	This research focuses on intercultural and cross-cultural communication. It provides a brief introduction to empirical research into culture-based value variations, and presents a short outline of major contributions in this area, by Hall, Hofstede, Trompenars, Hampden-Turner and Schwartz
Truong & King (2006)	The determinants of satisfaction among international tourists from different cultures when holidaying in Vietnam form the focus of this research. The concepts of culture, rules of behaviour, tourist perceptions and satisfaction are addressed. This research was conducted because of the growth of international tourism to Vietnam and the limited Western understanding of Vietnamese and other Asian cultures. This research has attempted to measure tourist satisfaction in a cross-cultural context

Enoch (1996)	This research focuses on the contents of package tours from different countries in an attempt to show that culture affects the type of travel undertaken. The researcher shows that culture influences the number of days tourists choose to travel, the places they choose to visit, and the number of people who take the tour
Li (1999)	This study compares the amount of information sent by the speaker, and the amount of information received and retrieved by the listener in inter- and intracultural conversations. The research compares Canadian and Chinese respondents in an attempt to show the effect that culture has in the communication of information
Tan & Goh (1999)	As a result of the influx of international students to Australian universities, numerous studies on cross-cultural students' studies have been done. This study investigates the quest for improved understanding of different study approaches; the benefits of multicultural student demands; and the cultural variations, preferences and sensitivities of students
Laing & Crouch (2005)	The focus of this study is extraordinary journeys to the frontier. It compares cross-cultural motivations for frontier travel, and speculates on the role that culture plays in this form of travel. It also considers the implications of the findings for tourism marketing
Pizam & Jeong (1996)	In this study cross-cultural tourist behaviour was researched. Korean tour-guides were questioned about the behavioural characteristics of Japanese, American and Korean tourists on guided tours
Chen (2000)	This research focuses on cross-cultural differences in travel information acquisition among tourists from three Pacific-rim countries, and identifies the external sources used by these tourists. The research compares information research behaviour among tourists of the study countries

Table 1 clearly shows that significant international research has been conducted regarding cross-cultural interaction as it relates to tourism. The researcher could, however, not find recent studies done within a South African context. It is therefore imperative that information regarding specifically the black South African tourist market is gathered, particularly in terms of the cultural aspects discussed above. This may give tourism marketers and product owners the competitive edge in providing for the needs of this emerging tourism market.

This study presents the information collected regarding the cultural attributes of this promising domestic tourism market. The challenge for tourism marketers lies in understanding the cultural make-up of the black tourism

market and developing culture-orientated marketing strategies. According to the article, The joys of tourism now being touted in townships, (1998:1), tourism is still an alien concept to black people. In order to change this perception, the tourism industry needs to create an awareness of the tourism products available to black tourists. This study will assist the tourism industry in creating products specifically targeted to the emerging black tourist market within South Africa.

1.3 Rationale

In 2002/2003 the value of the domestic tourism market in South Africa was estimated at R23.4 billion, which was a conservative estimate considering the expenditure on 49.3 million overnight trips. The domestic market is clearly valuable (SAT 2006a:4). A positive future lies ahead if the opportunities available to the tourism industry are exploited. This will require a thorough understanding of the domestic market, and more specifically the growing black tourist market.

1.4 Objectives of the study

1.4.1 Main objective

The main objective of the study is to analyse the cultural characteristics of the emerging black tourist market in Vanderbijlpark.

1.4.2 Secondary objectives

The study has the following secondary objectives:

- to analyse cultural characteristics by means of a literature study
- to analyse travel in South Africa and the socio-cultural impacts thereof
- to determine the demographic profile of respondents participating in the study
- to determine the importance of personal values, rules of behaviour and satisfaction in the tourism experience

- to draw conclusions and make recommendations with regard to the influence of cultural factors on the black tourism market.

1.5 Research questions

Since no inferential statistics are used in this study, hypotheses are formulated as research questions to guide the research process. The following research questions inform the study:

- 1.5.1 What are cultural variables and how do they influence tourist behaviour?
- 1.5.2 What is the current situation in the tourism industry in South Africa, in terms of both international and domestic tourism?
- 1.5.3. What is the demographic profile of the emerging black tourist market, and how does this affect the tourism industry?
- 1.5.4. What are the cultural traits that motivate or prevent the emerging black tourist market from fully participating in tourism activity?
- 1.5.5. What are the tourism needs of the emerging black tourist market, and how does this affect tourism activity?

1.6 Research methodology

The approach outlined below was followed to attain the main and secondary objectives.

1.6.1 Literature review

A literature study was conducted in order to ascertain what has been done in this research area and to develop a thorough understanding of culture and its influence on travel. Some of the keywords used in the literature study are "cultural diversity", "tourism marketing", "emerging black tourist market" and "domestic tourism". The literature survey includes material from books, journals, the Internet, newspapers, online newspapers, magazines, databases and other sources of information. In this way the first and second objectives were addressed.

1.6.2 Research design

A non-experimental, quantitative research method, the descriptive survey, was used to address the third, fourth and fifth secondary objectives. For this purpose a questionnaire was developed, consisting of a section covering demographic characteristics, and sections on cultural characteristics and travel behaviour. The questionnaire content was based on the literature review.

1.6.3 Data collection

A questionnaire was used to collect the data from respondents. Questionnaires are probably the most popular form of data collection, and are useful because respondents can answer questions in their own time, re-read questions they do not understand, and refer back to unanswered questions. In this study a combination of closed questions and Lickert-scale questions were used, because of the relative low cost and statistical possibilities. Since the respondents had limited time (they were attending a jazz concert), closed questions relating to demographics were mostly used as this type of question is easier and quicker to complete. Closed questions are also easier to process in the data analysis. A five-point Lickert scale was used to determine respondents' opinions with regard to cultural aspects. The questionnaires were distributed by fieldworkers, who interviewed respondents.

1.6.4 Population

The population consisted of randomly selected black visitors attending a jazz festival in Vanderbijlpark in September 2004. Fieldworkers approached respondents and assisted them in completing the questionnaires.

1.6.5 Sampling and method of sampling

As the exact number of visitors to the festival was not known beforehand, a convenience sample was chosen as a non-probability sampling technique. This implies that the respondents were chosen purely on the basis of

availability and willingness to complete the questionnaire. 127 questionnaires were completed and used for data analysis. Computicket was contacted and the number of tickets sold for the jazz festival was later established to be 517.

1.6.6 Data analysis

The data was processed and analysed using Microsoft Excel and SPSS Version 14. Descriptive statistics was used to analyse the data by means of tables and graphs. A factor analysis was conducted in order to determine the most important cultural factors. The outcome of the analysis was integrated with the relevant information obtained from the literature study to derive conclusions and recommendations.

1.7 Definitions of terms

1.7.1 Tourism

Tourism may be defined as the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations; it includes movements for all purposes, and also day visits or excursions (Holloway 1994:2, Medlik 2003:vii).

According to Page and Connell (2006:11) tourism encompasses human and business activities associated with one or more aspects of the temporary movement of people away from their immediate home communities and daily work environments for business, pleasure or personal reasons.

1.7.2 Tourists

Tourists are classified as temporary visitors staying at least 24 hours in the place they are visiting. The purpose of their visit may be categorised as leisure (whether for recreation, health, sport, holiday or religion), or business, family, mission or meeting (Holloway 1994:2).

Tourists are divided into domestic and international tourists. Domestic tourists are, according to Medlik (2003:56), any persons on a trip within their own country of residence, irrespective of purpose of travel and means of transport used. Medlik (2003:96) defines international tourists as visitors who travel to a country other than their own for at least one night and whose main purpose of visit may be classified as (a) leisure and holidays, (b) business and professional, or (c) other tourism purposes.

1.7.3 Domestic tourism

Domestic tourism refers to travel by residents within their country of residence (Cooper *et al.* 1998:12). In the South African context, domestic tourism is described in the Domestic Tourism Quarterly Report (SAT 2005b:5) as all those trips taken within the borders of South Africa by adult residents.

1.7.4 International tourism

International tourism is the travel by residents of one country to other countries (Medlik, 2003:96). Cooper *et al.* (1998:12) define international tourism as travel outside the country of residence, which usually has currency, language and visa implications.

1.7.5 Culture

Culture is a shared set of beliefs, traditions, values and expectations that characterises groups of people (Lubbe 2000:369). According to Page and Connell (2006:360) culture is the conditioning element of behaviour and the product of that behaviour.

1.8 Significance of the study

The importance of the research is to be found in its potential to foster understanding of the emerging black tourist market, which will contribute to the successful development and marketing of tourism products for this group. The demographic analysis will assist the tourism industry in understanding

the characteristics of the black tourist market. The cultural variables associated with the black tourist market can be analysed to assist product developers to create products which will cater specifically to these variables.

1.9 Chapter outline

The study comprises six chapters:

- Chapter 1 gives a detailed introduction to the problem statement, objectives and methodology used.
- Chapter 2 provides an overview of culture, cultural variables and their influence on tourist-host contact.
- Chapter 3 focuses on tourism within South Africa and the socio-cultural impacts thereof.
- Chapter 4 focuses on the methodology used in data collection.
- Chapter 5 is an analysis of the data.
- Chapter 6 presents the conclusions drawn, as well as recommendations.

2

ANALYSING THE DYNAMICS OF CULTURE

2.1 Introduction

The domestic tourism market in South Africa has traditionally been dominated by the white population, who had the highest levels of wealth, mobility and access to amenities (Futter & Wood 1997:1). The past few years have, however, been witness to a dramatic change in the nature and composition of domestic tourism. Futter and Wood (1997:1) attribute this change to the end of apartheid and an increase in a propensity for travel among the black populace. As a result of the recentness of these developments, information regarding the cultural background of the emerging black tourism market is lacking, and therefore needs to be researched.

One of the effects of globalisation is the movement of people between countries. People work abroad and companies open offices internationally. Business travel, conferences and meetings take people overseas, and international travel has become more accessible to the average tourist. All of these factors result in contact between different cultures. In any situation where people of different cultures interact, whether it is in a work or social situation, different cultural variables are evident. These variables, which include values, perceptions, rules of behaviour and satisfaction, make up culture, and all have an impact on the experience of those involved. Culture affects social interaction, the difficulties individuals have in relating to others, and individual perceptions. In terms of

tourism, culture has an impact on the planning and development of the tourism product and destination. It is therefore crucial to understand the role that culture plays in tourism.

Globalisation has contributed to the evolution of many multicultural societies. Burton (2003:28) defines multiculturalism as the harmonious co-existence of different groups in a society. According to Jandt (1995:370) homogeneous cultures are relatively rare in the world today. More than 95 per cent of the world's countries are ethnically heterogeneous. This reiterates the importance of cross-cultural, intercultural and cultural research in order to create a better understanding of today's multicultural societies.

The aim of this chapter is to analyse the concept of culture and cultural variables in order to understand their effect on tourism.

2.2 Concept clarification

The following concepts will be used in the study and therefore clarification is needed.

2.2.1 Culture

Most studies refer to culture in its broader sense, using psychological terms such as values, norms, rules of behaviour, perceptions, attitudes, beliefs, symbols, knowledge, ideas, meanings and thoughts (Truong & King 2006:66). According to Reisinger and Turner (2003:4), culture is a complex multidimensional phenomenon that is difficult to define, and the variety of definitions presented in the literature reflects this difficulty. For example, Kroeber and Kluckhohn (1985:125) have documented the existence of over 160 definitions of culture.

A study of the recent research found the following definitions of culture. According to Reisinger and Turner (2002:297) culture refers to the stable and dominant cultural character of a society, shared by most of its individuals and remaining constant over long periods of time. Pizam and Jeong (1996:277) believe that culture encompasses a whole set of implicit, widely shared beliefs, traditions, values and expectations that characterise a particular group of people. Similarly, Spencer-Oatey (2000:4) states that culture is a set of attitudes, beliefs, behavioural norms and basic assumptions and values that are shared by a group of people, and that influence each member's behaviour. Culture is therefore an abstract entity which involves a number of collective behavioural patterns, values or other concepts, which, taken together, form culture as a whole.

2.2.2 Values

Values may be defined as culturally determined standards of socially desirable behaviour, which influence rules of social behaviour and perceptions. They are shared among people within the same culture and distinguish these people from those originating from other cultures (Truong & King 2006:67). Rokeach (1973:5) defines a value as an enduring belief that a specific mode of conduct or end-state of existence is personally preferable to an opposite mode of conduct or end-state of existence. Rokeach (1973:5) refers to values as beliefs about desirable goals and modes of conduct, such as to seek truth and beauty, and to behave with sincerity, justice, compassion, humility, respect, honour and loyalty.

2.2.3 Perceptions

Perceptions are an important element of culture. Perceptions are based on physiology (the five senses) and also have characteristics related to demography, behaviour, society, culture, economics and psychology (Truong & King 2006:68). Culture is important as a source of perceptions and has a great

influence on how experiences are perceived and meanings interpreted. Perception can be defined as the process through which people see the world around them; the process, by which an individual selects, evaluates and organises stimuli from the external world (Samovar & Porter 1995:66).

2.2.4 Rules of behaviour

Rules of social behaviour guide and direct behaviour and indicate how people ought or ought not to behave. These rules govern verbal and nonverbal behaviour and are important components of relationships. Rules of behaviour are developed to understand the meanings of behaviour, to make social interaction easier and more understandable to others, and to achieve harmony of interaction (Reisinger & Turner 2002:299).

2.2.5 Satisfaction

Satisfaction can be described as a state of mind in which the customer's needs, wants and expectations have been met or exceeded throughout the product or service life, resulting in subsequent repurchase and loyalty (Truong & King 2006:69). Satisfaction is affected by numerous factors, such as cultural difference, the match between tourist and host value orientations, and differences between expectations and the perceived outcome of the experience. Satisfaction plays a very important role in the tourism industry, as it results in repeat business and positive word-of-mouth marketing.

2.3 Culture

This section will focus on an analysis of the different cultural theories in order to understand how behaviour differs across cultures and how these cultures deal with social interactions and relationships.

2.3.1 Cultural variables

Culture is made up of a set of measurable variables that enable researchers to differentiate between cultures. For the purposes of this study, values, perceptions, rules of behaviour and satisfaction will be discussed as the variables of culture.

2.3.2 Cultural theories

Figure 1 represents the cultural theories that have gained prominence over the last few decades. These cultural theories have concentrated on the sociological study of value orientations in different national cultures (Jackson 1995:2). The prominent theories of culture have been those of Hall, Hofstede, Kluckhohn, Kluckhohn and Strodtbeck and, more recently, Trompenars. These theories have sought to establish broad classifications of value orientations.

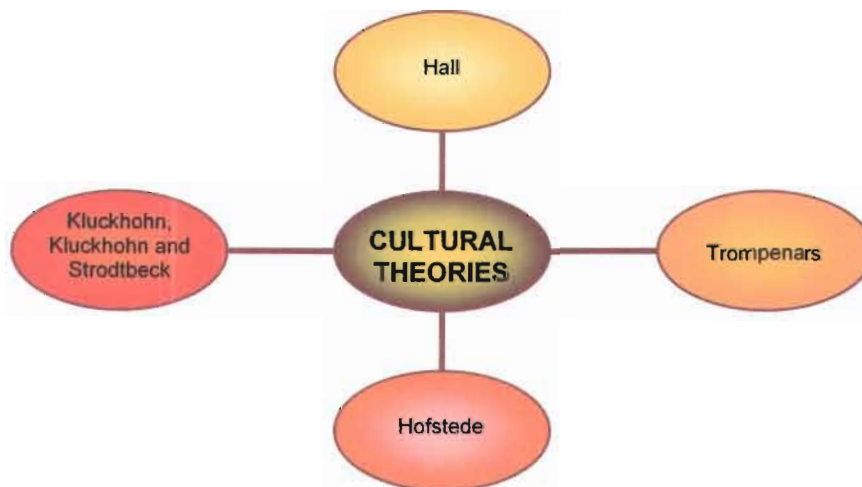


Figure 1: Prominent cultural theories

2.3.2.1 Hofstede's cultural theory

According to Batonda and Perry (2003:2), international and cross-cultural studies heavily rely on, cite and replicate Hofstede's dimensions (2005:4). These

dimensions are often regarded as constituting the most important and popular theory of culture types. Briefly, Hofstede's dimensions involve:

- Power distance, which is the tolerance for class differentials in a society.
- Individualism, which pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself/herself or immediate family only. Collectivism is the opposite, and refers to societies in which people, from birth onwards, are integrated into strong, cohesive in-groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty.
- Masculinity, which refers to societies in which social gender roles are clearly distinct; and femininity, which pertains to societies in which social gender roles overlap.
- Uncertainty avoidance, which is the extent to which members of a culture feel threatened by uncertain or unknown situations.
- The Confucian dynamic or long-term orientation dimension, which is characterised by persistence, ordering relationships by status and observing this order, thrift, and having a sense of shame. Short-term orientation is characterised by personal steadiness and stability; protecting your face; respect for tradition; and reciprocation of greetings, favours and gifts.

Hofstede has categorised certain cultures according to these different dimensions. For example, Western cultures are categorised as individualistic, whereas non-Western cultures are categorised as collectivist (Hernandez & Iyengar s.a.:1). According to Li (1999:390) different cultures need not share the same cultural values, such as language, to belong to the same cultural dimension.

2.3.2.2 The cultural theory of Hall

Dahl (2004:10) introduces a different theory, proposed by Hall, according to which cultures are categorised based on two dimensions, namely:

- high-context and low-context cultures
- polychronic and monochronic time orientation.

Before discussing some of the characteristics of high- and low-context cultures, it is important to note that no culture exists solely at either end of the continuum. As a result of multiculturalism societies are no longer homogeneous, and therefore include aspects of both high- and low-context cultures (Samovar & Porter 1995:102).

According to Wilson (s.a.:1) high-context cultures (including the cultures of much of the Middle East, Asia, Africa and South America) are relational, collectivist, intuitive and contemplative. People of these cultures emphasise interpersonal relationships. Words are not as important as context, which might include the speaker's tone of voice, facial expression, gestures, posture, and so on (Guirdham 1999:60; Samovar & Porter 1995:102). Beer (2003:1) classifies high-context cultures as using less verbally explicit communication, less written/formal information, and more internalised understandings of what is being communicated. South African culture would probably fall into this category; however, due to the various subcultures which exist in South Africa it is difficult to establish whether all cultural groups would be considered high-context communicators.

According to Wilson (s.a.:1), low-context cultures (including the cultures of North America and much of Western Europe) are logical, linear, individualistic and action-orientated. Wilson (s.a.:1) further adds that people from low-context cultures value logic, facts and directness. Beer (2003:2) classifies low-context

cultures as being rule orientated, having knowledge which is codified and being task-centred.

Dahl (2004:10) points out that the concept of high-context and low-context cultures remains one of the most frequently used theoretical constructs applied in the analysis of communication. This dimension is one of the easiest to observe in intercultural encounters.

Whereas the high-context and low-context dimension deals mainly with language, the second dimension, polychronic versus monochronic time orientation, is concerned with the way in which cultures structure their time. Dahl (2004:10) states that the monochronic time (M-Time) concept follows the notion of one thing at a time, while the polychronic time (P-Time) concept focuses on multiple tasks being handled at one time. M-Time is characteristic of people from Germany, Austria, Switzerland and America, and views time as an ever-present part of the environment. This approach sees time as linear, segmented and manageable (Samovar & Porter 1995:208). P-Time cultures deal with time holistically, as is the case with Arabs, Native Hawaiians, Africans, Spaniards, Portuguese, Greeks and Mexicans, and emphasise people more than schedules (Samovar & Porter 1995:208). Based on the discussion above, South African culture would be considered a P-Time culture.

2.3.2.3 The cultural theory of Kluckhohn, Kluckhohn and Strodtbeck

According to Samovar and Porter (1995:96) the theory of Clyde and Florence Kluckhohn and their colleague Frederick Strodtbeck considers culture in terms of the following concepts:

- human nature orientation (good and evil), which deals with questions of goodness and rationality. Cultures are based on a continuum that has three logical divisions: evil, good and evil and good. Cultures that believe

people are evil and cannot be trusted seek to control the actions of their members with institutions ranging from religious to political. Towards the middle of the continuum is the orientation that people can be evil or good. Lastly, and the most extreme, is the view of goodness

- relationship of humankind to nature (subject to nature, in harmony with nature or master of nature), which separates frames of reference for human desires, attitudes and behaviours. Cultures subject to nature believe that forces of life that are most powerful are outside their control. The middle view affirms that people should, in every way possible, live in harmony with nature. Lastly, the master of nature cultures are compelled to conquer, control and direct the forces of nature to their advantage
- sense of time (past, present and future), which differentiates cultures according to the value placed on the past, present and future and how each influences interaction. Past-orientated cultures believe strongly in the significance of prior events, present-orientated cultures hold that it is the moment that has the most significance and future-orientated cultures emphasize the future and expect it to be better than the present
- activity orientation (being, being-in-becoming and doing), is the way a culture views activity. Being orientated refers to spontaneous activity, being-in-becoming orientations often correlate with those cultures that value a spiritual life more than a material one and doing orientation describes activity in which high value is placed on doing
- social relationships (authoritarian, group orientated or individualistic), is concerned with the ways in which people perceive their relationships with others. Authoritarian cultures believe that some people are born to lead and others to follow, group orientated cultures see the group as the most important of all social entities and individualistic cultures believe all people have equal rights and complete control over their destiny.

2.3.2.4 Trompenars's cultural theory

The most recent theory, by Trompenars, classifies cultures using a mixture of behavioural and value patterns, which may be regarded as nearly identical to Hofstede's dimensions (Dahl 2004:14). According to Guirdham (1999:57) Trompenars's dimensions are:

- Relationships with people:
 - universalism versus particularism (rules and procedures or relationships)
 - communitarianism versus individualism (me or the group)
 - neutral versus emotional (conceal or show emotions)
 - diffuse versus specific cultures (superficial or deep relationships)
 - achievement versus ascription (from who you are or what you do).
- Attitudes to time:
 - sequential time versus synchronic time (one after another or all at once)
 - future versus past orientation
 - time as a stream or as a cycle.
- Attitudes to the environment.

The theories outlined have been used to categorise cultures in order to make it easier to study the effect of culture. However, when dealing with dominant cultures which consist of a variety of subcultures, it is difficult to definitively state into which category such a dominant culture would fit. The next section discusses subcultures and their relationship to the dominant culture.

2.3.3 Subcultures

According to Kroeber and Kluckhohn's definition of culture, cited by Dahl (2004:2), culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievements

of human groups, including their embodiment in artefacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may be considered as products of action or as conditional elements of future action. This definition implies the existence of a dominant culture, made up of the different subcultures that constitute a society's culture.

According to Reisinger and Turner (2003:14), a distinction needs to be made between dominant and variant cultures, or private and public cultures. Each dominant culture consists of several subcultures. Subcultures can be based on race, ethnicity, geographic region, or economic or social class (Jandt 1995:10; Reisinger & Turner 2003:14).



Figure 2: Relationship between the dominant culture and minor subcultures

Figure 2 identifies the relationship between smaller subcultures and the dominant or national culture. In South Africa, the dominant culture is the culture shared by all South Africans, whereas the subcultures would divide the country according to race, ethnicity, geographic region, and economic or social class.

Race refers to a genetic or biological similarity among people (Lustig & Koester 1993:51) or physical characteristics that divide races (Burton 2003:27). Burton (2003:27) further states that there is an underlying assumption that these physical differences are heritable and reflect genetic differences between races. Race also refers to a group of people descended from the same ancestors.

Race recognises the evolution of different racial categories over time and the existence of different racial categories in different cultures (Reisinger & Turner 2003:14).

Ethnicity refers to a wide variety of groups of people who are of the same race or who share a common national or cultural system (Medlik 2003:64). Ethnic differences can be identified by colour, language, religion, or some other attribute of common origin. Since ethnic cultural traits are passed on to children, ethnicity also refers to the shared descent or heritage of a group of people (Reisinger & Turner 2003:15). Ethnicity, unlike race, does not focus on biological attributes but instead stresses social and cultural features (Burton 2003:28).

Geographic region refers to the geographic differences within countries, or the similarities between countries (Reisinger & Turner 2003:15). Geographic segmentation uses country, region, market area and the urban/rural distinction as a basis for market division. In many cases, people from the same area may have the same interests, because of common elements in their lifestyle and culture (Lubbe 2003:52).

Economic and social class distinctions recognise differences in the socio-economic standing of people. Economic differences evolve due to differences in people's income and wealth (Reisinger & Turner 2003:15). Social class has traditionally been defined as the position in a society's hierarchy, based on income, education, occupation and neighbourhood (Jandt 1995:10).

Each subculture community (e.g., racial, ethnic, economic, social or regional) exhibits characteristic patterns of behaviour that distinguish it from others within the dominant culture. Each subculture provides its members with a different set

of values and expectations as therefore, the major dominant culture differs from minor variant subcultures (Reisinger & Turner 2003:15).

2.3.4 Cultural differences

Cultural differences can cause problems in social interaction between participants of different cultural backgrounds. For instance, different patterns of verbal and non-verbal communication may create serious communication errors and lead to misinterpretations, misunderstandings and confusion. Such differences also affect people's perceptions of one another.

According to Reisinger and Turner (2002:298) the main cultural differences are to be found in:

- cultural values
- social categories, such as role, status, class and hierarchy
- attitudes
- perceptions
- patterns of interaction
- relationships
- verbal communication (language and paralinguistic: intonation, laughing, crying, questioning)
- non-verbal communication (body language, such as facial expressions, head movements, gestures, use of space, and use of physical distance between people)
- service.

The main sources of cultural conflict are (1) cultural ethnocentrism, (2) the communication process as related to language and interpretation, (3) poor quality of service, and lack of understanding and appreciation of international

service standards and visitors' expectations, and (4) lifestyle differences as well as differences in customs.

Reisinger and Turner (2002:299-301) identify the following cultural differences:

- **Cultural differences in values:** People from different cultures possess different values, which reflect differences in behaviour, perceptions of social status, goals, interests, activities and willingness to cooperate and compete. An investigation of values has been shown to provide a useful analysis of the consumer's motives for and understanding of travel and leisure behaviour. Values have also been used as a basis for market segmentation.
- **Cultural differences in behaviour:** This involves ideas about how people ought or ought not to behave. Culture governs verbal and non-verbal behaviour and is an important component of relationships. Rules of behaviour are developed to make social interaction easier. Differences in rules of behaviour may cause difficulties in social interaction because members of different cultures may misunderstand and misinterpret the rules of other cultures.
- **Cultural differences in perceptions:** Different cultures perceive the world differently. Service providers play an important role in influencing the customer's perceptions.

If the contact participants do not conform to each other's cultural patterns of interaction and expected standards, and assume that they are culturally the same or similar, they may reject each other (Bowie & Chang 2005:55). This possibility is particularly relevant in the tourist-host contact, which involves socio-cultural impacts.

2.3.5 Characteristics of culture

In order to better understand culture, it is useful to examine its characteristics and their ramifications. The characteristics of culture are (O'Neil 2006:1; Samovar & Porter 1995:48):

- Culture is an adaptive mechanism (transmitted and modified through generations).
- Culture is learned (culture is non-instinctive; it is cumulative).
- Culture changes (new cultural traits are added over generations).
- People are not usually aware of their culture (it is completely familiar).
- People do not know all of their own culture (there are bodies of specialised cultural knowledge that are gender-specific).
- Culture gives people a range of permissible behaviour patterns (it allows men to be men and women to be women).
- Culture no longer exists in isolation (globalisation has ensured that no culture exists in isolation from the outside world).
- Culture is based on symbols (passed on from group to group).
- Culture is integrated (it functions as an integrated whole).
- Culture is ethnocentric (the personal culture is used to rate and scale other cultures).

These characteristics are used to describe and form an understanding of specific cultures. In attempting to understand the characteristics of culture it is valuable to investigate the effects that culture has on a society. These effects are discussed in the next section.

2.3.6 Effects of culture on society

According to Mill and Morrison (1992:59), culture affects society in four ways:

- Firstly, the overall values of the culture determine which goals and behaviour will gain social approval or disapproval. To the extent that

people are concerned about what others think of them, they will be influenced to seek gratification of their needs and wants in ways acceptable to society. This means that in order to induce individuals to buy various products and services, it will be necessary to state the appeals and benefits of those products and services in terms acceptable to society. For example, many advertisements featuring the hedonistic vacation lifestyle can only be successful because society is increasingly condoning this value.

- Secondly, the many social institutions of a society are also reflective of its culture.
- Thirdly, the way in which culture affects the social backdrop is to be found in the established conventions and practices of society. Society adopts various practices in relation to such things as which food may be eaten, how to entertain, and which gifts are or are not appropriate.
- Lastly, culture's effect on society is felt in the language people use to communicate with one another. It is important to consider not only words, but also gestures, expressions and other body movements.

Tourist-host contact is determined by cultural variables, and these variables are important when explaining social contact. They are particularly important in analysing tourist-host contact where tourists and hosts are members of different cultural groups (perhaps even part of the same dominant culture). Culture is made up of perceptions, rules of behaviour, values and satisfaction, as can be seen in Figure 3.

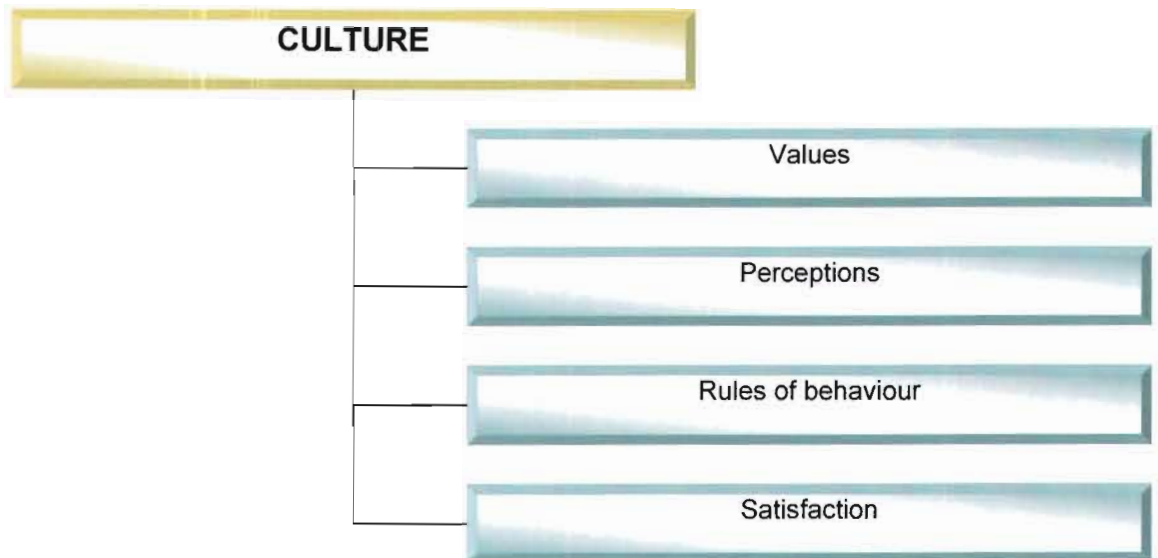


Figure 3: Culture and cultural variables

These cultural variables will be discussed in further detail in the following sections, in order to explain their effect on social interaction in tourism.

2.4 Values

There have been many attempts to characterise values, their functions and the ways in which they differ from other related concepts. According to Adler (1972:180), the concept of values is broad, vague and lacking in real meaning.

Values are ideals that guide or qualify personal conduct, interaction with others, and involvement in a chosen career. Like morals, they help to distinguish right from wrong, and inform people on how to conduct their lives in a meaningful way. Values are therefore an important criterion for establishing the culture of a certain group of people or for distinguishing between cultures (What are Values? 2001:1).

Another definition of values is proposed by Posner (2006:1), who states that a value is a belief, a mission or a philosophy that is meaningful. Whether one is consciously aware of them or not, every individual has a core set of personal values. Values can range from the commonplace, such as a belief in hard work or punctuality, to the more psychologically oriented, such as a belief in self-reliance, concern for others, or harmony of purpose.

2.4.1 Values and culture

Some values tend to permeate a culture (Samovar & Porter 1995:68). These are called cultural values and derive from the larger philosophical issues that are part of a culture's milieu. Reisinger and Turner (2003:77) explain the relationship between values and culture as follows: culture and values held by members of a culture are related; values are the core of culture; values depend on culture; culture is rooted in values; values are psychological variables that characterise people within the same culture.

Adler (1972:173) discusses these relationships as one in which values are representative of cultural ideals; values seem to be references to a symbolic system of cultural ideals.

2.4.2 The relationship between values and other related concepts of culture

The relationship between values and satisfaction is explained by Truong and King (2006:69), who state that tourist satisfaction is higher if the value system of the tourist aligns with the value system of the host. The more similar the values of tourists and host community, the better the satisfaction of both tourists and hosts with the tourism experience.

Values are standards and refer to single beliefs that focus on general situations and objects. According to Rokeach (1973:23), values provide information about persons, groups and culture and are therefore more useful in understanding and predicting behaviour. Reisinger and Turner (2003:80) further explain that the concept of value is therefore superior to the concept of perception.

Values are related to behaviour (Kroeber & Kluckhohn 1985:124) because they are cultural determinants of behaviour. Values prescribe behaviour that members of the culture are expected to perform, and specify which behaviours are important and which are to be avoided within a culture. Values are therefore superior to behaviour.

2.4.3 Types of values

Adler (1972:172) explains that values may well provide the key to a more adequate understanding of the human being in society, and an understanding of values is therefore essential to progress in the behavioural sciences (Adler 1972:173). Values can be classified into four categories (What are Values 2001:1):

- Personal values are principles that define one as an individual, such as honesty, reliability and trust. They determine how one will face the world and relate to people.
- Cultural values are principles that sustain connections with people's cultural roots, like the practice of faith and customs. They help individuals to feel connected to a larger community of people with a similar background.
- Social values are principles that indicate how individuals relate meaningfully to others in social situations, including those involving family, friends and co-workers.

- Work values are principles that guide individual behaviour in professional contexts. They define how people work and how individuals relate to co-workers, bosses and clients. They also reveal the potential for advancement.

Reisinger and Turner (2003:80) distinguish two types of values: instrumental and terminal. Instrumental values are concerned with preferable modes of conduct or means of conduct (to be honest, obedient, ambitious or independent; to love). Terminal values are concerned with goals or the end-state of existence (salvation, world peace, freedom, a comfortable life, true friendship). Samovar and Porter (1995:84) have classified values as primary (the most important), secondary (quite important) and tertiary (bottom of our hierarchy).

Values are important to a culture, because they are generally normative. They inform the members of a culture what is good and bad, right and wrong, true and false, positive and negative, and the like. Misunderstanding of cultural values can lead to conflict. In a tourism situation it is important that tourists and hosts gain a better understanding of each other's cultural values in order to minimise conflicts and negative socio-cultural impacts.

2.5 Perception

Perception represents the process by which meaning is attributed to an object (or a person) encountered in the environment. A perception can be created without experience and knowledge of the object. This is often the case when tourists develop perceptions of destinations prior to visiting them (Reisinger & Turner 2003:148).

It is important to state at this stage that it is not only tourists' perceptions, and how these perceptions differ between cultures, that are of significance, but also

the perceptions of travel providers regarding certain cultural groups and travelling. Perceptions are subjective and the meaning of the object or event depends on the perceiver.

People differ in their perceptions because they have different views of the world. These views reflect the environment in which people live. The environment and culture determine which stimuli will be chosen, and how the stimuli will be interpreted and judged. The stronger the cultural value orientation, the higher the awareness of stimuli relevant to the value (Reisinger & Turner 2003:148).

2.5.1 The influence of culture on perception

One of the major elements that directly influence the meaning of perception is culture. Culture strongly influences the environment in which people are raised; it exposes them to experiences and produces meanings. People usually behave in accordance with the way they have learned to perceive the world. People respond to stimuli that are important to them. Culture determines which stimuli and criteria are important for perception.

Truong and King (2006:68) believe that culture determines perceptions of service quality and thus satisfaction with social interaction in the delivery of service. There is a strong link between satisfaction and perception, which, in turn, is based on culture. Perceptions of the world are influenced by the culture into which a person has been socialised. It is therefore important to have a thorough understanding of the cultural value orientations that affect perceptions.

Perception has been shown to be especially sensitive to cultural differences (Overby, Gardinal & Woodruff 2004:440). This confirms the fact that value influences perception (Reisinger & Turner 2003:80).

2.5.2 Types of perception

According to Truong and King (2006:68) three types of perception play an important role in social interactions:

- perceptions of other people, for example the tourist's perceptions of the host, and host perceptions of tourists
- perceptions of oneself, for example the perceptions tourists have of themselves and the perceptions hosts have of themselves
- perceptions of perceptions (meta-perceptions), for example tourists' perceptions of how they are perceived by hosts.

The assessment of tourist and host perceptions has vital consequences, as it will determine the satisfaction of the tourism experience and the degree to which tourism impacts on a host community. As stated in section 2.3.4, one of the main sources of cultural conflict is cultural ethnocentrism (Reisinger & Turner 2002:298). Ethnocentrism and stereotyping form the basis of the perceptions tourists and hosts have about each other.

2.5.3 Stereotyping and ethnocentrism

Stereotyping refers to the attribution of certain traits, the labelling and the perception of people on the basis of common characteristics. Stereotyping is a judgement about others based on their membership of an ethnic group. Such judgements can also be based on culture, occupation, age or sex. Stereotypes generalise about a group of people on the basis of a few individuals belonging to that group (Reisinger & Turner 2003:169).

Stereotypes are important for the study of culture as they provide useful and revealing descriptions of tourists and hosts. Stereotypes form the core of the perceptions that tourists and hosts use to interact with each other, and they can therefore be used to explain tourist and host behaviour. Stereotypes have lost

their earlier connotation of irrationality and prejudice; instead stereotyping is now considered an ordinary cognitive process in which people construct schemata to categorise people and entities in order to avoid information overload (Guirdham 1999:161). Many studies have shown that the recent use of stereotypes carried over for a time tend to exert an unintended passive influence on how people interpret the observed behaviour of members of the group to which the stereotype relates.

Ethnocentrism is the belief that one's own culture is superior to other cultures; that the customs, traditions, beliefs and behavioural practices of one's own culture are better than those of other cultures. Ethnocentrism forms the basis of stereotyping, which leads to particular perceptions of tourists and hosts. Reisinger and Turner (2003:172) believe that ethnocentrism generates emotional reactions to cultural differences and reduces people's willingness to understand different cultures. A less extreme form of ethnocentrism may be labelled "cultural nearsightedness", or taking one's own culture for granted and neglecting other cultures (Jandt 1995:41).

Culture has a significant effect on perception (Jandt 1995:136). It is important to emphasise once again that while perception takes place within each individual, it is culture that primarily determines the meanings that people ascribe to the stimuli that reach them. In a tourism situation it is therefore vitally important to understand culture in order better to understand perceptions and satisfy the needs of the tourist.

2.6 Behaviour

Davis and Rasool (1995:40) define behaviour as the overt manifestation of attitudes and values. Values provide a set of rules for behaviour (Reisinger & Turner 2002:299).

The effect of behaviour on or as a result of culture has not been researched in as much detail as that of the other concepts of culture, such as value and perceptions. The reason for this may be the fact that behaviour is affected by attitude, which is, in turn, affected by value, meaning that the behaviour of a culture is the result of the value of that culture.

Rules of social behaviour also form an important part of the aspects discussed in this section. Rules of social behaviour can be directly affected by a difference in culture. According to Reisinger and Turner (2003:139), different cultures have different rules of interaction. In addition, the expectations and meanings of rules also differ across cultures.

2.6.1 Behaviour and culture

Dahl (2004:8) has identified a number of mostly behavioural concepts that may be used to distinguish between cultures. These include differences in the use of kinesics (body movements), proxemics (space organisation), oculosics (eye movements), haptics (touching behaviour); as well as paralinguistic concepts, such as accents, intonation, and talking speed. These all play a vital role in intercultural communication, particularly where context has an important part. This is the case in South Africa, which is a high-context culture.

Members of a culture may misunderstand and misinterpret the behaviour of other cultures, which can cause confusion, and create tension and even conflict. Understanding rules of behaviour as part of the culture of a tourist or host community will lessen the risk of misunderstanding.

2.7 Satisfaction

Although the literature review indicates that efforts have been made to analyse the concept of satisfaction (Bowie & Chang 2005; Crofts & Erdman 2000; Reisinger & Turner 2002; Yüksel & Yüksel 2002; Yu, Weiler & Ham 2001), this concept remains largely undefined and methods of measurement are not provided. According to Yüksel and Yüksel (2002:53) the majority of satisfaction theories concur that satisfaction is a relative concept, always judged in relation to a standard.

2.7.1 Expectations versus satisfaction

According to a normative standard definition, satisfaction refers to the comparison of expectations with experiences in terms of performance: when experiences differ negatively from expectations, dissatisfaction occurs. Expectation is the service that the customer anticipates (Bowie & Chang 2005:307). Bowie and Chang (2005:307) further state that several elements relating to expectation (internal as well as external to the customer) need to be taken into account. Internally, even tourists with similar experience may have extremely different expectations due to different cultural backgrounds. Reisinger and Turner (2003:177) found that even if experiences did not fulfil tourists' expectations, tourists might still be satisfied.

2.7.2 Satisfaction and culture

The cultural belonging and heritage of a society not only affect the way in which that society experiences and interprets goods and services supplied in tourism, but are also likely to influence decisions regarding choices of vacations and destinations (Weiermair 2000:401). Cultural traits lead to different holiday expectations and experiences, and consequently a different degree of satisfaction. If tourists are to be given satisfactory travel experiences, managers need information on their preferences. Important facets of this information

include mode of travel, type of accommodation preferred, spending patterns and tourist evaluation of local facilities. For the same reason, information about domestic tourism patterns, and domestic tourist cultures and destination preferences is essential (Mynhardt 1995:103).

Customer needs are diverse, and it is obvious that these needs can no longer be satisfied through a mass marketing and management approach. The diversity in customer needs requires hospitality and tourism managers to identify groups of customers with homogeneous characteristics and behaviours, and to try to adjust their product offerings as much as possible to the unique needs and desires of the target market(s). Segment-based satisfaction analysis may offer a number of benefits to managers. It would enable the development of more focused and successful marketing efforts (Yüksel & Yüksel 2002:55). Segmentation based on culture would create groups of tourists who share the same expectations with regard to holiday satisfaction and satisfaction from tourism service workers.

2.7.3 Dimensions of satisfaction

When assessing tourist satisfaction it is necessary to analyse the different dimensions of satisfaction. The two major dimensions of satisfaction are: (1) the instrumental dimension, which represents satisfaction with the physical performance (e.g. loudness) and (2) the expressive dimension, which represents satisfaction with psychological performance (e.g. comfort) (Reisinger & Turner 2003:180).

Tourist satisfaction can be explained in terms of satisfaction with service. Services offered to tourists are high-contact services and are characterised by a direct person-to-person interaction. Tourists' satisfaction with service depends on the quality of services offered to them.

2.8 Conclusion

The aim of this chapter was to analyse the concept of culture and cultural variables in order to understand their effect on tourism. This was realised by:

- defining cultural variables and considering each variables affect on culture
- understanding the different cultural theories
- discussing sub-cultures and their relationship with the dominant culture
- examining cultural differences
- exploring the characteristics of culture
- identifying the affects of culture on society.

Culture is a multivariable concept. There are numerous definitions of culture, many of which are complex or unclear. There is no consensus definition of culture that is widely accepted. A dominant culture influences the majority of people, and subcultures exist within a dominant culture. Globalisation has affected the heterogeneity of culture and has resulted in many multicultural societies.

Cultures consist of a multiplicity of cultural variables that are especially relevant to the tourism industry, including values, perceptions, rules of behaviour and satisfaction. Tourism marketers and managers who are aware of these differences in cultural variables are better able to satisfy tourists. People who have a better understanding of different cultures are less inclined to stereotyping and ethnocentrism.



3

ANALYSING TRAVEL AND THE SOCIO-CULTURAL IMPACTS THEREOF

3.1 Introduction

According to the Executive Summary of the Global Competitiveness Programme for the Tourism Industry in South Africa (SAT 2005a:7), the tourism industry is by definition a service industry. However, unlike other services, the consumer (the tourist) is moved to the point of service (the destination), instead of the service being taken to the consumer. The ability of tourism to contribute significantly to the national objective of increasing prosperity (measured in terms of an increase in the level of employment and increased earnings of the majority of the population) depends on the extent to which the tourism industry can continue to grow South Africa's share of the total volume, value and employment in the global tourism market. This is related to the degree to which the industry as a whole is able to innovate and upgrade its competitive performance ahead of the competition.

The Executive Summary (SAT 2005a:10) further states that international tourism demand is fragile and particularly vulnerable to perceptions. The tourism economy suffered various setbacks between 2001 and 2003. The terrorist attacks on 11 September 2001 (9/11) caused a sudden decrease in travel, thereby affecting travel patterns. South Africa however benefited from this fear of travel to the US and experienced an increase in travel, with the total foreign tourist arrivals for 2002 increasing by 11,1 per cent (SAT 2003:1). Other global

events that have affected tourist demand are a global economic recession, SARS, the war in the Middle East, as well as ongoing terrorist attacks and threats of attack in many regions of the world.

South Africa's share of global international tourism arrivals quadrupled from 0.023 per cent in 1990 to 0.88 per cent in 2004 (SAT 2005a:15). With this increase in the number of international tourists visiting South Africa, there is a concomitant increase in the cross-cultural interaction of tourists and hosts, and an increase in the socio-cultural impacts of tourism on the host destination. Cultural studies are therefore imperative to the understanding of tourism's socio-cultural impacts.

Although a great deal of emphasis is placed on international tourism, domestic tourism provides the base of demand for many tourism economies, and is more resilient than international tourism. After 9/11, in an era where foreign tourist demand is affected by international events, a robust domestic tourism economy is critical as the backbone of the sector and as a driver of competitiveness and innovation. Globally, domestic tourism is estimated to account for about four to five times more visits than international tourism (SAT 2005a:11).

The combination of changing demographic and consumer patterns, and global shocks has established a pattern of important new trends, including:

- increasing domestic and short- and medium-haul travel, and less long-haul travel due to global security and safety concerns, as well as rising fuel prices
- increasing independent travel, coupled with a decrease in organised tours
- later bookings and more self-planned trips
- growth of the low-cost airline industry

- the growing maturity of tourists, who are increasingly seeking a differentiated tourism experience (such as cultural tourism, health tourism and adventure tourism) (SAT 2005a:11).

Tourists are becoming more demanding and sophisticated, insisting on only the best services and standards. For this reason it is important to understand culture, which will permit the entrepreneur better to identify the motivations, needs and determinants of his/her customers, thus enabling him/her better to satisfy their needs (Bennet 2000:23).

Mynhardt (1995:122) states that the largest growth in the local tourism industry in the next decade will be among the black component of the South African population. As a result of this growth the tourism industry will have to consider an urgent re-assessment of its domestic tourism strategies. Social, political and economic changes have created a growing black middle class, resulting in expansion in the domestic black tourism market. Changes in income patterns and improvement of living standards will provide a strong impetus for tourism growth. The implementation of affirmative action policies will accelerate this process considerably.

This chapter will focus on the growth of domestic tourism in South Africa, looking at the various target segments identified by South Africa Tourism (SAT) and the Department of Environmental Affairs and Tourism (DEAT). The chapter also focuses on foreign tourism to South Africa and the effect of these foreign cultures on the host community as a result of socio-cultural impacts.

3.2 Concept clarification

In attempting to define the concepts "tourism" and "tourist", a distinction should be drawn between conceptual and statistical definitions. Conceptual definitions

involve a broad notional framework which identifies the main characteristics of tourism and serves to distinguish it from similar, but different activities. Statistical definitions provide the instruments for particular statistical distinctions of other purposes within this framework (Bennet 2000:4). Bennet (2000:4) further states that in order to monitor the size and characteristics of tourism markets across political boundaries, standard definitions have been formulated. These definitions apply throughout the world, ensuring the comparability of tourism statistics. For statistical purposes and the purpose of this research, domestic visitors comprise domestic tourists and domestic excursionists.

3.2.1 Tourism

Holloway (1994:2) defines tourism as the temporary movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; tourism includes movements for all purposes, as well as day visits or excursions. According to Saayman (2002:2), tourism is the total experience that stems from the interaction of tourists, job providers, government systems and communities while attracting, entertaining, transporting and accommodating tourists.

3.2.2 Domestic tourism

In the South African context, domestic tourism is described in the Domestic Tourism Quarterly Report (SAT 2005b:5) as all those trips taken by adult residents of South Africa within the borders of the country. The definition specifies that the tourist needs to spend at least one night at the destination. However, for the purposes of this study, excursionists are included in the definition of domestic tourism. In national definitions of domestic tourism a minimum distance criterion is often employed. This is required for practical purposes when collecting travel data, and serves as a reasonable cut-off to

eliminate local travel. However, in South Africa there is no such criterion (Bennet 2000:5).

3.2.3 Domestic excursionists

Domestic excursionists are defined as domestic visitors staying for less than 24 hours in the place visited (Bennet 2000:5). Excursionists are not essentially tourists (Saayman 2002:16).

3.2.4 Domestic tourists

According to Bennet (2000:6), domestic tourists are people who travel within their home country. Saayman (2002:15) refers to domestic tourists as local inhabitants of a country who travel within the provinces or areas of that country for vacation or business purposes.

3.2.5 International tourism

International tourism occurs when a tourist leaves his/her country of origin to cross into another country. This process involves documentation, administration formalities and movement into a foreign environment (Page & Connell 2006:14).

3.2.6 International tourists

Medlik (2003:96) defines an international tourist as a visitor who travels to a country other than his/her own for at least one night, and whose main purpose of visiting may be classified in one of the following three groups: (a) leisure and holidays, (b) business and professional, (c) other tourism purposes.

3.3 Tourism in South Africa

This section focuses on incoming international tourism to South Africa as well as the growth of the domestic tourism market within South Africa, the money

earned as a consequence of the domestic tourism market, and the importance of domestic tourism.

3.3.1 Domestic travel in South Africa

In 2004, SAT introduced a monthly household survey of the South African adult population to measure the incidence of domestic travel. For the purposes of this study, the reports of trips taken from Quarter 4: October 2005 to November 2005 have been used, together with the 2005 Annual Domestic Tourism Report.

According to South Africa Tourism (SAT 2005c:1), 36.2 million trips were taken during 2005, and a total of R21.2 billion was spent directly as a result of domestic tourism. As is the case in most emerging travel markets, the main purpose of travel was to visit friends and relatives (VFR), which accounted for 69 per cent of trips. In summary, the highest number of domestic trips was recorded in December, during which 4.6 million South Africans took 4.9 million trips. Gauteng was the province that received the most business tourists, followed by North West. KwaZulu-Natal received the biggest share of VFR-tourists. The majority of domestic tourists also reside in KwaZulu-Natal (27 per cent), with 20 per cent residing in Gauteng. KwaZulu-Natal was the most-visited province. It was the destination of 42 per cent of all trips taken in the last quarter of 2005. More than 50 per cent of the tourists in the fourth quarter were under the age of 35 years, and most tourists fall into the middle income category (SAT 2005c:2).

Domestic tourism is an emerging trend in South Africa, with more than half of the adult population (14.7 million people) taking on average only 2.5 domestic tourism trips per year. This resulted in just over 36 million domestic trips taken in 2005. A large portion of the population did not travel in 2005.

Figure 4 indicates the prevalence of domestic tourism for 2005. Domestic tourism in South Africa has the potential to become one of the largest income generators within the country. Since money earned by domestic tourists is re-spent within the country, there is no economic leakage for the country as a result of domestic travel. With just under 54 per cent of the population travelling in 2005, there is still a large untapped domestic market that needs to be identified and targeted.

3.3.1.1 Incidence of domestic tourism for 2005

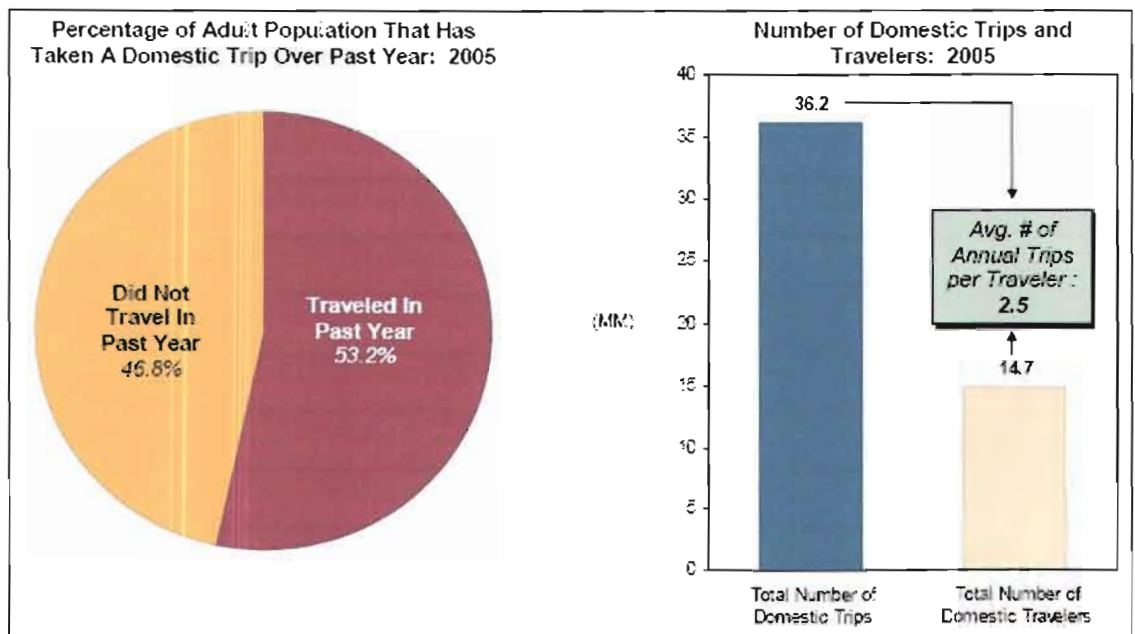


Figure 4: Number of domestic tourists for 2005

Source: SAT (2005c:6)

SAT and the DEAT have made substantial investment in understanding both domestic and regional markets (besides the traditional international markets), as they are critical to long-term sustainability of the tourism sector. Many countries have built their tourism industry purely on incoming international tourism, and have consequently struggled as a result of global events that affect international

tourism (from wars to natural and economic disasters). A robust and vibrant domestic tourism market increases the competitiveness of the tourism industry and encourages innovation and product development (SAT 2005c:4).

3.3.1.2 Total number of domestic tourists

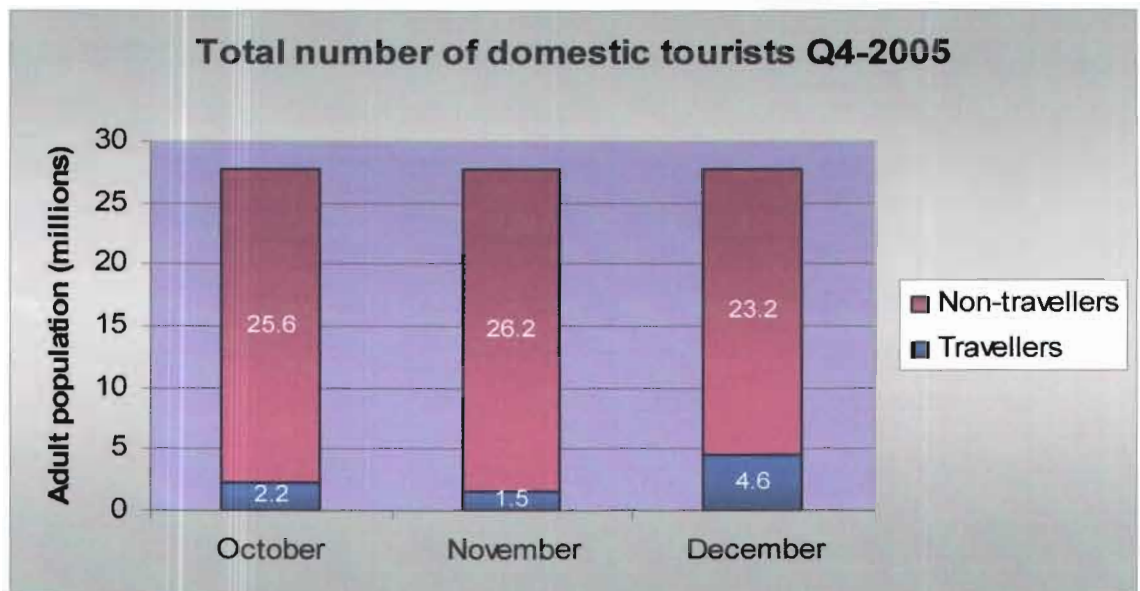


Figure 5: Total number of domestic tourists for the fourth quarter of 2005

Source: SAT (2005b:8)

From Figure 5 it can be seen that, of the total adult population in South Africa (almost 28 million), only 2.2 million travelled domestically in October, 1.5 million in November, and 4.6 million in December. The December figures are the highest for the last quarter of 2005, due to the summer holidays during this time.

Figure 6 indicates that almost 73 per cent of the travelling population for 2005 was black travellers, with white travellers coming in as the next highest travelling group, at only 18 per cent. This illustrates the importance of understanding the emerging black tourist market as a marketable tourism segment.

3.3.1.3 Ethnic groups and domestic tourism in 2005

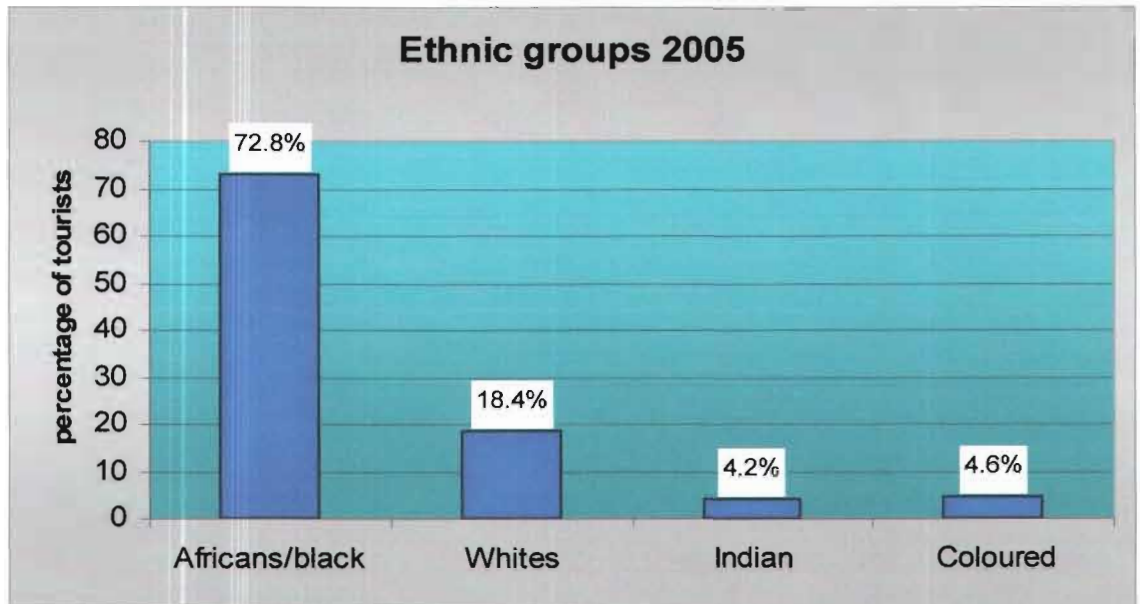


Figure 6: Ethnic groups of domestic tourists for 2005

Source: SAT (2005c:25)

Figure 7 (on the following page) compares domestic and international arrivals to domestic and international spending. Although international arrivals to South Africa amounted to only 12 per cent of total arrivals in 2003, the spending of these tourists amounted to R53.9 billion. The 88 per cent domestic travellers resulted in earnings of R23.4 billion. This suggests that the overall demand for South Africa's tourism experience is dominated by domestic travel. The domestic market is comparable to the international market in terms of size; however, in terms of spending, current values are not being maximised as only a small portion of the domestic population take trips for holiday purposes, the most valuable form of tourism. Opportunities to increase such spending may be developed by encouraging more people to undertake holiday trips (SAT 2006a:5).

3.3.1.4 Demand conditions

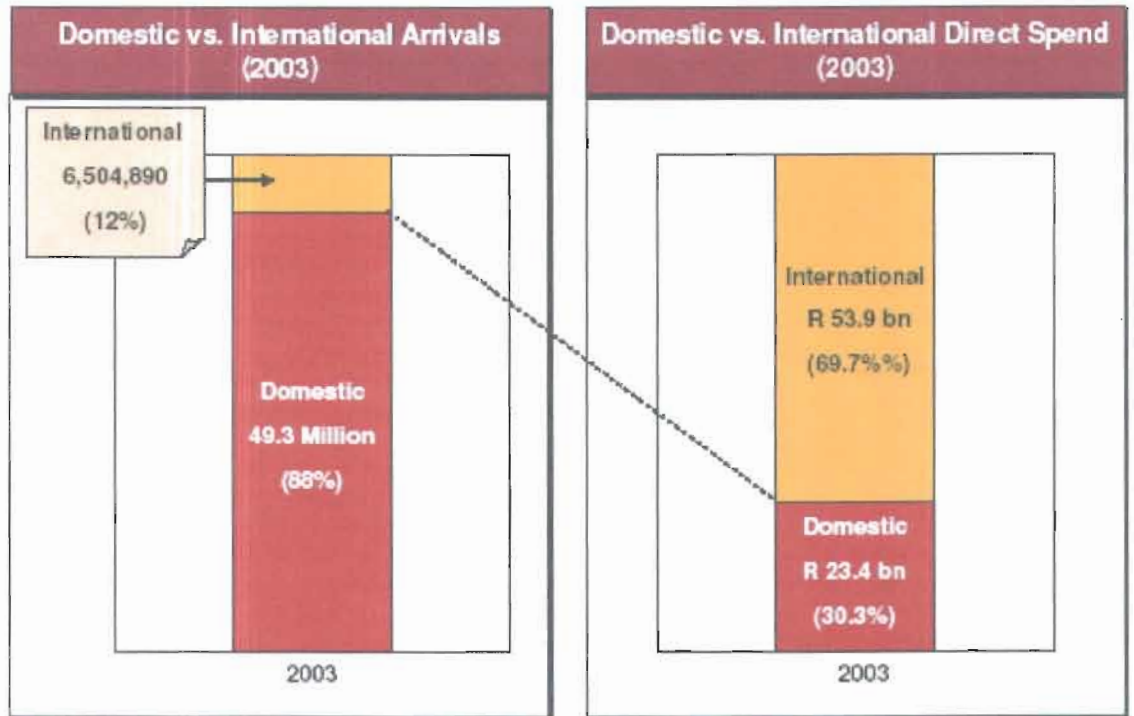


Figure 7: Demand conditions in 2003

Source: SAT (2005a:20).

Although the domestic market does not generate as much income as the international market does, as seen in Figure 7, it is still an important part of the industry and should be viewed as a vital part of the sector. SAT, together with the DEAT, has compiled a report titled *The Domestic Tourism Growth Strategy*, which was published in January 2006. This report identifies various emerging domestic tourist markets and proposes different strategies which may be used to reach these markets (see Figure 8).

The Growth Strategy (SAT 2006a:4) sets out a plan for how SAT and the DEAT, together with the nine provincial tourism authorities, can grow the domestic tourism market in South Africa. According to SAT (2006a:4) there is an opportunity to grow the domestic market by developing more of a holiday travel

culture among the South African population and converting non-holiday travellers into holiday travellers. Activating consumers requires an in-depth knowledge of different groups of people. The South African tourism consumer market is unique because of its mix of cultures, its history, and the continuing polarisation between current travellers and previously disadvantaged groups (SAT 2006a:35).

3.3.1.5 Size and value of domestic segments

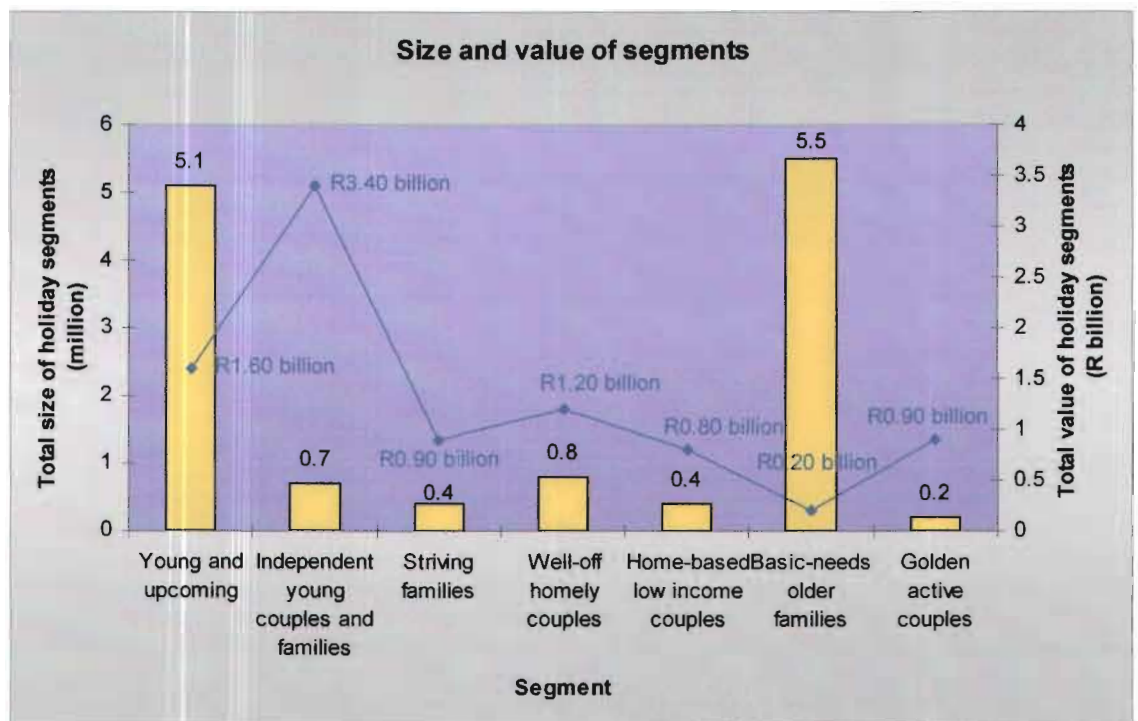


Figure 8: Size and value of segments

Source: SAT (2006a:57)

Figure 8 represents the value and size of the emerging domestic tourism markets which have been identified by SAT and the DEAT. These markets have been identified as markets that still need to be grown in terms of tourism in South Africa.

The majority of the segments that have been identified represent the emerging black tourist market. These segments are:

- young and upcoming people (5.1 million people and R1.6 billion)
- independent young couples and families (0.7 million people and R3.4 billion)
- striving families (0.4 million people and R0.9 billion)
- home-based low income couples (0.4 million people and R0.8 billion)
- basic-needs older families (5.5 million people and R0.2 billion).

The other segments primarily consist of the white tourist market. From Figure 8 it is evident that the black tourist market is the dominant emerging market in domestic tourism in South Africa, which represents 12.1 million people and R6.9 billion in total. One of the objectives of SAT and the DEAT in ensuring continuous research is to obtain a deeper understanding of the psychographic qualities and travel behaviour of the key segments.

By researching and generating an understanding of these segments of the domestic market, the tourism industry will be able to create opportunities to grow the domestic market on the basis of developing more of a holiday travel culture. A positive future lies ahead if opportunities are leveraged. This will require a better understanding of these segments and more research into their demographics and culture.

3.3.2 International travel to South Africa

Although the effect of cross-cultural interaction among domestic tourists is significant, foreign tourist-host contact results in more and greater socio-cultural impacts, due to the difference in cultures. It is therefore important to discuss the scope of foreign tourism to South Africa. According to the South Africa Tourism Index (SAT 2006b:6) more than two million foreign tourists visited South Africa

in the first quarter of 2006. This represents an increase of 12 per cent compared to the first quarter of 2005, and is the highest number of arrivals for this period.

3.3.2.1 Foreign arrivals to South Africa (1994-2005)

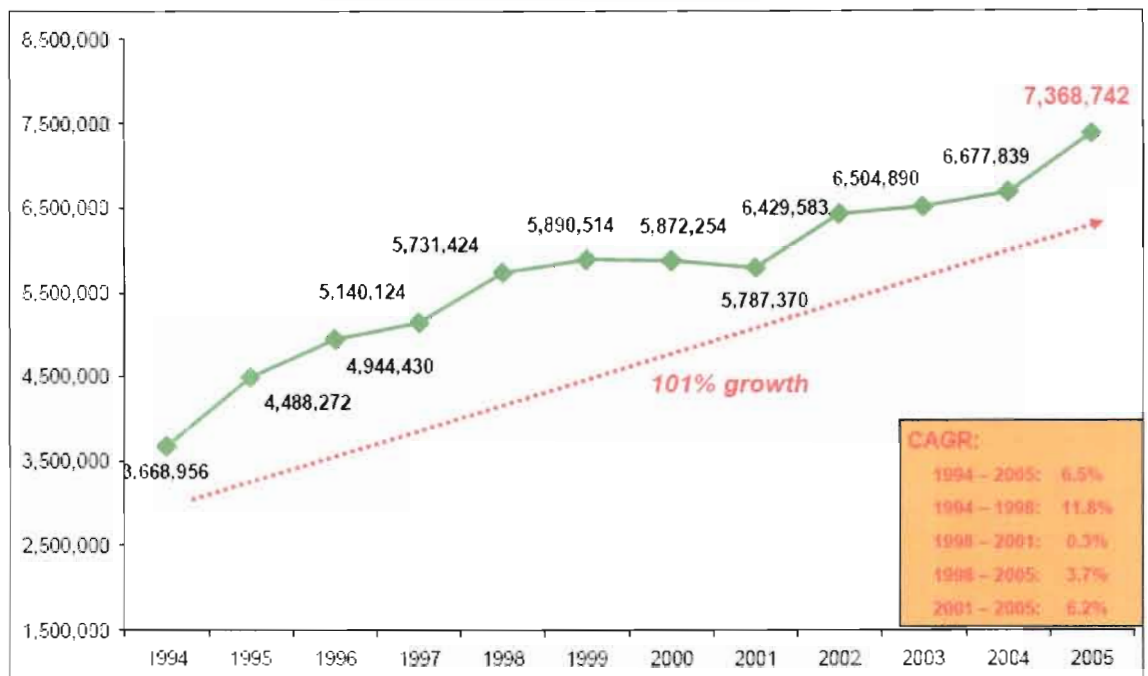


Figure 9: Foreign arrivals to South Africa (1994-2005)

Source: SAT (2006c:4)

Figure 9 shows the increase of foreign visitors to South Africa from 1994 to 2005. According to SAT (2006c:7), the compound annual growth rate (CAGR) from 1994 to 2005 is 6.5 per cent. Foreign tourist arrivals to South Africa in 2005 have grown by 101 per cent since 1994, which indicates the increase in the number of different cultural groups entering South Africa and impacting on the host community. Cultural studies have become more important with the increase of foreign tourists to South Africa.

The following section presents a brief analysis of the socio-cultural impacts of tourism, in other words what happens when tourists of different cultural groups interact.

3.4 The socio-cultural impacts of tourism

Socio-cultural impacts relate to changes in societal value systems, individual behaviour, social relationships, lifestyles, modes of expression and community structures. The focus of socio-cultural impacts tends to be the host community rather than the tourist-generating region. Socio-cultural impacts are therefore regarded as the effects on the host community resulting from its interaction with tourists. Page and Connell (2006:360) outline the dimensions of the tourist-host encounter, and provide a starting point from which to define social and cultural aspects. This is illustrated in Figure 10.

3.4.1 Tourist-host encounters

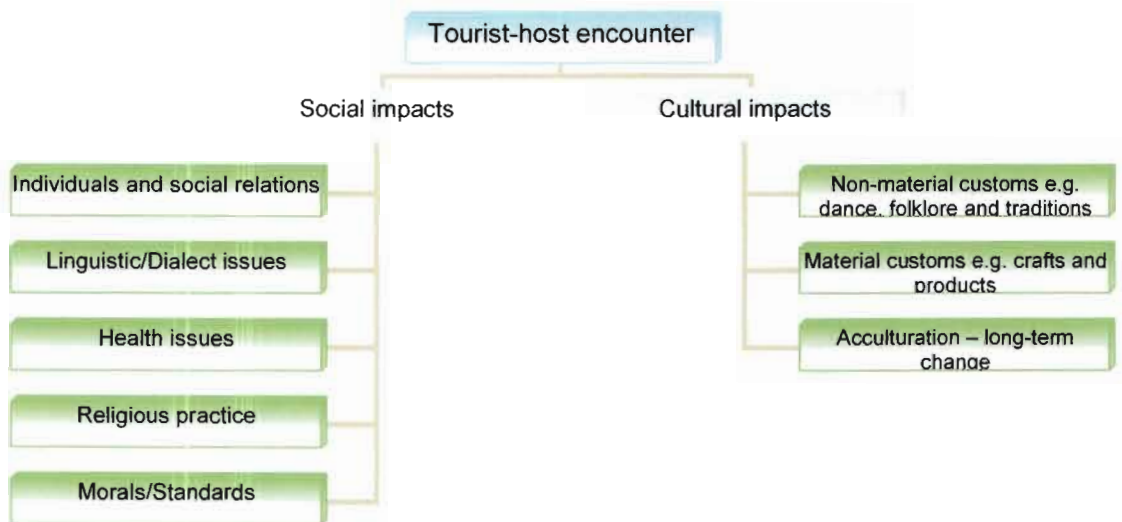


Figure 10: The dimensions of tourist-host encounters

From Figure 10 it can be seen that the tourist-host encounter leads to social and/or cultural impacts. The nature and extent of these impacts depend largely on the degree of difference between the host and tourist; meaning that the

greater the degree of difference between tourist and host, the greater the socio-cultural impact.

According to Mathieson and Wall (1982:158), culture is the conditioning element of behaviour and the product of that behaviour, consisting of 12 elements:

- handicrafts
- language
- traditions
- gastronomy
- art and music
- history
- local work
- architecture
- religion
- educational system
- dress
- leisure activities.

Page and Connell (2006:361) explain that from a social and cultural perspective, the rapid expansion of tourism is important in two respects:

- The development of tourism for economic modernisation and diversification will invariably lead to changes and developments in the structure of society. These changes may be positive or negative. Positive changes lead to society-wide improvements in income, employment opportunities, education, local infrastructure and services. Negative changes threaten traditional social values, foster the creation of factions in society who take advantage of others, and lead to the adaptation or weakening of cultural values.

- All tourists inevitably take on holiday their own beliefs, values and behavioural modes. This may be termed “cultural baggage”, and refers specifically to perceptions, rules of behaviour, values and satisfaction.

These impacts, whether negative or positive, follow as a result of the interaction between tourists and hosts. It is important to consider the range of factors that influence the nature and extent of socio-cultural impacts. These factors will be discussed in the next section.

3.4.2 Factors influencing socio-cultural impacts

According to Page and Connell (2006:362) four factors that shape the effects of the tourist-host encounter may be identified:

- **Type and number of tourists:** The view is that the lower the number of tourists, particularly independent travellers, visiting a destination, the lower the impact to the host community. This means that tourists who integrate themselves with the local services and people create less of an impact than tourists who rely on mass tourism facilities.
- **Importance of the tourism industry:** The impact of tourism is likely to be less in a mixed economy than in an economy that relies heavily on tourism.
- **Size and stage of development of the tourism industry:** A large number of tourists in a small community will have a large impact. Larger communities remain less affected. There are more likely to be impacts during the development stage of tourism as facilities grow and changes take place.
- **Pace of tourism development:** Rapid changes do not allow host communities to adapt to change, and as a result social impacts are likely to be higher.

Other related factors influencing socio-cultural impacts might include the nature of the host-tourist encounter, the nature of the destination, and cultural similarities. The host-tourist relationship is further explained in Figure 11.

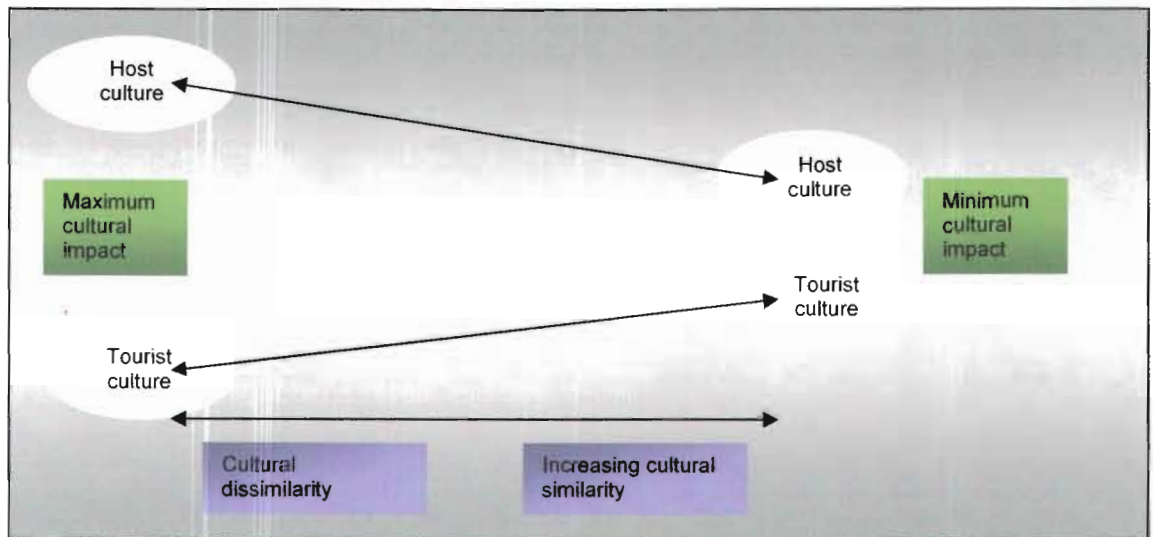


Figure 11: Host-tourist relationship

As suggested in Figure 11, when tourists and hosts are culturally similar, socio-cultural impacts will be limited. It is therefore imperative to understand the cultural differences (see section 2.3.4) of hosts and tourists in order to understand the impacts that these differences will have on society.

As previously discussed, the type of tourism and level of contact between the host and tourist will affect the socio-cultural impact. According to Page and Connell (2006:363) the nature of the host-tourist relationship and community attitudes to tourism generally depend on:

- the type of contact between host and tourist
- the importance of the tourism industry to the community
- the community tolerance threshold.

The level of contact between host and guest, which affects the level of impact, may arise in three different scenarios:

- tourists purchase goods and services from local people
- tourists and local residents use the same facilities
- tourists and local residents have purposeful meetings to exchange ideas and information.

The relationship between the hosts and tourists is not only affected by a difference in culture, but also by the nature and level of contact. All these aspects need to be considered when determining the nature and degree of socio-cultural impacts.

Apart from the discussed socio-cultural impacts, other effects may result from tourist-host contact, such as the demonstration effect. The demonstration effect occurs when hosts are exposed to the goods imported for tourists, and begin to demand these goods for themselves (Bennett 1995:327). Page and Connell (2006:363) point out that observing tourists may encourage hosts, particularly in developing countries, to adapt or work for things they lack, thereby assisting development. More commonly, however, the demonstration effect is detrimental, causing discontent and resentment because the degree of wealth and freedom of behaviour displayed by the tourist represents an impossible goal.

Various ways of assessing the extent of socio-cultural impacts have emerged, in order to attempt to provide some evidence of the effects of tourism on host communities. The following section discusses a framework used to measure these impacts.

3.4.3 A framework for measuring socio-cultural impacts

Doxey's Irridex (irritation index), illustrated in Figure 12, is one of the most-cited frameworks for reflecting on host responses to tourism. The model suggests that the impacts of tourism on the host community are translated into stages of resident irritation. There are five stages of response that increase through time and the level of development which takes place at the tourism destination (Cooper *et al.* 1998:176).

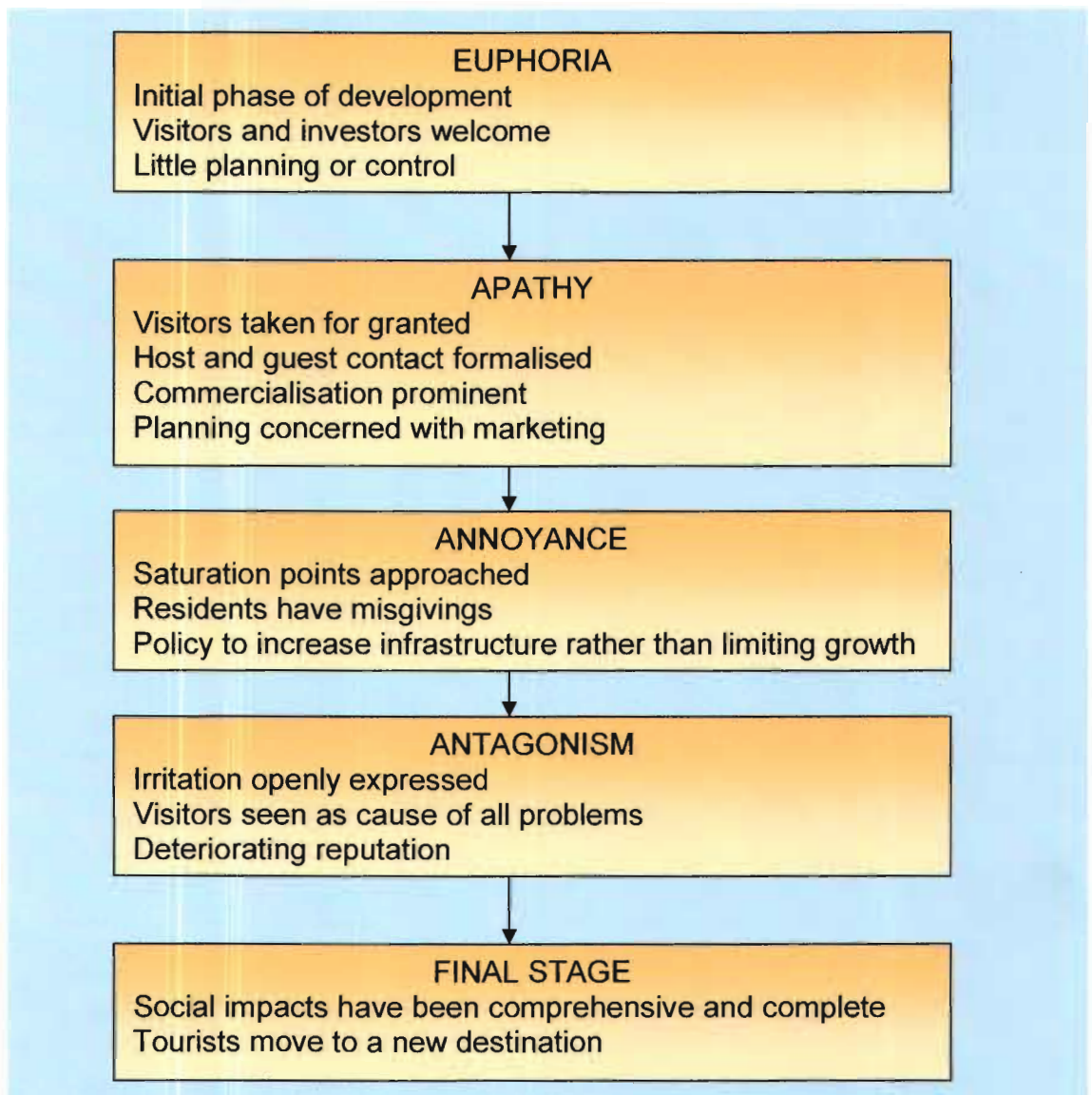


Figure 12: Doxey's Irridex model

In the first stage of Figure 12, a small number of tourists arrive at a destination. There is little tourism infrastructure, so visitors use local accommodation and services. There is therefore a high degree of informal contact between the host and tourist and substantial economic benefits for locals, which come directly from tourism. Tourists are welcomed and the host population feel euphoric. As time passes and tourism development begins, the host population may start to take tourism for granted (apathy). This may involve an increasingly formal type of contact between host and guest as more services are developed, foreign investors begin to take control of the industry, and local people begin to be assigned servile roles. The annoyance stage generally reflects the stage when a destination reaches the saturation point; when tourism becomes a dominant force in the environment and adaptations are necessary to cope with the number of tourists. The next stage, antagonism, is an extreme point where the host population blame tourism for all negative aspects of life in the area. In the final stage, tourism in the area dissipates due to overdevelopment and possible open antagonism towards tourists, who no longer feel welcome.

Tourism results in a range of social and cultural impacts of varying magnitude, and several factors influence the extent of social and cultural impacts. Although tourism offers many benefits to a destination, it is likely that there will be some impact on the host community in both the short and the long term. Although the impacts discussed are generally negative, there are also many positive impacts. It is clear that those who control tourism activity must take some responsibility for the cost to the host communities. Further research into the effect of culture on tourism, and the socio-cultural impacts of tourism may assist in controlling the negative impacts that tourism renders on a destination.

3.5 Conclusion

This aim of this chapter was to identify the current tourism trends to and within South Africa and to understand the socio-cultural impacts thereof. This was realised by:

- discussing tourism to and in South Africa
- identifying the socio-cultural impacts of tourism.

The international tourism industry has suffered setbacks due to terrorist attacks, diseases, war and a global economic recession. Despite these setbacks, South Africa has experienced a 101 per cent growth in foreign tourist arrivals from 1994 to 2005. As a result there has been an increase in cross-cultural interaction and negative socio-cultural impacts. Domestic tourism has evolved to incorporate a growing market of black tourists, re-affirming the importance of understanding this market. With the increase of domestic tourism comes the increase of cross-sub cultural interaction within South Africa and negative socio-cultural impacts.

These negative impacts can be measured and controlled by using current research and recommendations based on this research. International travel patterns are changing and can no longer be relied upon to create the growing tourism industry a developing country needs. Special attention needs to be given to the ever-growing domestic tourism market, and research regarding this market is essential. A cultural analysis of the emerging black tourist market within South Africa will enable a better understanding of a growing tourism market.

4

RESEARCH METHODOLOGY

4.1 Introduction

In the preceding chapters the literature with regard to culture and travel patterns was discussed. This chapter outlines the empirical study designed to address the research problem. The purpose of this chapter is therefore to describe the research methodology used in the study in order to address the research problem. This will be realised by means of a discussion of the qualitative and quantitative research measurements used, followed by a description of the research design, data collection method and data analysis process.

4.2 Research methodology

There are two main approaches to collecting and analysing data: quantitative and qualitative. The quantitative approach is a form of conclusive research involving large representative samples (Struwig & Stead 2004:4). It is used to determine the relationships between two or more variables, and can be used to test a hypothesis. In a qualitative approach the variables are usually not controlled because this approach aims to capture the freedom and natural development of action. The qualitative approach is used in order to understand or explain evidence from data and literature (Henning 2004:3). The qualitative and quantitative research measurements used in this study are discussed below.

4.2.1 Qualitative research measurements

Qualitative research, also known as ethnographic research, uses descriptive terms to measure or classify something of interest (Donnelly 2004:18), and

involves data that can be classified by type. In this study, the questionnaire items used for determining the demographics are considered qualitative research. Qualitative attributes have labels or names rather than numbers assigned to their respective categories (Bailey 1994:62). For this part of the research a nominal level of measurement was used, where respondents were categorised according to their demographics.

4.2.2 Quantitative research measurements

Quantitative data uses numerical values to describe something of interest (Donnelly 2004:18). The questionnaire asked respondents to indicate the importance of certain cultural variables to them. For this part of the research an ordinal level of measurement was used, where respondents were asked to rank order the cultural variables.

4.3 Research design

To determine the most applicable research design, the research problem and nature of the data to be collected need to be clarified. The main problem researched in this study was to analyse the cultural characteristics of the emerging black tourist market in Vanderbijlpark. The following research questions were identified and addressed to deal with the main problem:

- What are cultural variables and how do they affect tourist-host contact?
- What are the current travel patterns in South Africa and the socio-cultural impacts thereof?
- What is the demographic profile of respondents?
- What is the importance of values, rules of behaviour, perceptions and satisfaction to the respondents?

A literature analysis was conducted to address the first and second research questions. No information about similar projects was found on the Nexus Database System of the Human Sciences Research Council's website. Literature with regard to the field of study was obtained by searching the electronic databases (Emerald, EBSCOhost and Science Direct) on the Vaal

University of Technology's library website. Books were obtained from the library and articles were accessed through electronic databases. The Internet was also searched for relevant information. Keywords used in the literature search included "tourism", "culture", "cross-cultural behaviour", "tourist" and "black tourist". The results of the literature study are reported in Chapter 2 and Chapter 3.

The third and fourth research questions required information about the demographic profile of visitors to Vanderbijlpark, as well as the importance of personal values, rules of behaviour, perceptions and satisfaction as part of culture. To obtain this information a survey was done.

The analysis and interpretation of the data provided by the survey, and the integration of this with the information obtained from the literature study, enabled the researcher to draw conclusions and make recommendations.

4.4 Data collection

In survey research, respondents are asked questions, and their answers to these questions are analysed. There are two forms of data collection that are appropriate for this type of research, namely questionnaires and interviews. Interviews are conducted by posing the questions orally and having the researcher or interviewer record the responses (Harris 1995:44). Questionnaires involve asking respondents questions in written form and having respondents write down their answers. Questionnaires have the advantages of being relatively cheap, convenient and potentially anonymous. Questionnaires are a highly versatile collection procedure with a wide range of applications. Interviews require a larger number of fieldworkers and take a longer time to complete. Considering the above, as well as the purposes of this study, it was decided that a questionnaire would be the most appropriate form of data collection. A questionnaire suited to the purposes of this research was therefore developed.

4.4.1 Questionnaire

Quantitative research designs utilise structured questions and response categories, and the results of such research can therefore be quantified. A questionnaire developed by Turner (1998) was used for the purpose of the study since it was used for a similar study. The questionnaire was however adapted to fit the needs of this specific study and target population. The data collection method of questionnaires involves the collection of problem-specific data, and is the most widely used form of data collection in both marketing research and tourist businesses (Bennet 1995:233). With questionnaires, respondents' answers are written down and are therefore not subject to the interpretation of an interviewer, which increases their reliability. For the purposes of this study, a questionnaire was designed to measure the demographics of respondents as well as the importance that respondents attached to cultural variables.

The questionnaire consisted of five sections, namely demographic particulars, personal values, rules of behaviour, perceptions and satisfaction.

Section 1: Demographic information

The demographic section included questions about gender, age, monthly-income bracket, highest education qualification, occupation, purpose of travel, province of residence, length of stay in the Vaal Triangle region and number of previous visits to the Vaal Triangle region.

Section 2: Personal values

This section of the questionnaire was divided into two perception areas, namely:

- personal values regarded as important to the respondent's life
- personality.

Both of these areas consisted of a list of personal values to be rated according to their importance to the respondent as part of a race group.

Respondents were also asked to rate the extent of difference in personal values between their race group and other race groups.

Section 3: Rules of behaviour

Respondents were asked to rate the importance of certain rules of behaviour in social interaction with other tourists/locals/service workers of the same race group and age as that of the respondent. This section was divided into two parts, namely:

- rules of behaviour when dealing with other people
- personality traits when dealing with other people.

Respondents were also asked to rate the extent to which they thought their rules of behaviour differed from those of other race groups.

Section 4: Perceptions

In this section, respondents were given a list of perceptions of tourism service workers, and asked to rate their importance. Questions ranged from tourism service workers' appearance, to their ability to carry out work tasks, to their personality traits, and finally to their knowledge of other South African cultures.

Section 5: Satisfaction

Respondents were asked to rate their level of satisfaction regarding tourism service workers.

4.4.2 Pilot testing

Questionnaires were pilot-tested using the 15 BTech. Tourism Management students at the Vaal University of Technology. The questionnaire was distributed to ten students for completion and evaluation. Valuable feedback was obtained and changes were made to the questionnaire, after which it was printed.

4.4.3 Sampling

The study population consisted of 127 black domestic visitors in the Vanderbijlpark area and attending a jazz festival held during September 2004. Various tourism activities that were taking place in the Vaal region during September 2004 (designated as tourism month in the area) were identified. The jazz festival was selected due to the size of the population and the fact that the event would be attended by large numbers of black people, thereby facilitating sampling. Respondents were over 18 years of age and included both males and females. Respondents attending the festival were selected randomly and asked to complete the questionnaire under the supervision of fieldworkers.

The inclusion criteria were the following:

- black/African race group
- non-residents/tourists to the Vaal Triangle region.

The exclusion criteria were the following:

- other race groups
- residents of the Vaal Triangle region.

4.4.4 Fieldworkers

The fieldworkers were recruited from among BTech. students in Tourism Management at the Vaal University of Technology. All the fieldworkers had completed the questionnaire during the pilot study. Six fieldworkers were trained to assist in the completion of the questionnaire. Each fieldworker was given 30 questionnaires.

4.5 Data analysis

The data was analysed to provide information regarding the cultural characteristics of the emerging black tourism market in Vanderbijlpark. This was achieved by, firstly, categorising respondents using the demographic data. Demographics allow tourism marketers to segment a market according to variables such as age, gender, income and occupation (Page & Connell

2006:43). Demographic analysis is the most common method used to segment markets, and the information provided can be used to develop customer profiles. The demographic data collected by the questionnaire was therefore important in order to develop a profile of the black tourist in Vanderbijlpark.

Secondly, the culture sections of the questionnaire were analysed in order to give descriptive results of each of the cultural variables. Each variable was analysed to determine its importance to respondents, thus categorising respondents according to their cultural characteristics. Finally, a factor analysis was completed in order to synthesise the large amount of data. For each of the cultural variables, smaller, more descriptive factors were identified and used to describe the emerging black tourism market in Vanderbijlpark.

4.6 Conclusion

Understanding the cultural characteristics of the emerging black tourism market will allow tourism marketers to segment this large group of domestic tourists and develop better marketing strategies.

The purpose of this chapter was to describe the research methodology used in the study in order to address the research problem. In this study, qualitative and quantitative research measurements were used to capture the data. Questionnaires were used as data collection method. The questionnaire that was designed was distributed at a jazz festival held in Vanderbijlpark during September 2004. The questions focused on demographic information, personal values, rules of behaviour, perceptions and satisfaction. A hundred and twenty-seven questionnaires were used for analysis.

The analysis was done by means of demographic statistics and a factor analysis. The next chapter presents an analysis of the data.

5

5.1 Introduction

This chapter presents an analysis and discussion of the completed survey. A demographic profile of the respondents is put forward, followed by the descriptive statistics and a factor analysis. Fieldworkers distributed questionnaires to 200 randomly selected black tourists attending a jazz festival in Vanderbijlpark during September 2004. Only 64 per cent of the total number of questionnaires was used for the presentation of data, since the other 36 per cent of the questionnaires were incomplete.

5.2 Demographic changes

In collating data for analysis purposes, the following changes were made:

- The age categories “46-55” and “55 and over” were combined to make one category, “46 and over”. This was done to create a single category that would have a similar number of respondents to the other categories.
- The income bracket categories “R8001-R11 000” and “above R11 000” were combined to make one category, “R8001 and over”. Similarly, the income bracket “no salary” was combined with the “under R2000” category. This was done to create one category which would have a similar number of respondents to the other categories.

- The “highest education qualification” categories were altered to reflect school qualification and post-school qualifications. All categories were divided into these two sections.
- The occupation categories were combined to reflect professionals, semi-professionals, students, unemployed people, self-employed people, retired people, and other.
- The “provinces of residence” categories were limited to Gauteng, Free State, North West, and other.

5.3 Demographic profile

In presenting the demographic profile of respondents all percentages have been rounded to the closest 1 per cent.

5.3.1 Gender

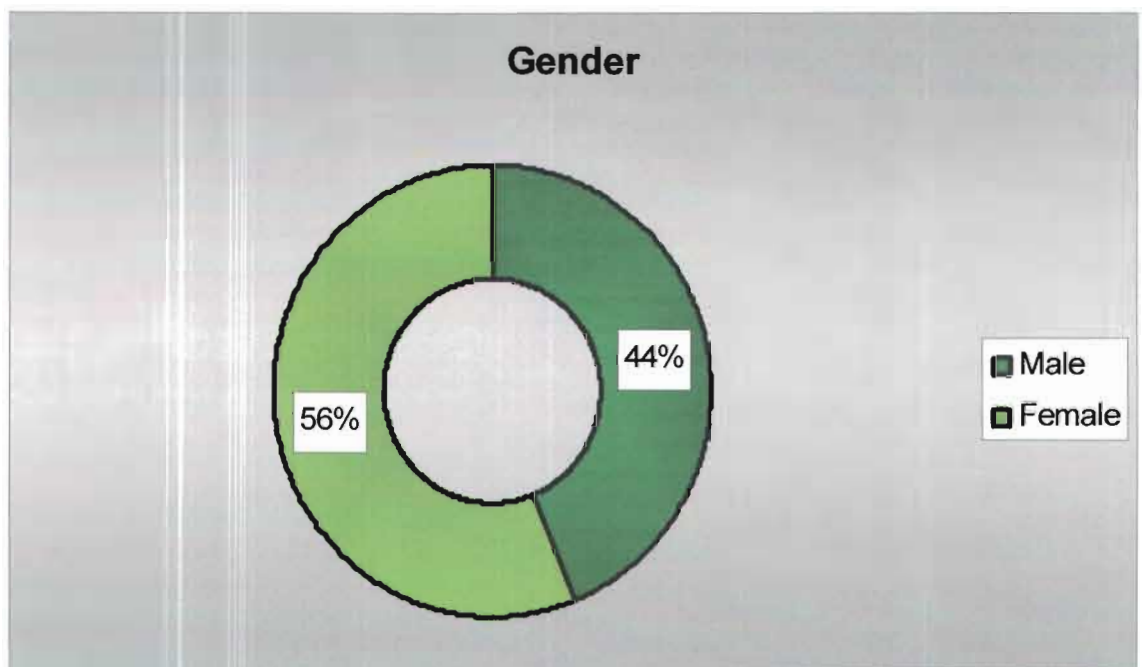


Figure 13: Gender

From Figure 13 it can be seen that there were more female respondents (56 per cent) than male respondents (44 per cent).

5.3.2 Age

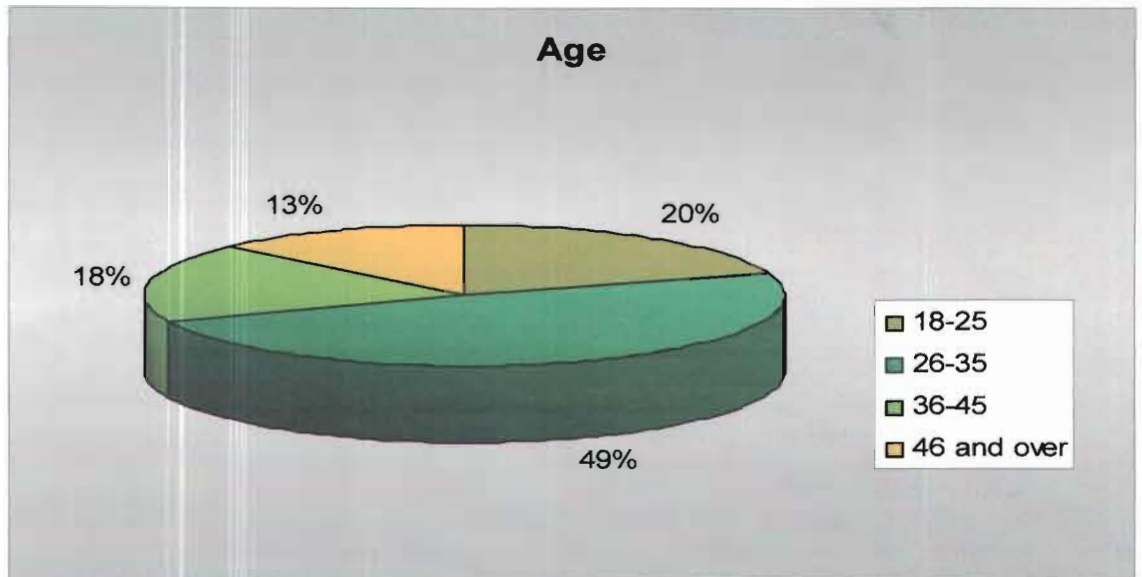


Figure 14: Age

Figure 14 shows that the largest number of respondents, 49 per cent, was between the ages of 26 and 35, and the smallest number of respondents, 13 per cent, was over the age of 46 years. The fact that the information was gathered at a jazz festival could account for the larger number of younger respondents.

5.3.3 Income bracket (monthly income)

Figure 15 (on the following page) demonstrates that the highest number of respondents (33 per cent) received a monthly income of less than R2000. This may be attributed to the 20 per cent of respondents who were between the ages of 18 and 25. The other income groups were closely grouped, at 22 per cent and 23 per cent, showing a relatively even grouping of income from R2001 to over R8001.

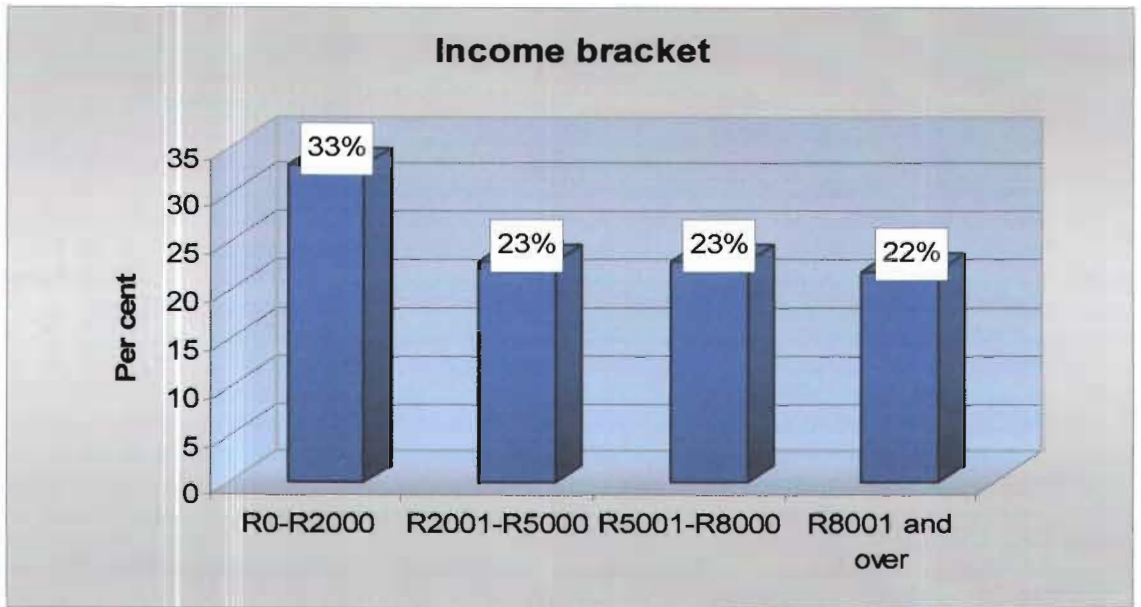


Figure 15: Income bracket

5.3.4 Highest educational level

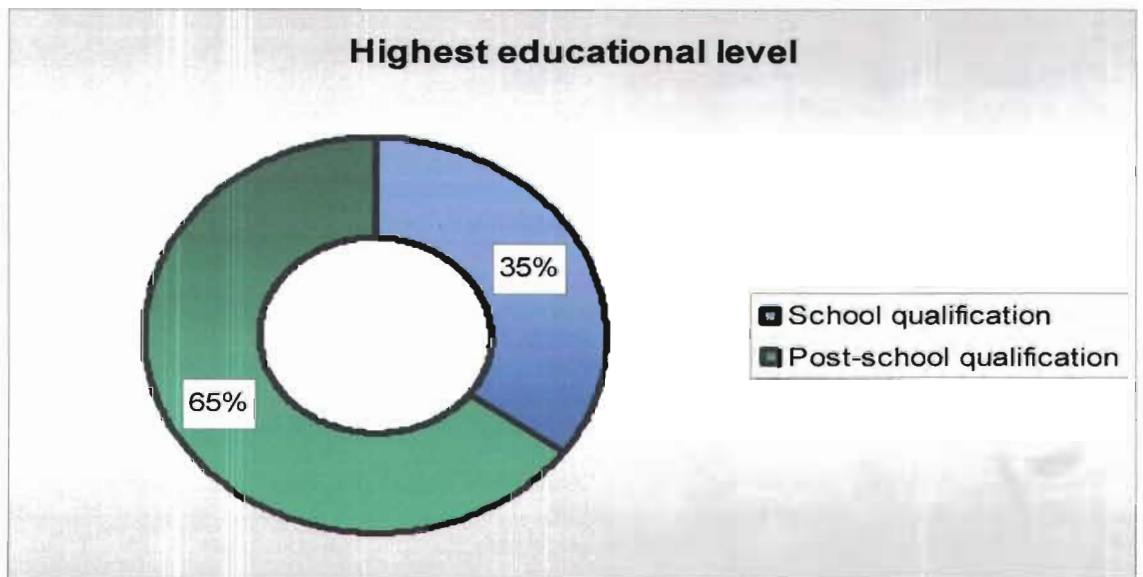


Figure 16: Highest educational level!

Figure 16 shows that 65 per cent of the respondents had a post-school education qualification, while 35 per cent had a school qualification only. The

group of respondents with a school qualification only could be the result of the 20 per cent of respondents between the ages of 18 and 25, who are possibly still studying for a post-school qualification.

5.3.5 Occupation

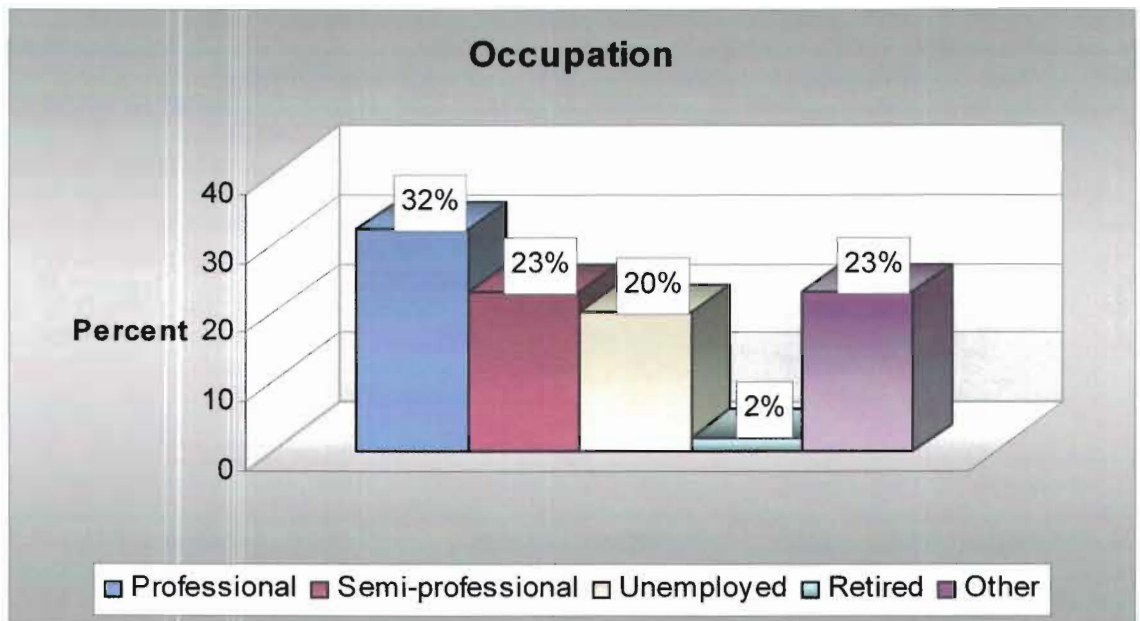


Figure 17: Occupation

In Figure 17 it can be seen that the majority of respondents, 32 per cent, were professionals. Retired persons accounted for the smallest group of respondents, 2 per cent. The small group of retired people could be due to the type of event being attended (a jazz concert). This is also reflected in the relatively small group of respondents (13 per cent) over the age of 46 years. Unemployed respondents counted 20 per cent (including students). This may be attributed to the fact that the jazz event took place close to tertiary training institutions, and is also linked to the fact that 20 per cent of the respondents were between the ages of 18 and 25 years.

5.3.6 Purpose of travel

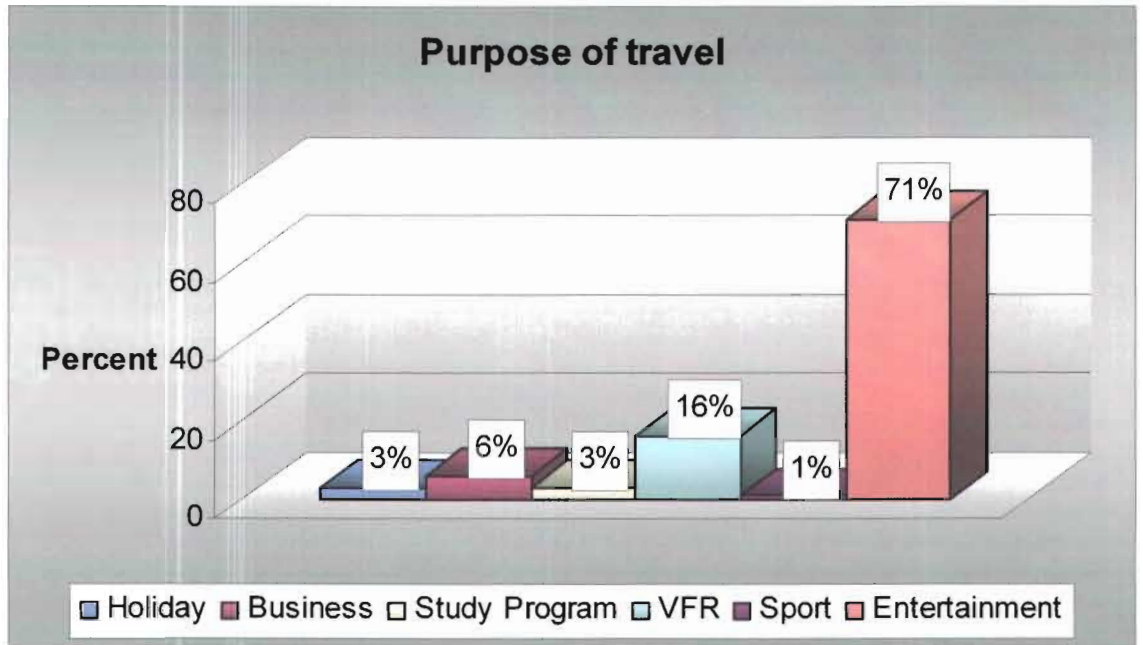


Figure 18: Purpose of travel

Figure 18 demonstrates that 71 per cent of respondents travelled for entertainment reasons, which is probably due to the fact that the questionnaires were completed at a jazz festival. The next largest group, 16 per cent, travelled for visiting friends and relatives (VFR).

5.3.7 Province of residence

Figure 19 (on the following page) shows that the majority of the respondents (42 per cent) lived in the Gauteng province, while 30 per cent of respondents came from the Free State. Vanderbijlpark, where the jazz festival was held, is situated in Gauteng, close to the Free State border, which would account for the large number of respondents from these two provinces. A total of 12 per cent of respondents came from the North West, which also borders Gauteng. The remaining respondents (16 per cent) were residents of the other six provinces.

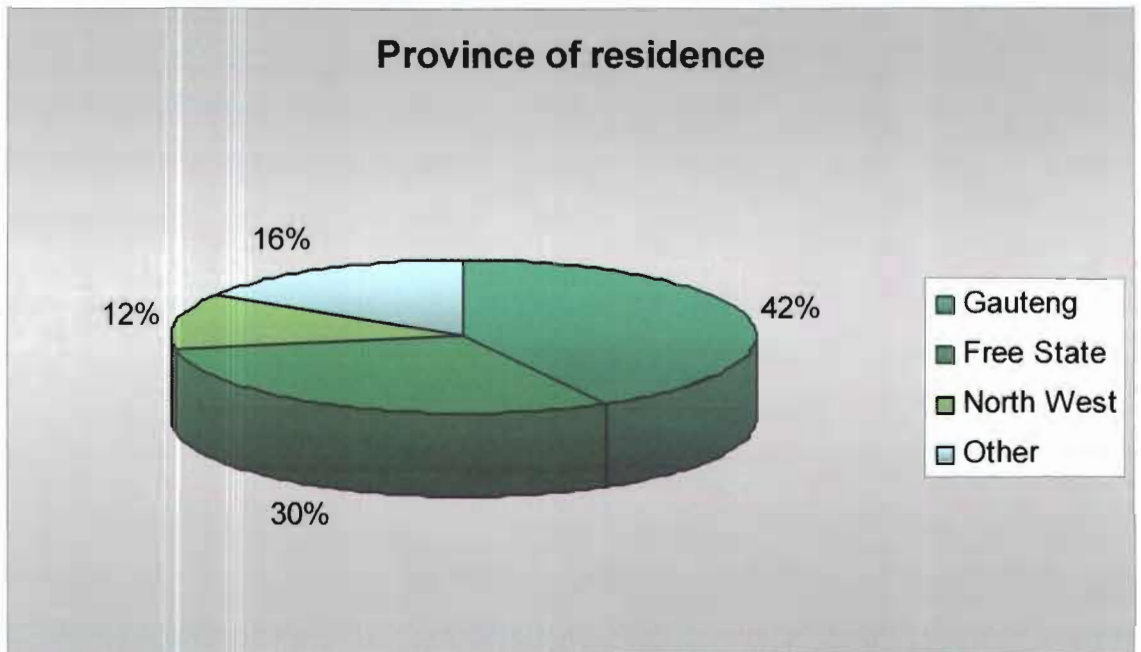


Figure 19: Province of residence

5.3.8 Number of nights stayed in the Vaal Triangle

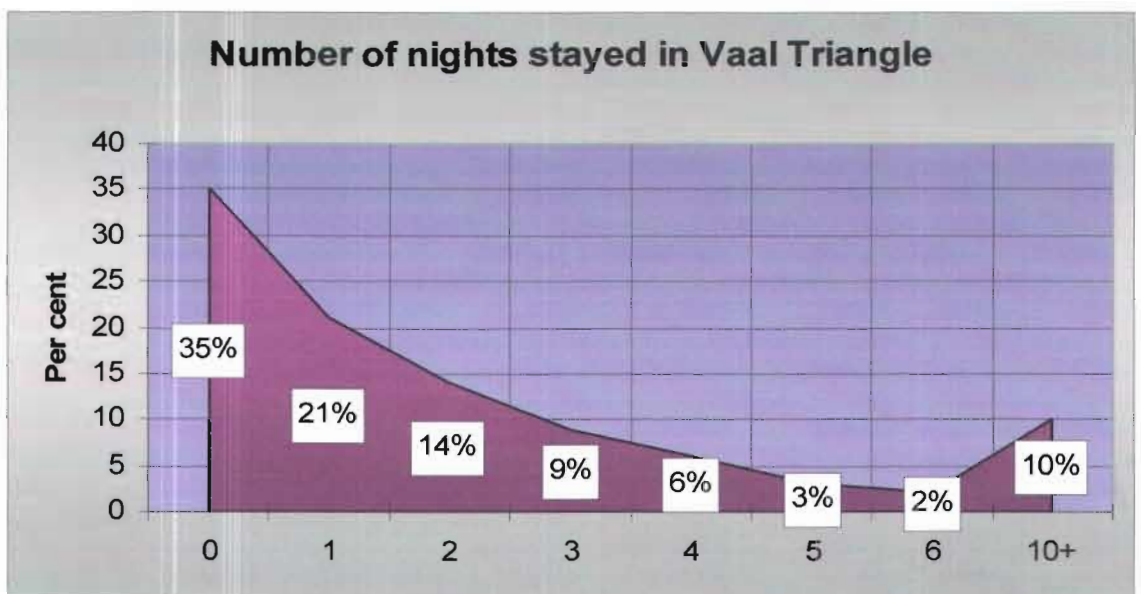


Figure 20: Number of nights stayed in the Vaal Triangle

As shown in Figure 20, most of the respondents, 35 per cent, were not spending a night in the Vaal Triangle, and may therefore be considered excursionists. As the number of nights stayed increases, the percentage of respondents decreases, with the exception of the last category (10 and more nights). This category contributes 10 per cent of the total number of respondents. This group may include respondents who are attending study programmes, visiting friends and relatives, and those on holiday, as represented in Figure 18. Although the question was not asked, it can be assumed that the 21 per cent of tourists who were spending one night, were staying as a result of the jazz festival being attended.

5.3.9 Number of previous visits to the Vaal Triangle

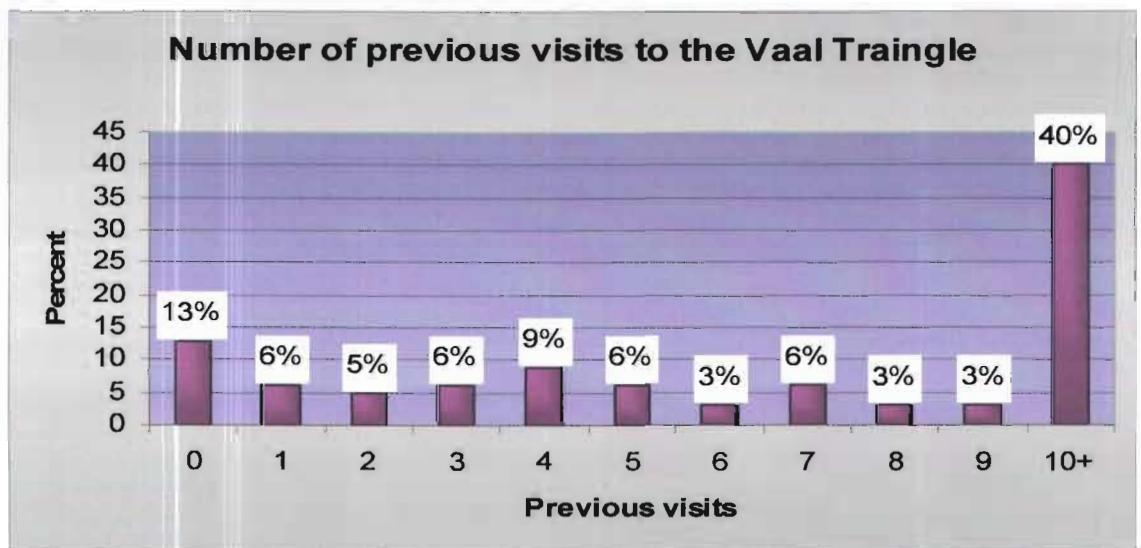


Figure 21: Number of previous visits to the Vaal Triangle

Figure 21 shows that 40 per cent of the respondents had visited the Vaal Triangle more than 10 times. Since most of the respondents live in Gauteng, the Free State and the North West, access to the area is easy. The next largest group, 13 per cent, had not visited the Vaal Triangle before. The reason for their

present visit may be attributed to entertainment and the event they came to attend.

5.4 Descriptive results with regard to personal values

Data about cultural variables relating to personal values, gathered by means of the questionnaire, was analysed and is presented in this section.

5.4.1 The importance of personal values

Table 2: Personal values

Importance of personal values	Not at all important		Uncertain		Extremely important
a) A comfortable life (a prosperous life)	2%	2%	2%	13%	81%
b) An exciting life (a stimulating, active life)	2%	2%	5%	20%	71%
c) Equality (brotherhood, equal opportunity)	2%	2%	8%	12%	77%
d) Freedom (independence, free choice)	0	0	4%	10%	86%
e) National security (protection from attack)	1%	0	6%	7%	86%
f) Pleasure (an enjoyable leisurely life, fun)	1%	2%	8%	16%	73%
g) Social recognition (respect, admiration)	0	2%	5%	10%	83%
h) Wisdom (knowledge, understanding of life)	2%	1%	2%	9%	86%

From Table 2 it is clear that all personal values were considered *extremely* important. Freedom, national security and wisdom were rated the highest by respondents (each 86 per cent).

5.4.2 Type of personality

Table 3: Personality characteristics

Type of personality	Not at all important		Uncertain		Extremely important	
a) Open-minded	2%	1%	3%	14%	80%	
b) Cheerful	1%	1%	5%	24%	69%	
c) Clean (neat, tidy)	0	0	1%	17%	82%	
d) Courageous (standing up for what you believe in)	1%	0	6%	15%	78%	
e) Honest	0	1%	2%	15%	82%	
f) Loving	0	1%	5%	11%	83%	
g) Obedient (dutiful, respectful)	2%	1%	3%	12%	82%	
h) Polite	2%	2%	2%	18%	76%	
i) Responsible towards others (dependable, reliable)	0	1%	6%	10%	83%	
j) Self-controlled (restrained, self-disciplined)	0	1%	1%	12%	87%	

Table 3 indicates that all of the personality traits were considered extremely important. The three most important traits, according to respondents, were self-control (87 per cent), responsibility towards others, and to be loving (both 83 per cent).

5.4.3 Differences in personal values compared to other race groups

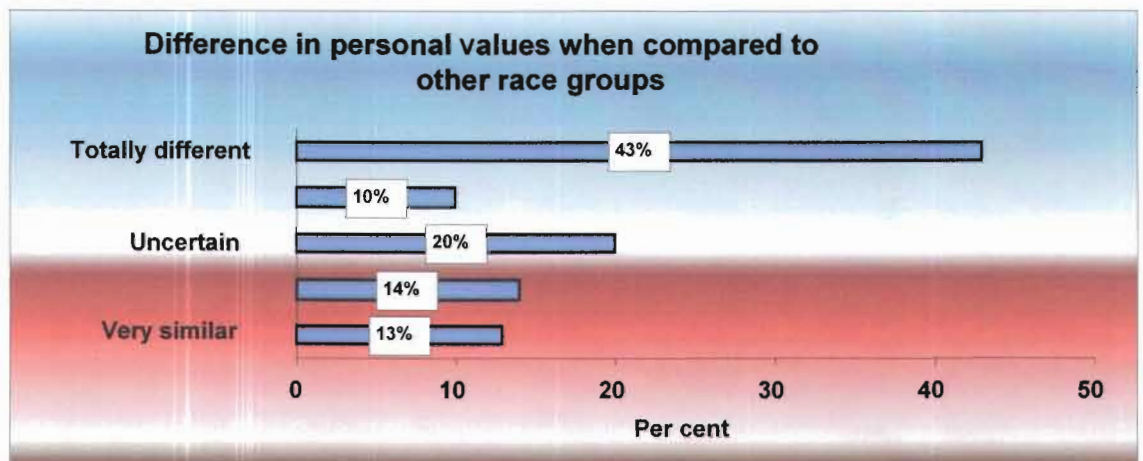


Figure 22: Differences in personal values compared to other race groups

In Figure 22 it is shown that 43 per cent of respondents believed that their personal values were totally different from those of other race groups. Only 13 per cent of respondents thought that their personal values were very similar to those of other race groups.

5.5 Descriptive statistics with regard to rules of behaviour

5.5.1 Rules of behaviour during social interaction

Table 4: Rules of behaviour

Rules of behaviour during social interaction	Not at all important		Uncertain		Extremely important
How important is it to you to:					
a) Address the other person by their first name	21%	6%	17%	23%	33%
b) Shake hands when meeting	5%	2%	5%	35%	53%
c) Have eye contact during conversation	5%	2%	6%	27%	60%
d) Always think about your own needs and rights first	6%	3%	14%	18%	59%
e) Always express personal opinions	2%	3%	10%	28%	57%
f) Indicate your intentions clearly	1%	2%	11%	24%	62%
g) Obey the instructions of the other person	5%	5%	20%	19%	51%
h) Criticise the other person in public	48%	5%	10%	15%	22%
i) Compliment the other person	4%	2%	9%	23%	62%
j) Apologise even if not at fault	8%	7%	18%	17%	50%
k) Offer compensation if at fault	6%	5%	17%	25%	47%
l) Repay favours	9%	4%	12%	28%	47%
m) Feel free to take up another person's time	8%	2%	18%	24%	48%
n) Take time to develop relationships	5%	2%	5%	25%	63%
o) Intentionally touch the other person	27%	7%	23%	17%	26%
p) Acknowledge the other person's birthday	2%	4%	7%	17%	70%
q) Be appropriately dressed when with the other person	2%	2%	6%	22%	68%

Table 4 shows that the rules of behaviour which were considered extremely important are:

- acknowledging another person's birthday (70 per cent)
- being appropriately dressed when with another person (68 per cent).

The rules of behaviour which were considered not at all important are:

- addressing the other person by their first name (21 per cent)
- criticising the other person (48 per cent)
- intentionally touching the other person (27 per cent).

5.5.2 Personality traits during social interaction

Table 5: Personality traits in social situations

Personality traits during social interaction	Not at all important		Uncertain		Extremely important
How important is it to you to:					
a) Conform to rules of etiquette (good manners)	1%	2%	8%	15%	74%
b) Conform to the status of the other person	7%	2%	9%	26%	56%
c) Swear in front of the other person	39%	9%	15%	17%	20%
d) Avoid making fun of the other person (teasing)	16%	2%	13%	19%	50%
e) Avoid complaining	17%	10%	16%	15%	42%
f) Avoid embarrassing yourself and others	8%	2%	9%	17%	64%
g) Ask for help(financial/material) from other people	6%	9%	16%	26%	43%
h) Ask for personal advice	2%	1%	8%	23%	66%
i) Ask personal questions of the other person	27%	5%	13%	17%	38%
j) Respect the other person's privacy	2%	1%	4%	19%	74%
k) Show interest in the other person	2%	1%	12%	25%	60%
l) Show respect for the other person	2%	2%	5%	20%	71%
m) Show affection for the other person in public	8%	6%	16%	18%	52%
n) Show emotion in front of the other person (cry/yell)	26%	16%	19%	15%	24%
o) Talk about sensitive issues (religion/politics/sex)	7%	9%	13%	21%	50%

From Table 5 it is evident that the following personality traits were considered to be extremely important:

- conforming to rules of etiquette (74 per cent)
- respecting the other person's privacy (74 per cent)
- showing respect for the other person (71 per cent).

Personality traits which were considered not at all important are:

- swearing in front of the other person (39 per cent)
- asking personal questions of the other person (27 per cent)
- showing emotion in front of the other person (26 per cent).

5.5.3 Differences in rules of behaviour compared to other race groups

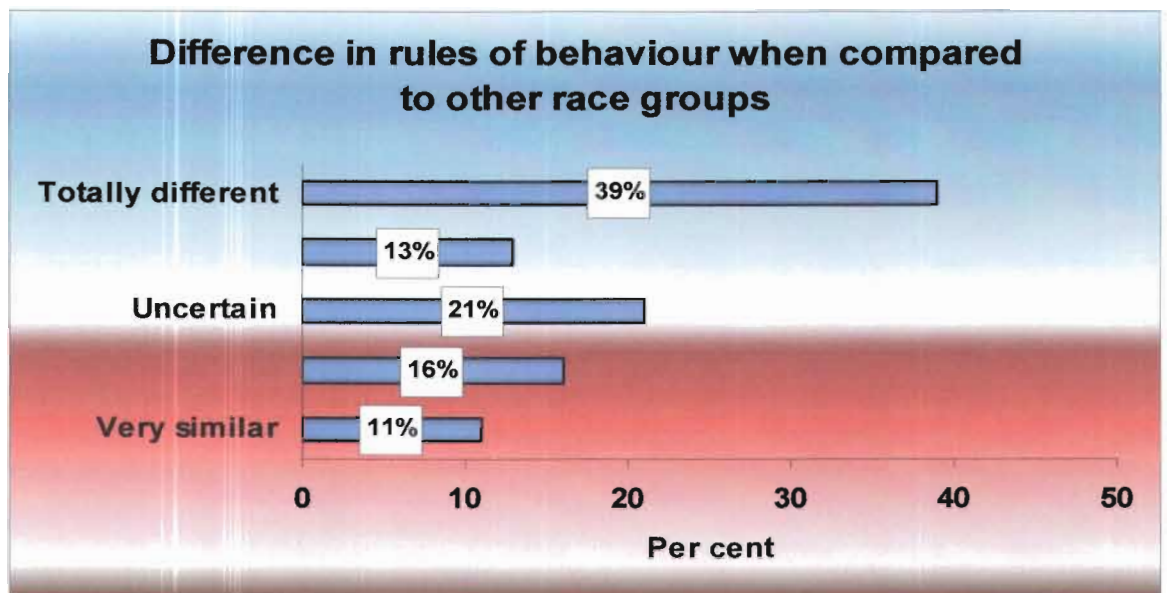


Figure 23: Differences in rules of behaviour compared to other race groups

Figure 23 shows that 39 per cent of respondents believed that their rules of behaviour were totally different to those of other race groups. Only 11 per cent thought that rules of behaviour were very similar across race groups.

5.6 Perceptions of respondents regarding tourism service workers

Table 6 shows that the respondents rated all perceptions as important. The most important perceptions (all 78 per cent) were that service workers are helpful, respectful and considerate; that they are easy to talk to; and that they treat tourists as guests.

Table 6: Respondents' perceptions of tourism service workers

Perceptions of respondents regarding tourism service workers	Not at all important		Uncertain		Extremely important
a) Are neatly dressed	2%	1%	7%	16%	74%
b) Are capable of performing the required services	0	1%	3%	25%	71%
c) Are responsive to tourists' needs	2%	0	10%	20%	68%
d) Are helpful	1%	0	2%	19%	78%
e) Provide prompt service	1%	0	9%	17%	74%
f) Perform services on time	1%	1%	5%	16%	77%
g) Solve problems quickly	2%	1%	7%	19%	71%
h) Answer all questions	2%	4%	11%	20%	63%
i) Provide accurate information	2%	0	7%	21%	70%
j) Are friendly and polite	0	2%	4%	16%	78%
k) Are respectful and considerate	1%	1%	7%	13%	78%
l) Treat tourists as guests	1%	2%	7%	12%	78%
m) Are trustworthy (sincere, fair, honest)	2%	1%	6%	16%	75%
n) Are concerned about tourists' welfare	1%	2%	9%	18%	70%
o) Are easy to talk to	0	2%	6%	14%	78%
p) Are easy to find when needed	0	1%	7%	19%	73%
q) Keep tourists informed	0	1%	6%	18%	75%
r) Listen to tourists	1%	2%	4%	16%	77%
s) Give adequate explanations	1%	2%	9%	18%	70%
t) Understand that different cultures have different needs	1%	2%	6%	19%	72%
u) Anticipate the needs of tourists from different cultures	2%	0	9%	21%	68%
v) Offer individualised attention to tourists	1%	6%	8%	16%	69%

w) Know aspects of the different cultures in South Africa	2%	2%	2%	21%	73%
x) Speak different South African languages	1%	0	11%	19%	69%
y) Know South African history and culture	1%	2%	7%	18%	72%

5.7 Satisfaction

Table 7 shows that the respondents were extremely satisfied with all aspects relating to tourism service workers.

Table 7: Satisfaction with tourism service workers

Satisfaction	Extremely dissatisfied		Uncertain		Extremely satisfied
a) Tourism service workers	2%	4%	17%	21%	56%
b) Tourism service workers' ability to speak your language	5%	5%	15%	24%	51%
c) Tourism service workers' knowledge of your culture	6%	3%	17%	18%	56%
d) The service provided to you by tourism service workers	2%	4%	16%	14%	64%

5.8 Factor analysis

A factor analysis is a collection of techniques used for multivariate analysis, with the purpose of reducing the number of variables and to find structure in the relationships among the variables. In this study, factor analysis was used to determine the factors found in the cultural variables (Section B of the questionnaire).

5.8.1 Personal values

Two factors were derived from the eight perceived personal-value items. Based on the loadings and content of the factors, the factors derived are labelled:

- **Factor 1:** social values (eigenvalue = 2.959, explained variance = 36.987 per cent)

- **Factor 2:** personal values (eigenvalue = 1.369, explained variance = 17.112 per cent). (See Table 8.)

Table 8: Results of the factor analysis for personal values

Factors	Factor loading	Eigenvalue	Explained variance
Factor 1: Social values		2.959	36.987%
Freedom	.785		
Wisdom	.760		
National security	.654		
Social recognition	.583		
Equality	.485		
Factor 2: Personal values		1.369	17.112%
A comfortable life	.822		
An exciting life	.809		
Pleasure	.697		

Note: Total variance explained = 54.099 per cent

KMO measure of sampling adequacy = .685

Bartlett's test of sphericity ($p < 0.001$)

Cronbach alpha coefficient of 8 perceived personal values = .755

5.8.2 Personality

Three factors were derived from the ten perceived items. Based on the loadings and content of the factors, the factors derived are labelled:

- **Factor 1:** affirmative (eigenvalue 3.419, explained variance = 34.189 per cent)
- **Factor 2:** reverent (eigenvalue = 1.327, explained variance = 13.271 per cent)
- **Factor 3:** unselfish (eigenvalue = 1.155, explained variance = 11.552 per cent). (See Table 9.)

Table 9: Results of the factor analysis for personality

Factors	Factor loading	Eigenvalue	Explained variance
Factor 1: Affirmative		2.959	36.987%
Loving	.780		
Self-controlled	.777		
Honest	.704		
Cheerful	.607		
Factor 2: Reverent		1.327	13.271%
Obedient	.818		
Polite	.741		
Open-minded	.608		
Factor 3: Unselfish		1.155	11.552%
Courageous	.759		
Responsible towards others	.652		
Clean	.645		

Note: Total explained variance = 59.012 per cent

KMO measure of sampling adequacy = .720

Bartlett's test of sphericity: ($p < 0.001$)

Cronbach alpha coefficient of 10 perceived personality items = .776

5.8.3 Rules of behaviour

Five factors were derived from the seventeen perceived rules of behaviour during social interaction. Based on the loadings and content of the factors, the factors derived are labelled:

- **Factor 1:** well-mannered (eigenvalue = 4.767, explained variance = 28.042 per cent)
- **Factor 2:** polite (eigenvalue = 2.349, explained variance = 13.818 per cent)
- **Factor 3:** self-possessed (eigenvalue = 1.319, explained variance = 7.760 per cent)

- **Factor 4:** personal (eigenvalue = 1.233, explained variance = 7.253 per cent)
- **Factor 5:** pacifist (eigenvalue = 1.147, explained variance = 6.744 per cent). (See Table 10.)

Table 10: Results of the factor analysis for rules of behaviour

Factors	Factor loading	Eigenvalue	Explained variance
Factor 1: Well-mannered		4.767	28.042%
Acknowledging other person's birthday	.799		
Being appropriately dressed when with another person	.641		
Complimenting the other person	.615		
Feel free to take up another person's time	.560		
Factor 2: Polite		2.349	13.818%
Shaking hands when meeting	.808		
Having eye contact during conversation	.706		
Offering compensation when at fault	.590		
Factor 3: Self-possessed		1.319	7.760%
Always expressing personal opinions	.822		
Always thinking about your own needs first	.709		
Indicating your intentions clearly	.683		
Obeying instructions of the other person	.503		
Factor 4: Personal		1.233	7.253%
Criticising the other person in public	.843		

Intentionally touching the other person	.778		
Addressing the other person by their name	.698		
Factor 5: Pacifist		1.147	6.744%
Repaying favours	.753		
Taking time to develop relationships	.563		
Apologising even if not at fault	.463		

Note: Total explained variance = 63.618 per cent

KMO measure of sampling adequacy = .766

Bartlett's test of sphericity: ($p < 0.001$)

Cronbach alpha coefficient of 17 perceived rules of behaviour = .802

5.8.4 Personality characteristics during social interaction

Four factors were derived from the fifteen perceived personality characteristics during social interaction. Based on the loadings and content of the factors, the factors derived are labelled:

- **Factor 1:** respectful (eigenvalue = 3.815, explained variance = 25.432 per cent)
- **Factor 2:** emotional (eigenvalue = 2.367, explained variance = 15.779 per cent)
- **Factor 3:** considerate (eigenvalue = 1.591, explained variance = 10.609 per cent)
- **Factor 4:** caring (eigenvalue = 1.119, explained variance = 7.457 per cent). (See Table 11.)

Table 11: Results of the factor analysis for personality characteristics during social interaction

Factors	Factor loading	Eigenvalue	Explained variance
Factor 1: Respectful		3.815	25.432%
Respect the other person's privacy	.814		
Show respect for the other person	.798		
Show interest in the other person	.716		
Conform to rules of etiquette	.587		
Conform to the status of the other person	.494		
Ask for personal advice	.424		
Factor 2: Emotional		2.367	15.779%
Ask personal questions of the other person	.793		
Swear in front of the other person	.781		
Show emotion in front of the other person	.604		
Ask for help from the other person	.486		
Factor 3: Considerate		1.591	10.609%
Avoid making fun of the other person	.799		
Avoid embarrassing yourself and others	.731		
Avoid complaining	.667		
Factor 4: Caring		1.119	7.457%
Show affection for the other person in public	.842		
Talk about sensitive issues	.781		

Note: Total explained variance = 59.278 per cent

KMO measure of sampling adequacy = .748

Bartlett's test of sphericity = ($p < 0.001$)

Cronbach alpha coefficient of 15 perceived personality characteristics = .722

5.8.5 Perceptions of tourism service workers

Four factors were derived from the twenty-five perceptions of tourism service workers. Based on the loadings and content of the factors, the factors derived are labelled:

- **Factor 1: efficient** (eigenvalue = 10.579, explained variance = 42.317 per cent)
- **Factor 2: courteous** (eigenvalue = 2.278, explained variance = 9.110 per cent)
- **Factor 3: proficient** (eigenvalue = 1.927, explained variance = 7.706 per cent)
- **Factor 4: knowledgeable** (eigenvalue = 1.478, explained variance = 5.913 per cent). (See Table 12.)

Table 12: Results of the factor analysis for perceptions of tourism service workers

Factors	Factor loading	Eigenvalue	Explained variance
Factor 1: Efficient		10.579	42.317%
Perform services on time	.823		
Offer prompt service	.774		
Answer all questions	.662		
Solve problems quickly	.627		
Are helpful	.612		
Offer individualised attention to tourists	.589		
Are trustworthy	.558		
Treat tourists as guests	.557		
Factor 2: Courteous		2.278	9.110%
Are respectful and considerate	.748		
Are responsive to tourists' needs	.722		
Are neatly dressed	.669		

Are friendly and polite	.604		
Are easy to talk to	.560		
Provide accurate information	.533		
Factor 3: Proficient		1.927	7.706%
Keep tourists informed	.832		
Listen to tourists	.792		
Are easy to find	.711		
Are concerned with the welfare of tourists	.678		
Give adequate explanations	.582		
Capable of performing the service required	.506		
Factor 4: Knowledgeable		1.478	5.913%
Speak different South African languages	.767		
Anticipate needs of tourists from different cultures	.697		
Know South African history and culture	.640		
Know aspects of different cultures in South Africa	.585		
Understand that different cultures have different needs	.538		

Note: Total explained variance = 65.046 per cent

KMO measure of sampling adequacy = .823

Bartlett's test of sphericity = ($p < 0.001$)

Cronbach alpha coefficient of 15 perceived personality characteristics = .940

5.9 Conclusion

The aim of this chapter was to analyse the data. The data presented and analysed gives a clear indication of the cultural characteristics of the emerging black tourist market in Vanderbijlpark. Demographics were analysed and

discussed, and cultural characteristics were presented by means of a factor analysis. In terms of demographics, the majority of the respondents:

- were female (56 per cent)
- were between the ages of 26 and 35 (49 per cent)
- earned a monthly income of less than R2000 (33 per cent)
- had a post-school qualification (65 per cent)
- were professionals (32 per cent)
- had travelled for entertainment purposes (71 per cent)
- resided in Gauteng (42 per cent)
- had never stayed in the Vaal Triangle before (35 per cent)
- had visited the Vaal Triangle more than 10 times in the past (40 per cent).

The analysis of the cultural characteristics of the emerging black tourist market in Vanderbijlpark established the following:

- All the personal values were considered extremely important. The two factors identified in this regard are: (1) social values and (2) personal values.
- All the personality characteristics were considered extremely important. The three factors identified in this regard are: (1) affirmative, (2) reverent and (3) unselfish.
- The rules of behaviour that respondents considered extremely important were acknowledging another person's birthday, and being appropriately dressed when with another person. The rules of behaviour considered not at all important were addressing the other person by their first name, criticising the other person, and intentionally touching the other person. The five factors identified in this regard are: (1) well-mannered, (2) polite, (3) self-possessed, (4) personal and (5) pacifist.

- The personality characteristics during social interaction which were rated extremely important were conforming to rules of etiquette, respecting the other person's privacy, and showing respect for the other person. The personality characteristics during social interaction which were considered not at all important were swearing in front of the other person, asking personal questions of the other person, and showing emotion in front of the other person. The four factors identified in this regard are: (1) respectful, (2) emotional, (3) considerate and (4) caring.
- The perceptions of respondents regarding tourism service workers were all considered extremely important. The four factors identified in this regard are: (1) efficient, (2) courteous, (3) proficient and (4) knowledgeable.
- Respondents were extremely satisfied with all aspects regarding tourism service workers.
- The majority of respondents believed that their personal values and rules of behaviour were totally different to those of other race groups.

6

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The previous chapter reported the research results, as determined through the empirical analysis. In this chapter, the study is concluded; therefore the purpose of this chapter is to present the conclusions of the research and to make recommendations based on the results.

The main aim of this study was to analyse the cultural characteristics of the emerging black tourism market in Vanderbijlpark in order to understand the travelling behaviour of this group. Such an understanding may lead to better tourism marketing strategies. Five research objectives were derived from the main aim of the research. The first objective was to analyse cultural characteristics as cited in the literature. Secondly, the travel patterns of the domestic market and the socio-cultural impacts thereof were explored and analysed. The third objective was to determine the demographic profile of black tourists visiting Vanderbijlpark, while the fourth objective was to determine the importance of personal values, rules of behaviour and satisfaction for the emerging black tourism market. The last objective was to draw conclusions and make recommendations based on the research.

Chapter 1 presented an overview of the research. The background and problem statement were clarified, specifically regarding the cultural aspects of the emerging black tourism market and how knowledge of these aspects may assist in developing better tourism products and marketing strategies according to the specific needs of this market. The research objectives were

determined and outlined, after which the research method and basic concepts were explained and elucidated.

Chapter 2 focused on an analysis of cultural variables, in order to attain the first objective (see section 1.4.2) of the study. The most important cultural variables and their influence on behaviour were explained, specifically in terms of influence on tourist-host contact. The major cultural theories developed in order to cultivate an understanding of the significant differences between cultures were described. The effects of culture on society were briefly discussed, as well as the relationships between dominant cultures and subcultures. This is particularly relevant in the South African context, which involves many subcultures.

The second objective was attained by means of the literature study presented in Chapter 3. This chapter presented an analysis of travel to and in South Africa and the socio-cultural effects thereof (see section 1.4.2).

In Chapter 5, the results of the empirical research were analysed in order to categorise and segment the emerging black tourism market in Vanderbijlpark (see section 1.4.2). Responses to the questionnaire were interpreted and the demographic profile and cultural aspects identified. From the research, various conclusions may be drawn regarding the research objectives. These conclusions are subsequently presented.

6.2 Conclusions

The following categories of conclusions regarding the research may be distinguished:

- conclusions pertaining to the analysis of cultural factors
- conclusions pertaining to the analysis of travel in South Africa and the socio-cultural impacts thereof
- conclusions pertaining to the demographic profile of respondents

- conclusions with regard to the importance of personal values, rules of behaviour, perceptions and satisfaction.

6.2.1 Conclusions pertaining to the analysis of cultural factors

The following are considered to be the main conclusions with respect to research objective 1 (see section 1.4.2):

- As a result of globalisation, international travel and domestic travel have become more accessible to the average person, which results in an increasing degree of cross-cultural interaction (see section 2.1).
- Cultural variables can be defined as values, perceptions, rules of behaviour and satisfaction (see section 2.3.1).
- There are four major cultural theories that have been used in the study of culture and cross-cultural interaction, namely the theories of Hofstede; Trompenars; Hall; and Kluckhohn, Kluckhohn and Strodtbeck (see section 2.3.2).
- Cultures may consist of smaller subcultures, based on race, ethnicity, geographical region, and economic and social class. These subcultures differ from one another and as a result may cause negative socio-cultural impacts (see section 2.3.3).
- Cultures are made up of a variety of characteristics, which are used to describe cultures (see section 2.3.5).
- Culture affects society in a number of ways. These effects are a result of the dominant culture of a country, and will differ between cultures (see section 2.3.6).
- Cultural variables affect social interaction in tourism and result in socio-cultural impacts. Each variable will have an effect on the host community. These variables are values (see section 2.4), perceptions (see section 2.5), behaviour (see section 2.6) and satisfaction (see section 2.7).

6.2.2 Conclusions pertaining to the analysis of travel in South Africa and the socio-cultural impacts thereof

The following are considered to be the main conclusions with respect to research objective 2 (see section 1.4.2):

- International tourism can no longer be relied upon to sustain the tourism industry of South Africa. This is the result of setbacks in international tourism (see section 3.1) and South Africa being a long-haul destination.
- Domestic tourism is proving more resilient than international tourism (see section 3.1).
- More than half the adult population of South Africa participated in domestic tourism during 2005 (see section 3.3.1.1).
- The majority of domestic tourists in South Africa are black tourists (see section 3.3.1.3).
- Domestic travel contributes 30 per cent of the direct tourism spending in South Africa (see section 3.3.1.4).
- The emerging black tourism market in South Africa is made up of 12.1 million people and R6.9 billion (see section 3.3.1.5).
- Between 1994 and 2006 there has been a compound annual growth rate of 6.5 per cent in the number of international tourists (see section 3.3.2.1).
- South Africa received more than 7 million international tourists in 2005, which is a growth of 101 per cent from 1994 (see section 3.3.2.1).
- Socio-cultural impacts affect the host community as a result of community members' interaction with tourists (see section 3.4.1).
- The impacts associated with the tourist-host encounter can be divided into different dimensions, namely social impacts and cultural impacts (see section 3.4.1).
- There are various tourism-related factors that influence socio-cultural impacts, for example the type and numbers of tourists, the importance

of the tourism industry, the size and development of the tourism industry and the pace of tourism development (see section 3.4.2).

- Negative socio-cultural impacts can be measured using Doxey's Irridex model (see section 3.4.3).

6.2.3 Conclusions pertaining to the demographic profile of respondents

The following are considered to be the main conclusions with respect to research objective 3 (see section 1.4.2):

- The majority (56 per cent) of respondents were female (see section 5.3.1).
- The highest percentage of respondents (49 per cent) was between the ages of 26 and 35 (see section 5.3.2).
- The most common monthly income bracket of respondents was less than R2000 a month (see section 5.3.3), which is probably as a result of the number of unemployed respondents.
- The majority of respondents (65 per cent) had post-school qualifications (see section 5.3.4).
- The highest percentage (32 per cent) of respondents were professionals (see section 5.3.5), but could have been unemployed at the time of the study.
- The main purpose of travel for the respondents was entertainment (71 per cent) (see section 5.3.6).
- The province in which most respondents (42 per cent) resided was Gauteng (see section 5.3.7).
- Most respondents (35 per cent) had not previously stayed in the Vaal Triangle (see section 5.3.8).
- The majority of respondents (40 per cent) had previously visited the Vaal Triangle more than 10 times (see section 5.3.9), but had not necessarily stayed for more than 24 hours and therefore could be considered as excursionists.

6.2.4 Conclusions pertaining to the importance of personal values, rules of behaviour, perceptions and satisfaction

The following are considered to be the main conclusions with respect to research objective 4 (see section 1.4.2):

- All personal values were considered extremely important by respondents (see section 5.4.1).
- All personality types were considered extremely important by respondents (see section 5.4.2).
- The majority of respondents (43 per cent) considered their personal values to be totally different to those of other race groups (see section 5.4.3).
- Rules of behaviour that were considered extremely important by respondents were acknowledging the other person's birthday and being appropriately dressed when with another person (see section 5.5.1).
- Rules of behaviour that respondents regarded as not at all important were addressing the other person by the first name, criticising the other person and intentionally touching the other person (see section 5.5.1).
- Personality traits in social situations which were considered extremely important by respondents were conforming to rules of etiquette, respecting the other person's privacy and showing respect to the other person (see section 5.5.2).
- Personality traits which respondents considered to be not at all important were swearing in front of the other person, asking personal questions of the other person and showing emotion in front of the other person (see section 5.5.2).
- The majority of respondents (39 per cent) believed that their rules of behaviour were totally different to those of other race groups (see section 5.5.3).

- Respondents rated all perceptions regarding tourism service workers as extremely important (see section 5.6).
- Respondents were extremely satisfied with all aspects relating to tourism service workers (see section 5.7).
- Personal values were divided into two factors, namely social values and personal values (see section 5.8.1).
- Personality resulted in three factors, namely affirmative, reverent and unselfish (see section 5.8.2).
- Rules of behaviour yielded five factors, namely well-mannered, polite, self-possessed, personal and pacifist (see section 5.8.3).
- Personality characteristics during social interaction had four factors, namely respectful, emotional, considerate and caring (see section 5.8.4).
- Perceptions of tourism service workers were divided into four factors, namely efficient, courteous, proficient and knowledgeable (see section 5.8.5).

6.3 Recommendations

6.3.1 General recommendations

- It is important for the tourism industry to realise that South African society consists of various subcultures, all of which influence other subcultures and play a role in the socio-cultural impacts in the country.
- Tourism marketers should segment their product offering in order to target the various subcultures within the dominant South African culture.
- Cultural theories should be taken into account when developing tourism products.
- Cultural characteristics and differences should be taken into account when targeting South African tourists.

- Black tourists in South Africa should be encouraged to travel more, and in general the industry should be made more accessible to visitors.
- Different cultural groups in South Africa need to be sensitive to the differences and similarities among them, and act accordingly. This could lead to a decrease in negative socio-cultural impacts.
- Social and personal values should be taken into account when interacting with black tourists in South Africa.
- Respect, dress code and good manners are important to this cultural group.
- Product owners should focus on efficiency, courteousness, proficiency and knowledge when interacting with this market.
- The tourism industry should be aware that black tourists consider their rules of behaviour and personal values to be totally different to those of other race groups.

6.3.2 Recommendations with regard to further research

The following additional research questions have been developed as a result of this study. These questions warrant further investigation:

- What is the influence of cultural variables on the older black tourist market?
- What are the factors influencing travel decision-making?
- What are the travel-motivating factors for black tourists?
- What are the spending patterns of the black tourism market?
- What are the cultural differences between South Africa's subcultures?

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ANNEXURE A: QUESTIONNAIRE

SECTION A: Demographic Particulars

1. Gender

Male	Female
------	--------

2. Race

Black	White	Other
-------	-------	-------

3. Age

18-25	26-35	36-45	46-55	55 and over
-------	-------	-------	-------	-------------

4. Income Bracket (monthly gross salary)

No Salary	Under R2000	R2001-R5000	R5001-R8000	R8001-R11000	Above R11000
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5. Your highest educational qualification

Primary school	High school	Matric/N5	College certificate	Technikon Diploma	University Degree	Post-Graduate Degree
----------------	-------------	-----------	---------------------	-------------------	-------------------	----------------------

Other (please specify): _____

6. What is your occupation?

Manager	1
Professional	2
Semi-professional	3
Tradesperson	4
Plant/machine operator/driver	5
Clerk	6
Salesperson	7
Service worker	8
Labourer/related worker	9
Homemaker	10
Student	11
Unemployed	12
Retired	13

Other (please specify): _____

7. Purpose of travel

Holiday	1
Business	2
Study program	3
Visiting friends or relatives	4
Sport	5
Entertainment	6

Other (please specify): _____

8. In which province do you live?

Gauteng	1
Mpumalanga	2
North West	3
Limpopo	4
Kwazulu Natal	5
Eastern Cape	6
Western Cape	7

Thank you for your cooperation

Northern Cape	8
Free State	9

9. How long do you intend to stay in the Vaal Triangle? (Number of nights)

0	1	2	3	4	5	6	7	8	9	10+
---	---	---	---	---	---	---	---	---	---	-----

10. How many times have you visited the Vaal Triangle before?

0	1	2	3	4	5	6	7	8	9	10+
---	---	---	---	---	---	---	---	---	---	-----

SECTION B: Personal Values

The following personal values should be rated according to their importance to you as part of your cultural group.

11. Personal values which you regard as important to your life	Not at all important		Uncertain		Extremely important
How important is it to you to have:	1	2	3	4	5
a) A comfortable life (a prosperous life)					
b) An exciting life (a stimulating, active life)					
c) Equality (brotherhood, equal opportunity)					
d) Freedom (independence, free choice)					
e) National security (protection from attack)					
f) Pleasure (an enjoyable leisurely life, fun)					
g) Social recognition (respect, admiration)					
h) Wisdom (knowledge, understanding of life)					

12. Personality	Not at all important		Uncertain		Extremely important
How important is it to you to be:	1	2	3	4	5
a) Open-minded					
b) Cheerful					
c) Clean (neat, tidy)					
d) Courageous (standing up for what you believe in)					
e) Honest					
f) Loving					
g) Obedient (dutiful, respectful)					
h) Polite					
i) Responsible towards others (dependable, reliable)					
j) Self-controlled (restrained, self-disciplined)					

13. To what extent do your personal values differ from those of other race groups?

Very Similar		Uncertain		Totally different
1	2	3	4	5

Thank you for your cooperation

SECTION C: Rules of behaviour

When socially interacting with someone of the same age and culture as yourself, there are various rules of behaviour which are followed. Of the rules of behaviour listed below, rate the importance of each.

14. Rules of behaviour during social interaction.	Not at all important		Uncertain		Extremely important
	1	2	3	4	5
How important is it to:					
a) address the other person by their first name					
b) shake hands when meeting					
c) have eye contact during conversation					
d) always think about your own needs and rights first					
e) always express personal opinions					
f) indicate your intentions clearly					
g) obey the instructions of the other person					
h) criticize the other person in public					
i) compliment the other person					
j) apologise even in not at fault					
k) offer compensation if at fault					
l) repay favours					
m) feel free to take up another persons time					
n) take time to develop relationships					
o) intentionally touch the other person					
p) acknowledge the other persons birthday					
q) be appropriately dressed when with the other person					

15. Personality characteristics during social interaction.	Not at all important		Uncertain		Extremely important
	1	2	3	4	5
How important is it to you to:					
a) conform to rules of etiquette (good manners)					
b) conform to the status of the other person					
c) swear in front of the other person					
d) avoid making fun of the other person (teasing)					
e) avoid complaining					
f) avoid embarrassing yourself and others					
g) ask for help(financial/material) from other people					
h) ask for personal advice					
i) ask personal questions of the other person					
j) respect the other person/s privacy					
k) show interest in the other person					
l) show respect to the other person					
m) show affection for the other person in public					
n) show emotion in front of the other person (cry/yell)					
o) talk about sensitive issues (religion/politics/sex)					

16. To what extent do your rules of behaviour differ from those of other race groups?

Very Similar		Uncertain		Totally different
1	2	3	4	5

Thank you for your cooperation

SECTION D: Perceptions

As a tourist you will come into contact with various tourism service workers. Please rate the following perceptions of tourism service workers according to their importance to you:

17. Perceptions of tourism service workers	Not at all important		Uncertain		Extremely important
How important is it to you that tourism service workers:	1	2	3	4	5
a) Are neatly dressed					
b) Are capable of performing the services required					
c) Are responsive to tourists' needs					
d) Are helpful					
e) Provide prompt service					
f) Perform services on time					
g) Solve problems quickly					
h) Answer all questions					
i) Provide accurate information					
j) Are friendly and polite					
k) Are respectful and considerate					
l) Treat tourists as guests					
m) Are trustworthy (sincere, fair, honest)					
n) Are concerned about tourists' welfare					
o) Are easy to talk to					
p) Are easy to find when needed					
q) Keep tourists informed					
r) Listen to tourists'					
s) Give adequate explanations					
t) Understand that different cultures have different needs					
u) Anticipate the needs of tourists from different cultures					
v) Offer individualised attention to tourists					
w) Know aspects of the different cultures in South Africa					
x) Speak different South African languages					
y) Know South African history and culture					

SECTION E: Satisfaction

Rate the following according to your level of satisfaction regarding tourism service workers

18. Satisfaction with tourism service workers	Not at all important		Uncertain		Extremely important
How satisfied were you with:	1	2	3	4	5
a) Tourism service workers					
b) Tourism service workers ability to speak your language					
c) Tourism service workers knowledge of your culture					
d) The service provided to you by tourism service workers					

Thank you for your cooperation