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UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

SCHOOL OF GEOGRAPHY, ARCHAEOLOGY AND ENVIRONMENTAL STUDIES (GAES)

MSc DISSERTATION

Visiting Friends and Relatives (VFR) Travel: Expenditure Patterns of Zimbabweans Travelling Between South Africa and Zimbabwe.

BY

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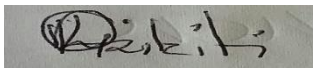
A Dissertation submitted to the Faculty of Science at the University of the Witwatersrand, Johannesburg in fulfilment of the requirements for the degree of Master of Science

June 2017

Declaration

I, Lianda Gamuchirai Dzikiti, declare that this dissertation is my own, unaided work. It is being submitted for the degree of Master of Science at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in any other University.

Lianda Gamuchirai Dzikiti



(Signature of candidate)

Signed on the 5th of June year 2017 at the University of the Witwatersrand, Johannesburg, South Africa.

Abstract

Tourism contributes to economic development in both developed and developing countries. Visiting Friends and Relatives (VFR) travel is one of the largest forms of tourism on a global level. However, there has been limited research over the past decades on VFR travel. In recent times, VFR travel has attracted the attention of researchers due to increasing rate of migration resulting in the promotion of regional tourism through VFR travel. Despite the influx of migrants in South Africa, research on international VFR travel has been limited as most research on VFR travel has been on local level from one province to another. The purpose of this study is to evaluate the expenditure pattern of Zimbabweans travelling to and from South Africa for VFR purposes. Furthermore, the study seeks to identify the benefits of VFR travel to individual households in Zimbabwe. Using a quantitative framework, 200 questionnaires were distributed to Zimbabweans and a Statistical Package for the Social Science (SPSS) was used as an analysis tool. The theory of consumer behaviour was implemented to discuss and analyse the findings, revealing that VFR travellers from South Africa spend more than VFR travellers to South Africa on transport cost, food and beverages, entertainment and financial remittances. The expenditure is based on socio-demographic and travel-related characteristics. As a result of VFR travellers' expenditure, the benefits, which are directed to individual households in Zimbabwe, include household upkeep, education, business investment, health and other reasons. Thus this study focuses attention on international VFR travel and its contribution to the tourism economy in Zimbabwe and South Africa.

Key Words: Visiting Friends and Relatives (VFR), Tourism, Migration, Expenditure, Regional Tourism, South Africa, Zimbabwe.

Dedications

I dedicate this dissertation in loving memory of my nephew Tinomudaishe Mugabe and my grandmothers Lucy Chidziva and Laiza Chikwaka.

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List of Acronyms

AFR:_____Accommodated by Friends and Relatives

DHA:_____Department of Home Affairs

EU:_____European Union

NAFR:_____Not Accommodated by Friends and Relatives

OECD:_____Organisation for Economic Cooperation and Development

SA: _____ South Africa

SADC: ____ Southern African Development Community

SAT:_____South African Tourism

SMME:_____Small Micro and Medium Enterprises

SPSS:_____Statistical Package for Social Science

TRP:_____Temporary Resident Permits

UK:_____United Kingdom

UNWTO:___United Nations World Tourism Organisation

USA:_____United States of America

VFR:_____Visiting Friends and Relatives

VF:_____Visiting Friends

VFVR:_____ Visiting Friends and Visiting Relatives

VR: _____Visiting Relatives

WOM:_____Word of Mouth

ZW: _____Zimbabwe

CHAPTER 1: INTRODUCTION

1.1 Introduction

The first chapter provides a brief background to the concept of Visiting Friends and Relatives (VFR) travel and expenditure patterns. The rationale and the problem statement of the study are also explained. The aim, objectives and research questions are highlighted in this chapter as well as a description of the study site.

1.2 Background to the study

The concept of Visiting Friends and Relatives (VFR) travel involves people travelling to a different location from their place of residence to visit friends and relatives (Barnet *et al*., 2010). A VFR tourist is defined as someone whose primary purpose of tourism is to visit friends and relatives domestically or internationally (Darar and Ismail2016). Therefore, it is important to note that Visiting Friends and Relatives (VFR) travel is distinct from other forms of tourism, such as business or long term travellers such as missionaries or volunteers (Barnet *et al*., 2010; Papathanassis, 2011). Visiting Friends and Relatives (VFR) travel is considered to be the oldest form of travel, first acknowledged by Celia Fiennes who discovered the concept between 1685 and 1712 (Backer and King, 2015). In the literature, Visiting Friends and Relatives (VFR) travel is used interchangeably with VFR tourism but for the sake of this dissertation VFR travel will be used (Capistrano, 2013; Backer and King, 2015). The concept of Visiting Friends and Relatives (VFR) travel was underestimated hence it was considered a hidden aspect of international tourism (Palovic *et al*., 2014). Visiting Friends and Relatives (VFR) travel contributes to international and domestic markets through various activities that people partake in during the course of the visit (Morrison *et al*., 1995; Seaton and Palmer, 1997; Rogerson, 2017). Visiting Friends and Relatives (VFR) travel is heterogeneous and unique. It involves activities such as weddings, births or visiting a place that is connected to one's past, shopping, sightseeing and urban entertainment (Moscardo *et al*., 2000; Hu and Morrison, 2001; Poel *et al*., 2004; Papathanassis, 2011; King *et al*., 2013).

Visiting Friends and Relatives (VFR) tourism enables the tourists to have a feeling of being home, even though they are in a foreign land or place, thus VFR can be practised within national and international boundaries (Morrison *et al*., 1995; Seaton and Palmer, 1997; Lehto *et al*., 2001; Uriely, 2010). The mobility of VFR tourism usually extends to the activities, which takes place outside one's normal place of residence. Various themes in VFR literature

exist, including the discussion of VFR tourism. The importance of individual mobility and the effect the place of visit has on the individual (Hui, 2008). These various themes are relevant to the study. The VFR travel market is not one dimensional thus it can be a primary or secondary motivation for travel (Hu and Morrison, 2002). Globally the importance of VFR tourism is not only practised in developed countries (Cohen and Harris, 1998; Morrison *et al*., 2000a; Pennington-Gray, 2003; Lehto *et al*., 2001; Griffin, 2013; Barnet *et al*., 2014). Visiting Friends and Relatives (VFR) travel is an emerging concept and phenomenon in developing countries (Muri and Sagesser, 2003). It is argued that VFR travel is not popular in developing countries since certain groups and individuals cannot afford to travel for leisure purposes (Lehto *et al*., 2001).

Visiting Friends and Relatives (VFR) travel also connects regional tourism and migration (Uriely, 2010, William and Hall, 2000; Marschall, 2017a; Marschall, 2017b). The concept of international Visiting Friends and Relatives travel in Africa has not been given the same attention as in developed countries even though Africa is using tourism as a tool for economic development (Rogerson, 2012; Rogerson, 2015a). Research on the benefits of migrants' visits when they return to Ghana shows that VFR travel plays a crucial role in economic development (Asiedu, 2005). In the Sub-Saharan region, South Africa has become one of the top countries, which receive a number of foreign migrants coming from countries such as Botswana, Gabon, Lesotho, Malawi, Mozambique, Nigeria, Swaziland and Zimbabwe (Maphosa, 2007, Marschall, 2017a). It is estimated that 75% of international tourists in South Africa are from African countries (Rogerson, 2011). However, in 2014, 85% of VFR travellers were land arrivals from Africa countries. In South Africa, after 1994, the majority of migrants who migrated to South Africa were from neighbouring countries such as: Botswana, Malawi Mozambique and Zimbabwe (Kotze and Hill, 1997). These countries played a major role in building the economy of South Africa and at the same time there was an economic decline in their own country (Kotze and Hill, 1997; Stern and Szalontai, 2006).

Visiting Friends and Relatives travel is mainly concerned with individual activities and expenditures (Uriely, 2010). In order to understand VFR travel, it is important to evaluate traveller's expenditure at a destination. Expenditures "consist of the transaction cost, including taxes of goods and services" (Paulin, 2008, 20). This expenditure refers to all the purchases made at a point of sale (Paulin, 2008). This study defines expenditure as the total expenses of VFR travellers (as group or individual) that may be incurred from transport costs; activities at a destination, accommodation, food and beverages, gifts and other goods; entertainment and

monetary remittances. A remittance is money sent back home from the country of employment to the country of origin (Russell, 1986; Boyd, 1989; Asiedu, 2005; Asiedu, 2008). Remittances in this study can be in the form of money or goods sent or brought to Zimbabwe, for example, food and beverage, gifts and other goods and entertainment (see Table 4).

The contribution of VFR travel to expenditure is significant because tourism is an "expenditure-driven" economic activity (Wang and Davidson, 2010, 507). This means that in order to benefit from tourism products, travellers should be involved in tourism activities. The argument clearly states that without consuming tourism products there is no benefit for the tourism sector (Wang and Davidson, 2010). Compared with some categories such as accommodation and packaged tours, VFR travel has a low value in terms of expenditure (Backer and Morrison, 2015). Visiting Friends and Relatives travellers may be regarded as low spenders because they do not use paid accommodation and packaged tours (Backer and Morrison, 2015). Backer and Morrison (2015) argue that VFR travellers spend more on shopping and meals than pleasure tourists hence VFR travel should not be underestimated. The expenditure of VFR travellers tends to be higher than any other form of tourists spending (Backer and Morrison, 2015; Backer and King, 2016). However, there is limited literature on expenditure in developing countries thus it is a crucial factor in understanding the contribution of VFR travel to the tourism industry (Sung *et al*., 2001).

1.3 The rationale of the study

South Africa is one of the countries in Africa that is focusing on the concept of VFR travel on a local level and people travelling from one province to another for VFR purposes (Rogerson, 2015a; South African Tourism Strategic Research Unit, 2013). However, South Africa currently pays little attention to **international** VFR travellers; they are regarded as part of regional tourism and classed statistically as normal tourists (South African Tourism Strategic Research Unit, 2013; Rogerson, 2015a; Rogerson, 2015b; Rogerson, 2017). The South African *2012 Annual Tourism Report* provides statistics that refer to domestic VFR travel only. Therefore, South Africa underestimates the contribution of international VFR travel from neighbouring countries to the tourism sector in Southern Africa (South African Tourism, Strategic Research Unit 2013). The report supports the idea that South Africa receives international tourists from African countries, which are of significance to the economic development of the country (South African Tourism, Strategic Research Unit 2013). International VFR travel is influenced by economically stable countries that attract immigrants (Lehto *et al*., 2001). The focus of Visiting Friends and Relatives (VFR) travel in South Africa

is on the most popular provinces: Gauteng, KwaZulu Natal, Eastern Cape and Limpopo (Rule *et al*., 2003). Domestically, the Gauteng province receives an influx of VFR travellers as a result of internal migration (Rule *et al*., 2003; Rogerson, 2017).

Rogerson (2011) argues that urban tourists in South Africa are mainly African tourists, who travel especially for shopping purposes and to visit health resort and nature. Regional tourists from Zimbabwe travelled for Visiting Friends and Relatives purposes after Zimbabwe gained independence in 1980 and the numbers of VFR tourists increased in the 1990s (Rogerson, 2011). The South African *2012 Annual Tourism Report* verifies that there has been an increase in numbers of international tourists from Zimbabwe. Consequently it can be argued that it is important to understand the contribution of Zimbabweans to VFR travel (South African Tourism, Strategic Research Unit 2013). International arrivals in South Africa contribute 65% of foreign direct spending through their expenditure patterns (Rogerson, 2011). It is important to conduct this study to understand the Zimbabwean contribution to VFR travel between South Africa and Zimbabwe. Zimbabwe is one of the top three countries leading visitor spending in South Africa in the Sub Saharan region (Rogerson, 2011). South Africa is accessible for Zimbabweans because there is only one geographical border that separates the two countries (Maphosa, 2007). The majority of Zimbabweans settle in Johannesburg and Pretoria and a minority move to cities such as Durban, Polokwane and Cape Town (Maphosa, 2007). Zimbabweans migrate for different reasons such as extended working holidays, study/work, educational travel/exchange, international vacations and international business travel (Maphosa, 2007; United Nations Human Settlement Programme, 2008). This migration contributes to permanent migration, establishment of permanent homes and influences the development of VFR travel. Immigrants from Zimbabwe receive visitors from home, thus these visitors will be travelling for VFR purposes (Griffin, 2014). It is important to evaluate the expenditure patterns of Zimbabwean VFR travellers. Of 9.18 million international arrivals in 2012, 2.54 million were travelling for VFR purposes (South African Tourism Strategic Research Unit, 2013). This shows the importance of international VFR travel.

1.4 Problem statement

South Africa concentrates on domestic VFR travel and less on international VFR travel. The contribution of regional tourists to the South African economy is significant. As discussed in the *White Paper: The Development and Promotion of Tourism in South Africa*, the number of African arrivals in South Africa are higher than from other continents (Government of South Africa: Department of Environmental Affairs and Tourism, 1996). It is also argued that the

South African government overlooks migrants as tourists (Marschall, 2017b) which also reflects that VFR traveller's contribution to the tourism economy is not regarded as vital.

1.5 Aim, Objectives and Research Questions of the Study

One of the ways of evaluating the contribution of VFR travellers is by investigating their expenditure. The aim of the study is to provide knowledge concerning the socio-demographic, economic and travel-related characteristics of international VFR travellers (Zimbabweans travelling to and from South Africa). This is important for policy makers in the analysis of the contribution VFR travel makes to tourism and economic development in South Africa.

The objectives of this research are:

1. To evaluate the expenditure patterns of Zimbabweans travelling to and from South Africa for VFR purposes.
2. To compare the expenditure pattern of Zimbabweans VFR travellers travelling to and from South Africa.
3. To identify the benefits of VFR travel to individual households in Zimbabwe.

In view of the above, the following questions guided the research process:

1. What is the expenditure pattern of Zimbabweans when they travel to and from South Africa for VFR purposes?
2. How different is the expenditure pattern of VFR travellers **to** South Africa compared with VFR travellers **from** South Africa?
3. With reference to the expenditure pattern, what is the significance of Zimbabweans VFR travel to Zimbabwe?

1.6 Study Site

The study focus is on Zimbabweans VFR travellers to and from South Africa for VFR purposes. Visiting Friends and Relatives travellers from South Africa visit various cities in Zimbabwe namely: Harare, Bulawayo, Kadoma, Chegutu, Norton and Beitbridge amongst others (see Figure 1). On the other hand, VFR travellers to South Africa visit different provinces within South Africa. This study will focus on Zimbabweans visiting Gauteng for visiting friends and relatives' purposes (see Figure 1). It is crucial to note that VFR travellers to and from South Africa use various routes to reach their various destinations. However, the

most prominent route used in South Africa is the N1 highway that links to the Gauteng Province through the Polokwane Province (see Figure 1).

In Gauteng, 46% of the immigrants are Zimbabweans in South Africa and in areas such as Yeoville, Berea and Hillbrow 50% of the immigrants are Zimbabweans (Chereni, 2014). The Department of Home Affairs (DHA) permits were issued in all SADC countries. Zimbabweans who had fled from their country due to political and economic crises received 49.2% of all Temporary Resident Permits (TRPs) in South Africa, which was considered to be high as compared with other countries. Lesotho received 8.5% TRPs, Democratic Republic of Congo received 8.2% Malawi and Angola both received 6.4% and the rest were below 5% of TRPs (Nshimbi and Fioramonti, 2014). After the realisation that the majority of the Zimbabweans did not have TRPs, the South African government introduced the Zimbabweans Dispensation Permits (ZDP) which allowed Zimbabwe to have a special permit for a certain period, after which they return to their country, hence the number increased from 80 000 to 239 992 because of the ZDP (Nshimbi and Fioramonti, 2014). This shows that the largest portion of immigrants in South Africa come from Zimbabwe. Zimbabweans in South Africa constantly visit home on a regular basis thus maintaining ties with friends and relatives (Crush and Tevera 2010). It is argued that every Zimbabwean who has migrated to South Africa support at least five people in Zimbabwe (Crush and Tevera, 2010).

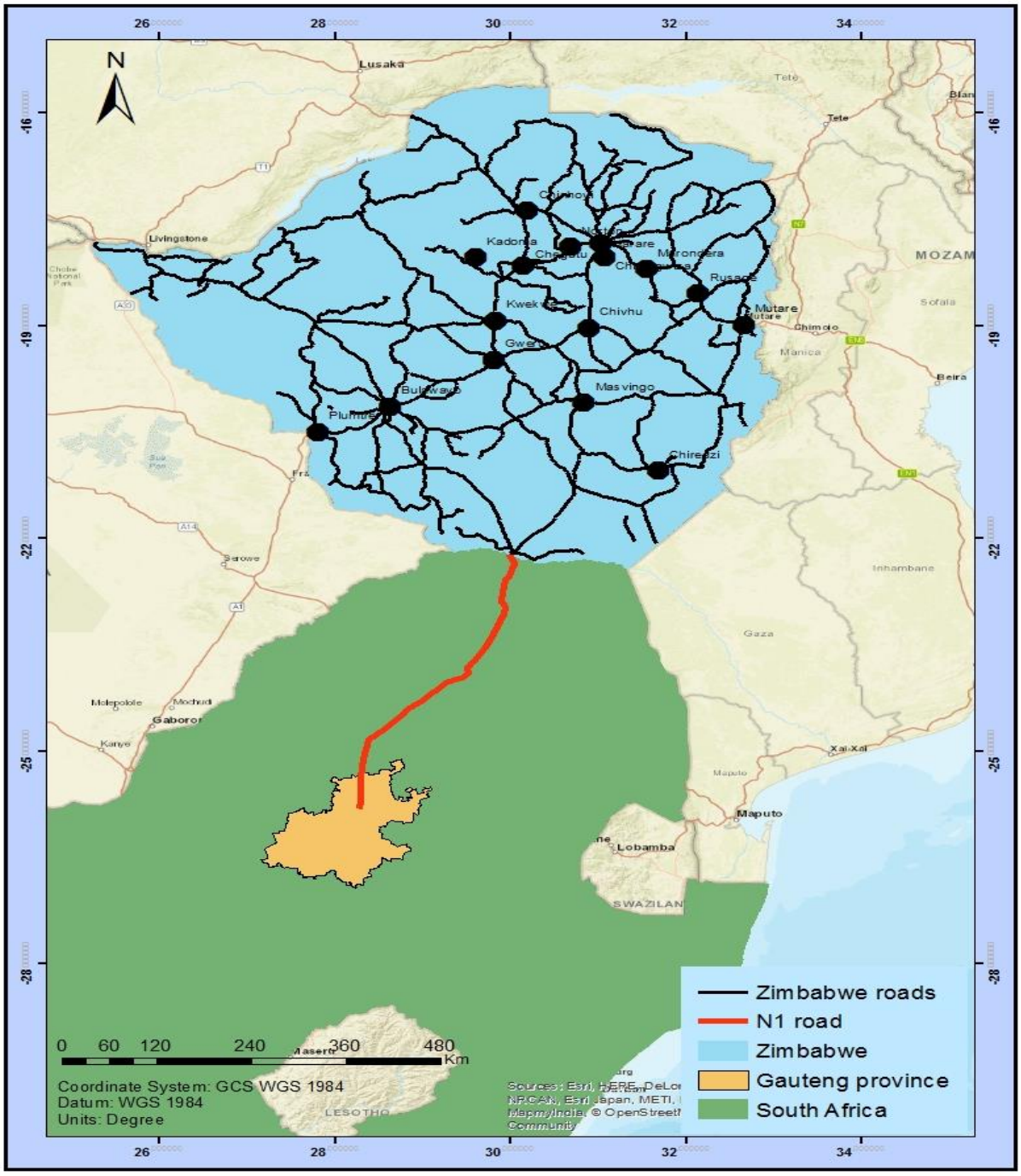


Figure 1: The routes that links VFR travellers to and from South Africa from the Gauteng Province.

1.7 Research Significance

1. The growth of tourism is significant, and the benefits of tourism are mainly due to the expenditure of individuals at a destination. This expenditure is increasing over time since travellers are being exposed to the new destination and are eager to travel. Travellers' expenditure directly or indirectly impacts on the national and local or domestic economy.
2. From a theoretical perspective, this research evaluates the expenditure of VFR travellers to and from South Africa and the significance of these expenditures for the development of individual households and their impact on the local economy in Zimbabwe.
3. The current body of literature on tourists' expenditure assists in understanding the expenditure of VFR travellers. The expenditure patterns of VFR travellers encourage tourism marketers to implement strategies and policies that will assist in satisfying and fulfill the needs of tourists, which will increase their spending at a destination. The study contributes to the limited body of literature on VFR travel in the Sub Saharan Region.
4. From a practical point of view, this study provides an insight for tourism destination marketers on how to improve the attractiveness of their destination and to improve tourism products and services valuable to tourists. The study also highlights the importance of VFR travellers as a form of tourism to these tourism marketers.

1.8 Research Outline and Structure

The research report has 5 chapters, including this introduction:

Chapter 2: Theoretical Framework and Literature Review

The theoretical framework and literature review section is divided into 3 parts. The first part looks at the theoretical framework of the study, identifying and explaining the approaches and elements attached to it. The second section discusses the literature review. Various themes with regards to VFR travel are discussed (the development, evolution and debates surrounding the concept of VFR travel). This chapter further looks into the influence of migration on VFR travel, the development and the influence of regional tourism with specific reference to the Sub Saharan region. The development of VFR travel in South Africa, Zimbabwean migration to South Africa and the benefits of migration through remittances are discussed. The second section also looks at the background of

expenditure patterns, factors that influence expenditure patterns of Visiting Friends and Relatives (VFR) travel.

Chapter 3: Methodology

The epistemological position and study site of the research will also be detailed and the reasons for the choice of site will be discussed. This chapter discusses the methodology of the research, with particular focus on how the data was collected. A quantitative approach is adopted for this study, since it is a comparative study. The chapter also outlines the collection techniques, the sampling and data analysis. Lastly the limitations and conclusion of the research are discussed.

Chapter 4: Results and Discussion

This chapter discusses the results and findings on this comparative study. This chapter discusses the expenditure patterns of Zimbabweans travelling to and from South Africa. This chapter will also evaluate the expenditure of VFR travellers to and from South Africa. The contribution of Zimbabweans VFR travel to individual households is discussed in this chapter.

Chapter 5: Conclusion and Recommendations

The last chapter offers a summary of key findings, providing recommendations for the future and discusses future research studies that could be undertaken to promote further studies in tourism and developing countries in Africa.

CHAPTER 2: THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to discuss the theory and literature relevant to the concept of VFR travel and the expenditure patterns. The chapter is divided into 3 sections. The first part discusses the theoretical framework of the study. The second part is a review of literature on the concept of VFR travel and the factors which influence the expenditure patterns of tourists are discussed. Lastly, the third part is a summary of the chapter.

2.2 Theoretical Framework

Various theories assist in understanding the relationship between concepts and problem(s) identification which offers possible solutions and plans to deal with the situation (Zalega, 2014). The basis of this study resolve around consumer behaviour theory (Berger and Luckman, 1967; Carson *et al*., 2001; Gray, 2004). Discussions on the concept of the expenditure of tourists have made a significant impact on the tourism sector. Visiting Friends and Relatives expenditures are mainly influenced by socio-demographic and travel-related factors. The consumer expenditure patterns in tourism differ from household to household, depending on the socio-demographic and travel-related factors which influence their decision to travel (Peerapatdit, 2004). With regard to this particular study evaluating and assessing the expenditure patterns of Zimbabweans travelling to and from South Africa will assist in understanding and interpreting their contribution to individual households. The expenditure of tourists is traced by evaluating their decision-making process by observing their behaviour from the moment they decide to travel, actual spending at a destination and the satisfaction afterwards. In this view, the theoretical position of the study was established from the consumer behaviour theory.

2.2.1 Consumer Behaviour Theory

The theory of consumer behaviour was first used by an American economist W. H. Reynolds (Zalega, 2014). One of the theories which support the expenditure patterns of tourists is the economic theory of consumer behaviour which states that:

> "the demand for a good and service might be expressed as a function of taste and preferences, income and market prices" (Peerapandit, 1999, 8).

Customer behaviour can also be defined as:

> “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”(Bray, 2008,3).

Another definition of consumer behaviour can be defined as:

> " the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services." (Pillai Bagavathi, 2010, 263).

Based on the various definitions of consumer behaviour stated above, the concept includes all the activities involved with consumers including consumption to satisfy their needs (Zalega, 2014). Consumer behaviour involves the decision to purchase goods and services; identifying and understanding customer’s needs (Ushadevi, 2013). Customers can be private (buy goods for personal or household use) and organisational (buy goods to run an organisation) (Mostert, 2006; Ushadevi, 2013). This study is focused on purchases made for the individual or household purposes. The decision of a customer to purchase goods and services goes through stages. However, not all customers follow the same procedures (Abdallat and Emam, 2001). The customer’s behaviour assists marketing strategists to understand and fulfil the expectations of a customer (Abdallat and Emam, 2001; Bray, 2008). The factors that assist in determining the concepts of consumer behaviour theory include economic, social and behavioural factors (Ushadevi, 2013). These determinants play a major role in understanding the theories discussed above. The economic factors relate to the income of individuals and their ability to purchase goods and services. Sociological and behavioural factors relating to customer behavior are influenced by family, opinion leaders, reference groups, social class, caste and culture. On one hand, individual factors of the consumer behaviour theory are determined by personal attributes which include: age and lifecycle stage, occupation, economic situation, life style, and personality. On the other hand, psychological attributes include perception, learning, belief, attitude and motivation (Ushadevi, 2013).

Various models of consumer behaviour are used to describe the decisions or choices of the customer before, during and after being involved in certain activities (Ushadevi, 2013). Consumer behaviour theory is divided into five different approaches, namely: economic man; psychodynamic, behaviourist, cognitive and humanistic variables (Abdallat and Emam, 2001; Bray, 2008). Based on the five approaches of customer theory, this study employed three of them namely: the cognitive; behavioural and economic man approaches.

2.2.1.1The Cognitive/Psychological Approach

The cognitive approach is in contrast to the behaviourist approach, arguing that the environment and social experiences are approved by individuals as part of their decision-making process (Aslin and Rothschild, 1987; Bray, 2008). It is argued that cognitive learning is when a customer is unfamiliar with the product or service, but as a result of the experiences will modify their actions on future occasions (Aslin and Rothschild, 1987; Ushadevi, 2013). The cognitive approach supports the theory of consumer behaviour which in cognitive terms is the theory of the customer decision model. The consumer decision model is influenced by two main factors namely; stimuli which are processed as a result of previous experiences and external variables (environmental influences or individual differences) (Aslin and Rothschild, 1987; Ushadevi, 2013). The environmental influences include culture; social class; personal influence; family and situation. Individual Influences include motivation, involvement, knowledge, personality, values and lifestyles (Abdallat and Emam, 2001). Cognitive development contributes to the expenditure of tourists through repeat visits influenced by past experiences (McFarlane and Boxall, 1998; Ushadevi, 2013).

2.2.1.2 The Behavioural Approach

The behaviourist approach argues that the behaviour of customers is determined by external forces which lead to actions, thoughts and feelings (Bray, 2008). Human behaviour is explained in two ways: stimuli that motivate it and the event that caused a person or consumer to react in response to stimuli (Foxall, 1993; Bray, 2008). There are two main variables that make up the behavioural perspective model namely: current behaviour setting and consumer learning behaviour (Foxall, 1993). These variables determine the openness of the setting which is influenced by historical or a current situation which assists the customer to decide whether to purchase or not (Foxall, 1993).

2.2.1.3 The Economic-man Approach

The economic man approach is prominent in the social sciences and has evolved from neoclassical and behavioural economic models which assist in the development of economics in science (Zalega, 2014). The decisions made by customers allow them to spend on services and goods that they are aware of and that will benefit them (Abdallat and Emam, 2001; Ushadevi, 2013; Zalega, 2014). The economic man approach is based on how customers spend their income in order to purchase goods and services (Ushadevi, 2013). The reality of the economic man approach is that sometimes spenders are unaware of the information, motivation and time to make decisions to spend a particular destination (Abdallat and Emam, 2001; Bray,

2008). However, some economists argue that the decision to purchase goods and services is not only economic but is also influenced by psychological and sociological factors (Ushadevi, 2013).

2.3 Literature Review

The first part of this section discusses the concept of VFR travel including the background information, the evolution of VFR travel and debates which surround the concept of VFR travel. The section further links the concept of migration and VFR travel and also how VFR travel and migration influence each other in the development of regional tourism in the Sub-Saharan region. The factors which influence regional tourism are also discussed and narrowed down to the development of tourism and VFR travel in South Africa. Furthermore, the concept of migration and development of VFR travel in the Sub-Saharan region is discussed. Visiting Friends and Relatives travel results in the development of remittances which benefit the country of origin.

The second section of the literature review discusses the concept of expenditure patterns and factors (socio-demographic and travel-related factors) influencing the expenditure pattern of VFR travel.

2.3.1 Tourism Development and Visiting Friends and Relatives (VFR) Travel

This section discusses the concept of tourism and its contribution to economic development. The evolution of VFR travel and the debates relating to it, the importance of VFR travel and the motivation for tourism travel will also be discussed in this section.

Globally, tourism is a rapidly growing economic sector (Hall and Page, 1999; Guliani and Rizwan, 2016; World Bank, 2016; World Travel and Tourism Council, 2016). The phenomenon of tourism is dynamic, mainly influenced by economic, social, political, environmental and technological factors (Feng and Page, 2000). These benefits will assist developing countries to achieve economic development. Furthermore, tourism has several benefits such as generating foreign exchange, the creation of employment, social justice and political in both the developed and developing countries (Feng and Page, 2000; Rogerson, 2015a). This is one of the major reasons why tourism is being adopted by developing countries to achieve development.

The concept of tourism is defined as that which "comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (The United Nations World Tourism Organisation

(UNWTO), 2008). In order to understand how the concept of tourism works, it is important to understand the components that constitute the development of tourism products and services (Woodside and Dubelaar, 2002). It is argued that background, destination marketing, information search, choice and behaviour regarding destinations, evaluation of the trip and willingness to repeat trips contribute to the activities of tourists at a destination (Woodside and Dubelaar, 2002). Therefore, when tourists travel they need to take these factors into consideration to have a successful stay.

There are different types of tourism activities. A form of tourism is called Visiting Friends and Relatives (VFR) travel. When people migrate to developed countries, this contributes to the development of VFR travel through having friends and relatives visiting them. When migrants visit their home countries to visit friends and relatives, the goods bought by migrants will assist in the development of individual households. The benefits of VFR travel will be directed back to their country of origin (Asiedu, 2005; Asiedu, 2008). The concept of VFR travel can be regarded as a motivation as to why people visit a particular destination. This is driven mainly by migration because when people move to a region/country; they play a major role in influencing friends and relatives to visit them (Pennington-Gray, 2003; Murphy *et al*., 2007). Research in VFR travel has not received as much attention as investigation into tourism in general, therefore, the lack of data on Visiting Friends and Relatives (VFR) travel has led to its contribution to economic development to be underestimated (Morrison *et al*., 2000a; Feng and Page, 2002; Hu and Morrison, 2002; Backer, 2008). The following section further discusses the evolution of VFR travel.

2.3.2 The Evolution of Visiting Friends and Relatives (VFR) Travel

The concept of VFR travel was not given much attention until the late 1990s. Between 1990 and 2015, 125 publications were released based on VFR travel (Yousuf and Backer, 2016). The reasons for the limited attention given to VFR travel include, its limited contribution to the economic development of a country, tourism development especially the accommodation sector and lastly the fact that VFR travellers spend less when compared to other forms of tourism (Morrison *et al*., 1994; Morrison *et al*., 1995; Morrison and O'Leary, 1995; Morrison *et al*., 2000b; William *et al*., 2000; Hansel and Metzner, 2011; Butler, 2003; Jackson, 2003; Poel *et al*., 2004; Seaton and Palmer, 2007; Janta *et al*., 2014; Yousuf and Backer, 2015; Yousuf and Backer, 2016). However, due to the rapid increase in participation and growth of VFR travel, more research has been dedicated to this subject (Morrison *et al*., 1995; Morrison *et al*., 2000a; Moscardo *et al*., 2000; Butler, 2003; Muri and Sagesser, 2003; Asiedu, 2005; Backer,

et al., 2007; Seaton and Palmer, 1997; Asiedu. 2008; Backer, 2010; Pearce, 2012). As a result of increased participation in VFR travel, various researchers regarded VFR travel as important because it contributed to the development of the local economy. Even though it contributed less to tourism development, the concept made a huge difference in total. The contribution of VFR travel made a difference as it was influenced by migration patterns. Visiting Friends and Relatives (VFR) travel contributes vastly towards tourism development (Backer and Morrison, 2015; Yousuf and Backer, 2015; Backer and King, 2016; Yousuf and Backer, 2016).

Backer (2007) lists six reasons why VFR travel was ignored and underestimated. Firstly, there is no comprehensive and widely accepted definition of what VFR is. In the past, the literature on VFR travel failed to define what VFR travel is. It mentions people residing with friends and relatives but does not mention their main reason for travel (Backer, 2007; Backer, 2010). Secondly, it was argued that the statistics regarding VFR travellers could not be combined using commercial accommodation outlets only because certain VFR travellers opted to stay with friends and relatives (Backer, 2007; Backer, 2010; Backer and Hay, 2015; Backer and King, 2016). Therefore, prior to 1995, it was difficult to compile statistical data and possible contribution to the tourism economy. Fourthly, there is a shortage of initiative for VFR travel from the local and regional tourism organisations. In addition, VFR travel was perceived as a minor economic impact (Backer, 2007; Backer, 2010). There was also a lack of information on VFR travel. Lastly, VFR travellers were not regarded as tourists because their spending pattern was low as compared with other forms of tourism in general (Backer, 2007; Backer, 2010). The concept of VFR travel is also underestimated because of a lack of a relationship between VFR travellers and organisers of destination marketers and the assumption that VFR travellers do not participate in tourism activities (Backer and Morrison, 2015). However, the relationship between VFR travellers and destination marketing organisers can be contested arguing that the fact that they are travelling to another place means that they taking part in tourism activities.

Visiting Friends and Relatives (VFR) travel has more value for tourism development compared with other types of travel such as sports tourism, rural tourism, business tourism and event tourism amongst others (Seaton and Palmer, 1997; Papathanassis, 2011; Shani and Uriely, 2012). People might fail to go on a pleasure holiday but can still visit friends and relatives (Backer and Morrison, 2015; Rogerson, 2015c). The tourism sector plays a major role to ensure that the concept of VFR travel is implemented, by encouraging tourism planners to include VFR in the agenda to promote tourism development (Backer and Morrison, 2015).

Visiting Friends and Relatives (VFR) travel is considered to be one of the main motivations of tourism travel, especially among those who travel for leisure purposes in developed countries, for example in the United States of America (Backer and Morrison, 2015).

Another important point to consider is the definition of VFR travel. The definition of VFR travel only focuses on family visiting a particular place but does not take into account the visiting friend (Barnet's *et al*., 2010). Based on that definition, does it mean that visiting friends is not as important as visiting family? This type of tourism is called Visiting Friends and Relatives travel; which means the friends element is seen as equally important as the relative element.

The concept of VFR travel is therefore viewed differently from other forms of tourism.

2.3.3 Visiting Friends and Relative (VFR) Travel: The debates

Visiting Friends and Relatives (VFR) travel is considered a form of regional tourism (Rogerson, 2004; Ghimire, 2011a) and little research has been conducted on it. Visiting Friends and Relatives travel was and is still regarded as contributing an insignificant amount to tourism economies (Backer, 2010; Muri and Sagesser, 2003; Backer and King, 2016). Visiting Friends and Relatives (VFR) travel is a broad and a complex concept divided into different subcategories based on the activities the participants engages in while on vacation (Moscardo *et al*., 2000; Butler, 2003).

Visiting Friends and Relatives (VFR) travel is not homogenous; it encompasses the differentiation between Visiting both Friends and Relatives (VFR) Visiting Relatives (VR) and Visiting Friends (VF) (Morrison and O'Leary, 1995; Moscardo *et al*., 2000; Butler, 2003). Visiting Friends and Relatives travellers involve either day or night visitors; international or domestic VFR travellers in relation to the activities they undertake during the course of the trip (Morrison and O'Leary, 1995; Moscardo *et al*., 2000; Butler, 2003; Bischoff and Koenig-Lewis, 2007). Furthermore, there are three main types of VFR travellers: pure VFR travelling mainly to visit friends and relatives; commercial VFR travellers, who use paid accommodation whilst visiting friends and relatives and exploring VFR travellers who stay with friends and relatives during the course of their visit (Backer and Hay, 2015; Backer and King, 2016). These categories contribute to the recognition of VFR travel in the tourism industry.

Nevertheless, Pearce (2012) has a different view on the categories of VFR travellers. There are three distinct categories, which can be used to explain the meaning of VFR travel (Pearce,

2012). These include people visiting friends and relatives in areas that have a deep sense of connection; VFR travel in places they are not familiar with and VFR travel in places that instill a sense of memories connected with the past (William and Hall, 2000; Seetaram and Dwyer, 2009; Pearce, 2012; Pennington- Gray, 2013; Griffin, 2014). Moreover, it is argued that when an individual returns home (original place of stay), it generally suggests that they are visiting their original place of residence (Pennington- Gray, 2013; Griffin, 2014). Hansel and Metzner (2011) also brought up a four dimensional perspective to VFR travel: namely; as a form of accommodation use, as vacation activity, as a motivation to travel and a trip purpose. Visiting Friends and Relatives travel conveys the unique characteristics based on tourist behaviour, spending patterns, activities involved, trip types and planning (MacEachern *et al*., 2007). William *et al*. (2000) regard VFR travel as 'multi-purpose' since it is viewed as a fulfilment of social relationships encompassing various activities. The following section outlines the arguments surrounding the importance of VFR travel to the economy.

2.3.4 The Importance of Visiting Friends and Relative Travel to the Economy

The importance of VFR travel is essential to the development of a country; therefore, it must not be underestimated (Palovic *et al*., 2014). People who migrate beyond international boundaries maintain ties with family and friends as a result of VFR travel (Palovic *et al*., 2014). Therefore, this mobility contributes significantly to the development of household and individual benefits through VFR travel. The benefits of VFR travel can be viewed in two ways: the benefits it brings to the place of the visit and the benefits it brings to the place of origin (original country where the person comes from) (Feng and Page, 2000; Lehto *et al*., 2001; Asiedu, 2005; Asiedu, 2008; Rogerson, 2015a). This denotes that VFR travel is important because these benefits contribute to economic, socio-cultural and environmental development for the country visited and to the original place of stay (Morrison and O'Leary, 1995; MacEachern *et al*., 2007).

The overall expenditure of VFR travel is low. However, the total sum of the expenditure contributes to the local development of a particular area visited, for example through travel, retail, entertainment and other services (Lehto *et al*., 2001; Bischoff and Koenig-Lewis, 2007). Visiting Friends and Relatives (VFR) travel contributes to invisible multiplier effects through the hosts spending when hosting VFR travellers. The concept of VFR travel has several tourism benefits. In Sri Lanka, it is argued that when immigrants return home for visiting friends and relatives purposes contributes, it 70% in developing agriculture; 76% on food and beverages; 6% on wholesale and retail; 75% on tourism accommodation and 75% on transport,

finance and assurance (Gamage and King, 1999). This shows that VFR travel can contribute to the development of regional and local tourism economy.

International VFR travel contributes to the economy because international VFR travellers tend to stay longer compared with domestic VFR travellers, hence more spending on various activities (Lehto *et al*., 2001). Visiting Friends and Relatives (VFR) travel also contributes to development on a local level through tourism attractions, accommodation sectors, profitable recreation organisations, restaurants, and travel networks (Lehto *et al*., 2001). The importance of VFR travel is brought out by the use of paid accommodation depending on their length of stay. However, some VFR travellers opt to stay with friends and relatives (Seaton and Palmer, 1997; King *et al*., 2013) which allow them to be able to spend money on other goods and services. Seaton and Palmer (1997) support that VFR travel contributes less in terms of spending than other forms of tourism. Although VFR tourists spend less than leisure tourists on accommodation, they contribute to the tourism revenue even though it is a smaller percentage than other forms of travel (Poel *et al*., 2004). Research conducted in Australia on the importance of VFR travel reveals that domestic VFR travel has more benefits than international VFR. These benefits include sustaining the profitability of routes to access local destination and the promotion of local culture (Morrison *et al*., 2000b). Based on these arguments, if the concept of VFR travel is promoted in developing countries, especially with the link to migration, it can contribute to the economic development of individual households in developing countries. The next section discusses the link between VFR travel and migration.

2.4 The Influence of Migration on Visiting Friends and Relatives (VFR) Travel

The following section explains the relationship between tourism (VFR) travel and migration.

The link between VFR travel and migration was given scant attention by various scholars until 1990 because that is when the concept of VFR travel made a significant turnaround in developing and developed countries (King *et al*., 2013). Migration influences tourism development through regional tourism (Gamage and King, 1999; Feng and Page, 2000; William and Hall, 2000; Butler, 2003; O'Reilly, 2003; Rogerson and Visser, 2006; Rogerson and Kiambo, 2007; Rogerson, 2015d; Yousuf and Backer, 2016; Rogerson, 2017). However, there is limited information on the relationship between migration and tourism in developing countries, especially in the Sub-Saharan Region. The link between tourism and migration can be traced back to the period of the Grand Tour where aristocracy visited from Northern to Southern Europe. "Once the migration has taken place, movements can either be homeward

oriented in the form of VFR mobilities can be towards the 'new homes' of the migrants, or a combination of both" (King *et al.*, 2013, 7). Visiting Friends and Relatives (VFR) travel links with migration in the sense that when people move to a new area they might be inspired to explore and visit places of interest which evoke a sense of feeling and quality, thus forming a relationship between immigrant host and their new environment (Griffin, 2014). These immigrants can return to their country of origin to visit their friends and relatives and they often stay with them during the course of their visit (Gamage and King, 1999; Feng and Page, 2000; Hagmann *et al*., 2010; Griffin, 2014). The VFR-migration relationship can also be viewed in relation to its importance to tourism and travel research (King *et al*., 2013; Janta *et al*., 2014). Seetaram and Dwyer (2009) pointed out the reasons that influence the development of tourism through migration. The reasons include permanent migration in which the immigrant communicates with friends and relatives, informing them about the attractions, hence influencing them to visit (William and Hall, 2000; Seetaram and Dwyer, 2009). The increase in immigrants in a foreign land supplies accommodation to their friends and relatives when they visit these destinations (Seetaram and Dwyer, 2009). Feng and Page (2000) argued that an increase in migration contributes to the economic development of a country.

Furthermore, the link between migration and VFR travel is as a result of the connection between communication and information technology and how the media has contributed to the shaping of the physical relationships (Feng and Page, 2000; Casado-Diaz *et al*., 2014; Palovic *et al*., 2014; Rogerson, 2017). Social networks promote VFR travel and the relationship between space, place and time (King *et al*., 2013; Janta, 2014). Migration influences social networks and trust between people due to the distance that separates migrants and their friends and relatives (Boyd, 1989; William and Hall, 2000; William *et al*., 2000; Palovic *et al*., 2014). It is argued that leisure activities such as VFR travel contribute significantly to social networks as shown by British retirees living in Spain (Casado-Diaz *et al*., 2014). The British living in Spain do not understand the Spanish language therefore, they opt to have a social connection with friends and relatives in Britain, thus encouraging friends and relatives to visit Spain, thus promoting VFR travel (Casado-Diaz *et al*., 2014).

Specific types of migrants contribute to the type of VFR travel involved (King *et al*., 2013). Labour migrants usually visit or receive friends and relatives especially during the European summer holidays (King *et al*., 2013). Highly skilled expats have irregular visits back home. This is done when they take leave from work (King *et al*., 2013). Circular migration involves people who travel regularly for different reasons, such as, work and they have an opportunity

to visit friends and relatives (King *et al*., 2013). This shows that migration plays a significant role in influencing VFR travel.

Visiting Friends and Relatives travel contribution to tourism studies is mainly driven by the phenomenon of multiple homes (second home tourism) (Visser, 2003; Hui, 2008; Hoogendoorn and Gustav, 2011; Rogerson and Hoogendoorn, 2014; McLeod and Busser, 2014). The link between migration and second home tourism is crucial in understanding VFR travel. When people migrate to a new place, they settle there and have homes that provide temporary accommodation especially for friends and relatives visiting (McLeod and Busser, 2014; Rogerson and Hoogendoorn, 2014). The temporary accommodation provided by friends and relatives acts as second homes to the hosts visited (Rogerson and Hoogendoorn, 2014). This allows people to participate in tourism activities whilst at a destination. Gamage and King (1999) states that 46. 3% of Sri Lankan immigrants in Australia travel back to their country to visit their friends and relatives. It is estimated that 20% of the immigrants mentioned that their main purpose of travel was for holiday purposes, 30% were a mixture of VFR travel, holiday and business purposes. Globalisation and regionalisation of products and services contributes hugely to the relationship between tourism and migration, especially international migration hence promoting VFR travel since 1990 (Feng and Page, 2000).

Tourism and migration have a relationship and permanent migration influences the development of regional tourism. However, this relationship is not thoroughly discussed in the tourism literature, especially for developing countries. The following section discusses how regional tourism contributes to the economic development of developing countries.

2.4.1 Regional Tourism Development in the Sub-Saharan Region

Regional tourism is rapidly growing, especially in developing countries, even though this phenomenon is neglected in social research (Rogerson and Kiambo, 2007; Ghimire, 2001a; Ghimire, 2011b; Karambakuwa *et al*., 2011; William and Hall, 2002; Rogerson, 2014a; Rogerson, 2014b). Regional tourism is a sub-category of international tourism (Rogerson, 2014). Regional tourism is defined as "travel done by people outside their usual country of residence, but within the same region" (Rogerson and Kiambo, 2007, 505). For example, Zimbabweans travelling to South Africa are considered to be regional tourists. Regional tourism is referred to as intra-regional tourists since it encompasses the tourist travelling within the vicinity of the destination country (Sharma, 2006; Rogerson and Kiambo, 2007; Ghimire,

2011a; Ghimire, 2011b; Rogerson, 2014). This form of tourism encompasses religious travel, business travel and visiting friends and relative travel (Rogerson and Kiambo, 2007).

Tourism acts as a leap forward in developing countries in order to achieve development (Ghimire, 2001a; Jackson and Murphy, 2006; Rogerson, 2011). An estimate of 73% of tourists visiting southern Africa are from other African countries, thus contributing to economic development (Ghimire, 2011b; Rogerson, 2015). It is projected that by 2020 intra-regional tourists will expand in numbers with an estimate of 50 million as compared to 30 million of long haul (international) tourist in Africa (Rogerson, 2015a). This shows that the regional tourism market is growing rapidly. Regional tourists normally work with a budget that involves strict planning before deciding to travel to a destination (Rogerson, 2014a). This planning is common with VFR travellers and their decision to travel is influenced by the main reason they are travelling to another country such as shopping (Rogerson, 2014b). The difference between international tourists (overseas tourists) and regional tourists from African countries is that the expenditure pattern of regional tourists is less than that of international tourists (Ghimire 2001a; Rogerson and Visser, 2006; Rogerson and Kiambo, 2007).

Regional tourism in South Africa has been given little attention, especially the contribution to the tourism economy before 1994 (Rogerson, 2014a). However, this perception changed after the 1994 democratic elections when South Africa was considered to be a major destination for regional tourists (Rogerson and Visser, 2006; Rogerson, 2014b). In 2009, 9.93 million International tourists arrived in South Africa; and 77. 9% were from Africa countries (Rogerson 2011). Regional tourists visit South Africa with Gauteng province as the main target for African regional tourists (Rogerson and Kiambo, 2007; Rogerson 2011; Rogerson, 2014b; Rogerson, 2017). It is estimated that 33. 2% of tourists from African countries travel for shopping, business or leisure purposes (Rogerson, 2011). Shopping is regarded as a source of generating tourism profits thus contributing to economic development (Littrell *et al*., 2004). An average regional tourist spends about 3-4 times shopping than international tourists (Littrell *et al*., 2004). Travellers whose main purpose of travel is shopping are less likely to participate in recreational activities (Rogerson, 2011; Lehto *et al*., 2004a; Littrell *et al*., 2004, Rogerson, 2014b). The motivation for the majority of regional tourists is mainly for shopping and visiting friends and relatives (Timothy, 1995; Timothy and Butler, 1995; Rogerson, 2011).

There have been debates as to whether African tourists, are considered as individual travellers rather than tourists (Rogerson and Visser, 2006; Rogerson, 2014a). The debate is based on the

argument that when African tourists visit South Africa, they are not travelling for leisure purposes, but for business. These tourists opt to stay with friends or relatives thus the tourism accommodation sector is not benefiting (Teye, 1998; Rogerson and Visser, 2006; Rogerson, 2014a). The length of stay of regional tourists is shorter (3-7) days compared with international tourists (13-14) days (Rogerson and Visser, 2006; Rogerson and Kiambo, 2007; Rogerson 2014a). Therefore, this resulted in regional tourism being considered less vital as compared to international tourism; even though both are in the same category of international tourists. According to Rogerson and Visser (2006) of the Zimbabweans participating in regional tourism 38.2% travel for holiday purposes, 26.9% travel for business, 28.4% travel for VFR travel and 6.6% travel for other purposes with 74.1% targeting Gauteng. These statistics show that Zimbabweans contribute to the development of regional tourism. The following section discusses factors which lead to the rise of regional tourism.

2.4.2 Factors Influencing Regional Tourism

Regional tourism is influenced by a number of factors. The expansions of international tourists, especially from neighbouring countries as a result of business, visiting friends and relatives travel and pilgrimages contributed to the development of regional tourism (Rogerson and Kiambo, 2007). Improved infrastructure, especially road networks has increased the movement of people from the neighbouring countries, for example, the Maputo corridor linked Johannesburg and Mozambique (Rogerson and Kiambo, 2007). Furthermore, the development of transport systems has improved the movement of people between South Africa and the surrounding countries. Bus networks such as Intercape, Greyhound and Citiliner have made travelling across national boundaries accessible to countries such as Zimbabwe, Lesotho, Swaziland, Zambia, Malawi and Mozambique thus promoting regional tourism (Rogerson and Kiambo, 2007). Transport networks are important for the development of regional tourists because roads makes it accessible for tourists to travel by land to various destinations (Rogerson and Kiambo, 2007; Rogerson, 2014b). Regional tourists who travelled overland to South Africa contributed an estimated R18 billion towards the tourism economy in 2002, with Zimbabwe contributing R5053 million (Rogerson, 2014b). This shows that regional tourists contribute to the development of tourism spending in South Africa through foreign currency. Foreign exchange earnings, improved telecommunication skills and the Internet have contributed to the development of regional tourism. People can choose a destination to visit and inquire about the booking information whilst they are still in their home countries (Rogerson and Kiambo, 2007). Political boundaries used to be a barrier for countries such that

people could not travel beyond the political boundary. However, the effects of increased telecommunication skills and transport networks have made regional tourism is successful. It is easy for Zimbabweans to travel to and from South Africa due to accessibility, improved transport and improved telecommunication skills. The following section discusses tourism in South Africa and then narrows down to VFR travel in South Africa. The travel of migrants to their home country is important as it reflects connection with their family and participation in various economic activities such as tourism (Marschall, 2017b).

2.4.3 Visiting Friends and Relatives (VFR) Travel in South Africa

South Africa recognises the benefits of tourism activities and its contribution to the development of the economy (Rogerson, 2011). In 1996 the White Paper on the Development and Promotion of Tourism in South Africa was published to set tourism as a national priority (Government of South Africa: Department of Environmental Affairs and Tourism, 1996). South African Tourism (SAT) introduced the Shot Left campaign with the aim of promoting domestic tourism especially amongst youths (Rogerson and Zoleka, 2015). The government of South Africa is promoting international tourism, creating activities that attract international tourists to participate in leisure activities (South African Tourism Strategic Research Unit, 2013). Through international tourism, South Africa will gain foreign currency, which contributes to the development of tourism (Rogerson, 2011). Recent statistics in 2014 shows that 3.4% of the South Africa GDP is from the tourism industry, generating R357 billion and creating 1, 497, 500 jobs (World Travel and Tourism Council, 2015). The landscape of South Africa is diverse with for example, accessible wildlife, diverse cultures, and unique archaeological sites. The internationally known attractions include the Table Mountain, the Kruger National Park and the Cape of Good Hope, providing different experiences for tourists based on their motivation (Government of South Africa: Department of Environmental Affairs and Tourism, 1996).

South Africa promotes both international and domestic VFR travel in which people travel between provinces to visit their friends and relatives (Rule *et al*., 2003). Visiting Friends and Relatives (VFR) travel is one of the largest elements of domestic tourism in South Africa (Rule *et al*., 2004; Rogerson, 2015d; Rogerson and Zoleka, 2015). Visiting Friends and Relatives (VFR) tourism is considered "a potentially important travel market for many countries in Africa whose people have out-migrated over different spells in history" as a result of economic, social and political issues (Asiedu, 2008: 610). In South Africa, domestic VFR travellers travel between provinces to visit friends and relatives (Rule *et al*., 2003; Rogerson, 2015a; Rogerson,

2015c; Rogerson, 2015d; Rogerson and Zoleka, 2015; Rogerson, 2017). The Gauteng province receives an influx of domestic VFR travellers from other provinces, namely Limpopo, KwaZulu-Natal, Eastern Cape (Rule *et al*., 2003; Rogerson and Hoogendoorn, 2014; Rogerson 2017). Visiting Friends and Relatives (VFR) travel occurs both internationally and domestically (Rogerson and Hoogendoorn; 2014; Rogerson, 2017). The development of VFR travel in South Africa is not new because it can be traced back to the apartheid period when only the white population had the privilege to travel for VFR purposes (Rogerson, 2015b).

Internal migration contributed to the development of domestic VFR travel in South Africa (Rogerson, 2015b; Rogerson, 2017). Husbands migrated to urban areas in search of employment but they would travel from time to time to visit their families in rural areas (Rogerson, 2015b; Rogerson, 2017). Visiting Friends and Relatives travel statistics show that 17% contributed hotels; 3.4% to contributed guest farms (South African Statistics 2013). More statistics on VFR travel show that 5.6% contributed to bed and breakfast, 7.4% contributed to self-catering accommodation and 9.1% to caravan parks (South African Statistics 2013). In a study conducted on the seven most prominent districts in South Africa (Tshwane, Cape Town, Ekurhuleni, Johannesburg, eThekwini, Buffalo City and Nelson Mandela Bay), the results show that compared with other forms of travel, VFR travel contributed largely though personal visits followed by leisure and business related trips (Rogerson, 2014b). The following section discusses migration in the Sub-Saharan region with specific reference to Zimbabweans migration to South Africa.

2.4.4 The Migration of Zimbabweans to South Africa

Cross-border migration in the Sub-Saharan region can be traced back to as early as the 1950s (Boyd, 1989; Crush *et al*., 2005). In 1970, over 260 000 labour immigrants from the Southern African Development Community (SADC) countries migrated to South Africa in search of employment opportunities (Crush *et al*., 2005). Zimbabwean migration after the 1980s was mainly influenced by the South African economy, which was booming with the mining and agriculture industry (Dzingirai *et al*., 2014). During the apartheid regime, South African citizens were not allowed to travel across international boundaries (Boyd, 1989; Makina, 2012b; Chereni, 2014). The post-apartheid period was a huge turn-around for other African countries as the South African government allowed foreign visitors to migrate to South Africa (Makina, 2012b; Chereni, 2014). South Africa was regarded as a destination for immigrants who travelled in search of employment and other economic opportunities (Chereni, 2014; Nshimbi and Fioramonti, 2014).

The majority of Zimbabweans migrated to South Africa in search of employment opportunities, educational and lifestyle benefits in order to improve their standard of living since Zimbabwe was facing economic problems (Boyle, 1998; William and Hall, 2000; Makina, 2012b; Maphosa, 2007; Makina, 2012a; Makina 2012b; Nshimbi and Fioramonti, 2014). Zimbabweans migrated to South Africa was as a result of the farm invasion in the year 2000 and the collapse of the Zimbabwean economy (Chikanda and Crush, 2014). In addition to the above, Zimbabweans migrated to other countries because of the disputed election, murder of people on farms, the payment of $50 000 to war veterans, sanctions imposed by the European Union (EU) and conflicts amongst opposition leaders (Chikanda and Crush, 2014). The migrant groups who travel to faraway places for greener pasture still have a strong connection with their original place of stay (Pearce, 2012). The majority of migrants who migrated to South Africa were from the neighbouring countries such as Botswana, Lesotho, Malawi, Mozambique, Swaziland and Zimbabwe. They migrated to South Africa due to economic decline in their country of origin (Kotze and Hill, 1997). These African countries played a major role in building the economy of South Africa (Reed, 2013). South Africa is considered to have the largest economy and is the most developed country in Africa (Kotze and Hill, 1997; Reed, 2013).

Zimbabweans have migrated over the past decade to various countries. The Zimbabwean government does not have statistics of Zimbabweans migrating each month (Crush and Tevera, 2010; Dzingirai *et al*., 2015). South Africa receives immigrants with documents (permits) and without documents (Crush *et al*., 2005; Chereni, 2014). Therefore, it was difficult to estimate the exact number of Zimbabweans in South Africa. Statistics South Africa (STATS SA) estimates that foreigners in South Africa make up 2.79% of the total population. The influx of immigrants to South Africa has resulted in the government assigning the South African Police Service (SAPS) to locate illegal migrants and implement border control and to be stricter on the number of days immigrants can stay in South Africa before they return to their country. This implementation has proven to be difficult because there are migrants who use informal measures to cross the borders (Makina, 2012b). The South African National Defense Force (SANDF) even extended an electric fence on the Northern border in the 1980s based on the fact that it was difficult for the police to patrol the borders (Kotze and Hill, 1997). All these measures were set up to control the rapid influx of migrants into South Africa.

2.5 Expenditure Patterns of VFR Travellers

The following sections focus on expenditure patterns and factors influencing the expenditure patterns of VFR travellers. Socio-demographic and travel-related factors affect the expenditure patterns. The following sections will show the link between expenditure and the consumer behaviour of tourists. Factors that lead to the tourists spending and various studies on tourist spending at a destination will be discussed in the next section.

2.5.1 Factors Influencing the Expenditure Patterns of VFR travellers

The spending patterns of tourists assists in the planning and marketing of a destination (Sung *et al*., 2001; Soteriades and Arvanitis, 2006). The tourist's expenditure is crucial in order to understand the cost and profits linked to the tourism industry (Perez and Sampol, 2000). Tourists spending at a destination is influenced by two main factors, namely socio-demographic characteristics and travel-related factors (Jang *et al*., 2004; Soteriades and Arvanitis, 2006). Socio-demographic factors include income, nationality, marital status, educational level, age and sex (Cai, 1999; Mok and Iverson 2000; Perez and Sampol, 2000; Sung *et al*., 2001; Soteriades and Arvanitis, 2006; Wang *et al*., 2006). These factors can influence tourists' decisions before they actually travel to a particular destination. Travel-related factors encompass the activities at a destination which determine the spending pattern of VFR travellers (Wang *et al*., 2006; Wang and Davidson, 2010). Travel-related factors include: length of stay, purpose of travel, travel party size, mode of transport used and repeat visits (Hsieh *et al*., 1997; Mok and Iverson 2000; Sung *et al*., 2001; Seiler *et al*., 2002; Jang *et al*., 2003; Downward and Lumsdon, 2004 Soteriades and Arvanitis, 2006; Wang *et al*., 2006). These factors influence tourist's decision to travel to the actual destination. However, it is argued that travel-related factors contribute more to expenditure patterns than socio-demographic factors (Hsieh *et al*., 1997; Wang *et al*., 2006).

Goods and services purchased by tourists at a destination determine expenditure distribution and are mainly achieved through the evaluating socio-demographic characteristics of tourists and travel-related factors at a destination (Alegre and Pou, 2006; Soteriades and Arvanitis, 2006). Tourists evaluate if they are connecting emotionally with the new environment thus assisting them in making decisions. The more excited the tourist is on a destination, the more they are likely to spend at the destination (Wang *et al*., 2006; Wang and Davidson, 2010). This argument has been supported by Downward and Lumsdon (2004) who argue that the destination attracts tourists and motivates them to visit the destination and will determine their spending. Research conducted on Taiwanese tourists to the USA demonstrates that socio-

economic characteristics and trip characteristics influenced tourists spending at a destination (Lehto *et al*., 2004b). Research conducted on the Balearic Islands shows that socio-demographic factors play a role in the choice of destination and holiday activities (Alegre and Pou, 2006). Based on the expenditure patterns of sports events in the USA, the results revealed that there is a relationship between spending patterns, trip preferences and trip characteristics (Dixon *et al*., 2012).

2.5.2 The Behavioural Approach to the Consumer Behaviour Theory

2.5.2.1 Age and Expenditure Patterns

Age group is one of the factors, which determine the spending behaviour of tourists (Jang *et al*., 2004). In light of the 2000 Consumer expenditure report, in the US, it was argued that the age groups 41-58 were the highest spenders and the lowest spenders were the age group 65 and above on trip expenditure (US Department of Labour Bureau of Labour Statistics, 2002). However, with regard to spending **at** a destination, it is evident that the age group above 65 were the highest spenders on average and the age group below 25 spent the least. It is evident that the youngest group did not spend much on a destination but had a relatively high percentage of trip takers.

Furthermore, a study of Chinese tourists to the USA shows that 38.6% and 49.2 % of the various age groups were travelling for business and VFR travel purposes respectively (Jang *et al*., 2003). Lockyer and Ryan (2007) argue that when one is a visiting a relative, the visit is based on younger children visiting grandparents or older people and vice versa. On the other hand, visiting friends are linked to people under the age of 25 visiting their even though they can also visit relatives (Lockyer and Ryan, 2007). However, older people can also participate in visiting their friends (Seaton and Palmer, 1997). In the UK, age and lifestyle play a major role in the participation of VFR travel, characterised by age groups between 15-34 years and those who are aged 65 years and above (Seaton and Palmer, 1997). Fifteen to thirty-four-year-olds make up half of all VFR travel and approximately 60 percent of VFR travel in the UK between 1989 and 1993 (Seaton and Palmer, 1997).

2.5.2.2 Education Level and Expenditure Patterns

Education level plays a role in tourists' decisions to travel. The type of education determine the various types of recreation activities of the tourists (Dardis 1981). The level of education is expected to have a relationship with expenditure; the more educated are most likely to travel since they are employed, thus spending at a destination (Dardis, 1981). An increase in recreation activities contributes to an increase in expenditure at a destination. Little attention

is given to occupation status, arguing that it is only linked to education, thus, participation in recreation activities is underestimated (Sung *et al*., 2001).

2.5.2.3 Employment and Job Descriptions link to Expenditure Patterns

Socio-demographic factors (employment and job status) are crucial when discussing the characteristic of VFR travellers and they relate to the expenditure of VFR travellers (Cai, 1999; Mok and Iverson 2000; Perez and Sampol, 2000; Sung *et al*., 2001; Soteriades and Arvanitis, 2006; Wang *et al*., 2006). Employment status and racial background have an impact on the spending patterns of tourists at a destination (Jang *et al*., 2004). There is a positive relationship between the employment status of tourists and accommodation decisions and food spending (Cai, 1999). The head of the household normally determines the expenditure of the travel party size at a destination (Cai, 1999). Dardis (1981) argues that the as job level rises, it will lead to an increase of tourists expenditure on recreational activities.

2.5.2.4 Household income and Expenditure Patterns

The expenditure pattern of tourists is usually determined by the total household income and disposable income of individuals (Dardis, 1981). The total household income determines the disposable income tourists have to spend. An increase in income level contributes to the increase of tourism travel since people will have more disposable income to spend (Dardis, 1981; Davies and Mangan, 1992; Jang *et al*., 2004). A study conducted in Northern Indiana travel in the US shows that the more disposable income tourists have, the more they likely to travel and spend (Wang *et al*., 2006). A study of Japanese tourists to the USA, shows that travellers with a higher income travel more than the rest. The higher the income the longer the travellers tend to stay (Jang *et al*., 2004). Cai (1998) conducted a study of household food expenditure in the US. The results show that household income plays a significant role in determining the food expenditure of tourists at a destination. Income elasticity is affected by the composition of income resources which allows the expenditure to be efficient. The expenditures on tourism services and products relate positively to income as supported by Dardis *et al*., (1981). A study conducted in the US on expenditure patterns and its impact on households reveal that the amount of money used during the course of the trip depends on occupation, income level, age, race, residence and family status (Hsieh *et al*., 1997; Sung *et al*., 2001). A study of VFR travellers in the United Kingdom reveal that income level influences the expenditure patterns of the holiday activity (Davies and Mangan, 1992). A study of inbound tourists in the US reveal that income level influences length of stay and transportation used to travel to the destination (Jang *et al*., 2003).

2.5.2.5 Choice of Accommodation and Expenditure Patterns

The type of accommodation used by VFR travellers is an important factor relating to the concept of VFR travel. Tourists might travel to a destination not as VFR travellers, but as holidaymakers, using paid accommodation (Moscardo *et al*., 2000; Backer, 2010). There is limited information on the accommodation choice of VFR tourists (Seaton and Palmer, 1997). Visiting Friends and Relatives (VFR) travellers may use a hotel which is termed 'not accommodated by friends and relatives' (NAFR) (Moscardo *et al*., 2000, 252; Backer, 2010, 336). Friends and Relatives of VFR travellers can provide their visitors with accommodation in their homes, which is referred to as being 'accommodated by friends and relatives' (AFR) (Moscardo *et al*., 2000; Backer, 2010).

The destination of VFR travellers' differs from a paid holiday as it is characterised by travellers staying with friends and relatives (Seaton and Palmer, 1997). Visiting Friends and Relatives (VFR) travellers in developed countries opt to stay with friends and relatives rather than in paid accommodation establishments (Darar and Ismail2016). Seaton and Palmer (1997) conducted research in the UK in which VFR travel was compared to other forms of travel. The results show that VFR travellers spend less than other tourists'. The majority of VFR tourists do not make use of paid accommodation thus showing that the VFR market is smaller in value than other form of tourists' (Seaton and Palmer, 1997). The results from a study conducted on business and VFR travellers to America show that business tourists spend more money on accommodation because on average they spend 19 nights whereas VFR travellers spend less money by staying with friends and relatives (Jang *et al*., 2003). 32% of these VFR travellers regard VFR travel as their main purpose for travel compared with 68% who are business tourists (Jang *et al.*, 2003). However, even though they may not spend much on accommodation, there are other activities in which VFR tourists spend on, such as travel, services, drinking/eating, shopping and entertainment (Seaton and Palmer, 1997). Visiting Friends and Relatives travellers' movement to certain destinations depends on the number of friends and relatives they are likely to have (Seaton and Palmer, 1997). This will influence the type of accommodation they are likely to use when they visit a destination. The more friends and relatives the less the chances of using paid accommodation and vice versa. In developing countries, the majority of VFR travellers opt to stay with their friends and relatives rather than using paid accommodation (Morrison *et al*., 2000b; Moscardo, 2001; Lehto *et al*., 2001; Pennington-Gray, 2003; Bischoff and Koenig-Lewis, 2007; Lockyer and Ryan, 2007; Backer, 2010).

In Sri Lanka immigrants return home for VFR, holiday or business purposes and stay with friends and relatives. It is argued that VFR travellers only used paid accommodation when they are outside their normal place of stay in the country (Gamage and King, 1999). 4% of VFR travellers in the UK use paid accommodation thus the rest opt to stay with friends and relatives. This supports the claim that it is difficult to have a concrete database of VFR travellers (Thu Huong *et al*., 1998; Morrison *et al*., 2000b; Backer, 2007; Backer, 2010). This shows that having friends and relatives as hosts at a destination is an important element for VFR travellers. Furthermore, Ramachandran (2006) argues that as a result of increased accommodation prices in hotels and other accommodation establishments travellers are opting to stay with their friends and relatives thus increasing their spending on shopping and entertainment. A paper by Marschall (2017a) reveals that VFR travellers who make use of paid accommodation avoid staying with family so that they can be more involved in various tourism activities and also learn more about different cultures, which is different from their day to day life.

2.5.3 Cognitive/Psychological Approaches to the Consumer Behaviour Theory

2.5.3.1 Motivation for Travel

When tourists decide to travel, there must be a motivation behind it and this applies to VFR travellers (Gitelson and Kerstetter, 1995; Murphy, *et al*, 2003; Ramachandran, 2006; Nicolau and Mas, 2006). Visiting Friends and Relatives travellers are considered to be travellers who are willing to travel longer distances as compared to other travellers (Yousuf and Backer, 2016). Travel motivation is the basis for tourism studies leading to tourism development (Pearce, 2005). It is important in tourism to understand what motivates tourists in making a decision to visit a particular place or destination (Pearce, 2005). Travel motivations are divided into two categories, namely: motivation as a sociological phenomenon (extrinsic motivation) and a psychological phenomenon (intrinsic motivation) (Sharpley, 2006). Motivation as a sociological phenomenon refers to the pressures arising from the individual's social and cultural environment; motivation as a psychological phenomenon refers to individual needs and desires (Sharpley, 2006). Migrants in a foreign land can influence their friends and relatives to visit them thus their motivation for travel is sociological. Muri and Sagesser (2003) argue that the influence of friends and relatives in the decision-making process plays a major role for VFR travellers to travel to a particular place.

Furthermore, word-of-mouth (WOM) communication can be used to motivate tourists to visit a particular destination (Ramachandran, 2006; Murphy *et al*., 2007). This method of

communication is effective when influencing VFR travellers to visit a particular destination. Murphy *et al*., (2007) conducted research in North Queensland Australia and demonstrated that word of mouth communication played a significant role in attracting VFR travellers to visit a particular destination. This was evidenced by their choice of accommodation and activities involved during the course of stay in which their host provided free accommodation for them, thus spending more on other activities (Murphy *et al*., 2007; Darar and Ismail2016).

Visiting Friends and Relatives travellers have unique characteristics in terms of their information search behaviour, trip planning, trip types, vacation activities, and spending patterns (Lehto, *et al*., 2001). Visiting Friends and Relatives travel can be as a result of self-motivation or it can be circumstantial, for example, people moving to a new environment in the quest for education, employment and lifestyle benefits (Pearce, 2012). Visiting Friends and Relatives (VFR) tourism can also be linked to one of the major motivations of travel-pleasure and business travel (Seetaram and Dwyer, 2009; Rogerson and Hoogendoorn, 2014; Rogerson, (2015). This might influence business travellers to visit, hence promoting tourism. Tourists who are involved in this form of tourism regard themselves as 'pleasure' or 'vacation tourists (Pennington- Gray, 2013; Griffin, 2014).

2.5.3.2 Purpose of Travel and Expenditure Patterns

There are various reasons why tourists choose to visit a particular destination. It is crucial to understand whether VFR travel is the main purpose of travel or just an activity that falls under the main purpose of travel (Ramachandran, 2006). The decision to travel for VFR purposes as a primary motive focuses on visiting friends, relatives or both (Bischoff and Koenig-Lewis, 2007; Lui and Ryan, 2011). Visiting Friends and Relatives travel as a secondary motive for travellers is complex in that one can attend a business meeting and at the same time visit friends and relatives (Ramachandran, 2006). The reason for the visit of the majority of regional tourists is mainly for shopping and visiting friends and relatives (Timothy, 1995; Timothy and Butler, 1995; Rogerson, 2011).

Research conducted on Chinese travel to the United States of America on VFR travellers shows that the spending patterns of these travellers concentrate on shopping activities (Jang *et al*., 2003). In Collins and Tisdell (2002) study on Australian outbound tourists, the results show that age group category was used to differentiate the purpose of travel of tourists. It is interesting to note that men's travel is predominately characterised by business and work-

related travel and women's travel is mainly leisure, holiday and VFR travel (Collins and Tisdell, 2002).

2.5.3.3 Length of Stay, Repeat of Visit and Expenditure Patterns

Length of stay is a significant factor when evaluating expenditure patterns since it assists in determining the tourism profits through the accommodation sector (Alegre and Pou, 2006). The effects of length of stay and travel patterns of tourists between their country of origin and place visited are important (Mok and Iverson 2000; Thrane and Forstad, 2011). The length of stay (duration of the trip) is based on the number of days and nights (Agarwal and Yochum, 1999; Alegre and Pou, 2006; Thrane and Forstad, 2011). It is argued that overnight tourists spend more than same day tourists' expenditure (Agarwal and Yochum, 1999; Lehto *et al*., 2011; Alegre and Pou 2006). The longer the stay, the more VFR travellers spend on activities and accommodation, hence contributing to the tourism expenditure. A study conducted in Northern Indiana travel in the US shows that socio-demographic factors, psychological factors and travel-related factors demonstrate that household income, length of stay, travel party size, number of adults and family contribute to the evaluation of expenditure patterns (Wang *et al*., 2006; Alegre and Pou, 2006).

When Lebanese immigrants travel for VFR purposes, they stay longer thus contributing to an increase in spending (Butler, 2003). One of the major differences between VFR trips and non-VFR trips is the duration of the trip. VFR travellers tend to stay longer than other travellers 14 plus nights and 7 nights respectively at a destination, thus double the length of trips of non-VFR travellers (Alegre and Pou, 2006). VFR travellers also tend to stay (twice as long) at a destination than leisure tourists (Jackson, 2003; Muri and Sagesser, 2003; Poel *et al*., 2004). Visiting Friends and Relatives travel is characterised by short-vacation or holiday. When these trips are added together at the end of the year, it contributes significantly to the tourism economy (Seaton and Palmer, 1997).

One of the goals of destination marketers is to provide an experience that influences the repeat of the visit of tourists (Waston and Roggenbuck, 1991). If more tourists repeat visits or influence first time visitors to visit again; it will contribute to an increase in the expenditure. Repeat visitors have a significant impact on a few destinations visited rather than first-time visitors (Oppermann, 1997). There is limited research on repeats of visits of tourists at a destination (Gitelson and Crompton, 1984). However, there is a relationship between the expenditure of tourists, first-time and repeat tourists which contributes to the success of a

destination (Seaton and Palmer, 1997; Agarwal and Yochum 1999; Jang *et al*., 2004). Furthermore, the level of experience and past experiences at a destination plays a crucial role in influencing repeat visitation as evident in a study conducted in Southern Appalachian on adventure tourists (Waston and Roggenbuck, 1991). There is a difference in spending patterns between first time visitors and repeat visitors; the former spends more than the latter (Oppermann, 1997; Jang *et al*., 2004). A study in New Zealand to gain insight on the visitation patterns of tourists, tourists who stay for a week or so spend more than other form of tourists' (Jang *et al*., 2004). In Japan, the behaviour of customers at a destination and repetition of the visits depends on their income levels which influences their spending patterns (Jang *et al*., 2004). Tourists who stay for a week or so spend more and the majority of them repeat visits in Japan (Jang *et al*., 2004, 339). A study conducted on the repeat of visits of tourists to Massachusetts shows that 62% of the respondents had previously visited the area before, thus showing the importance for repeat visits (Gitelson and Crompton, 1984).

The repetition of visits and off-season visits of VFR travellers contribute towards tourism spending during their stay at a destination. For example, in the UK (1989 and 1993), the contribution of VFR travel to annual tourism spending (approximately 54.8 million trips) contributed to an expenditure of £5.95 billion thus showing a huge contribution to the tourism economy (Seaton and Palmer, 1997). However, MacFarlane and Boxall (1998) argue that besides past experience, social influence (friends and relatives) might influence the repeat of visit of tourists.

2.5.4 Economic Man Approach to the Consumer Behaviour Theory

2.5.4.1 <u>Other Variables (Food; Gifts and other goods; Entertainment Expenditure Pattern)</u>

The total expenditures of VFR travellers are usually drawn from food and beverages, lodging, entertainment souvenirs and transport (Lehto *et al*., 2001). A study of Australian tourists reveal that they spend their money on food, gambling and wineries (Wang and Davidson, 2010). International VFR travellers to the US show the relationship of VFR total expenditure and spending on individual bases (Lehto *et al*., 2001). Tourists in Japan spends much more money on accommodation; 10% -15% on food and entertainment respectively (Jang *et al*., 2004). It is argued that VFR travel contributed 13% towards tourism development in the UK in 1995 (Seaton and Palmer, 1997) and 16% in Australia in the period between 1885 and 1995 (Mules, 1998). Research conducted on leisure tourists in Norway show that VFR travelling was the main reason for travel. Cars were used as mode of transport (Thrane and Farstad, 2011).

2.5.4.1 The benefits of Remittances

Migration has benefits, especially in the country where the immigrants originate; in both developing and developed countries (Wong, 2006; Acosta, 2008). The main benefit of migration is remittances, which is the money sent from the country of employment to the country of origin (Russell, 1986; Boyd, 1989; Asiedu, 2005; Asiedu, 2008). Visiting Friends and Relatives (VFR) travel contributes to the economic benefits through foreign exchange earnings, local revenue mobilisation, and the multiplier effect of tourism expenditure. (Asiedu, 2008). These remittances can be used for educational purposes, provision of food, investments in land and to start businesses (Boyd, 1989; Asiedu, 2005; Asiedu, 2008). Sending remittances back home serves as a purpose to show that there are opportunities that will influence migration flow in the future (Boyd, 1989). The contributions of VFR travel on migrant-generating countries include "financial remittances, technology and skills transfer, material and equipment donations" (Asiedu, 2005, 1). These remittances also contribute to the development of the countries through the governments' plans towards development in countries such as Ghana (Asiedu, 2005). For example, Ghanaian women in Toronto work hard so that they will be able to send money home to start businesses and the development of households purposes (Wong, 2006). A study conducted in the Armenia household on the flows of remittances show that remittances are used for education purposes, investment in small business, accumulation of cash, health; invest in housing and land and consumption of durable purchases amongst others (Roberts and Banaian, 2005). A study conducted in Egypt, Morocco and Turkey showed remittance sent to these countries have a positive impact on household development (van Dalen *et al*., 2005). The benefits of remittances are that they contribute to the reduction of poverty in developing countries (Acosta, 2008). Remittances can be transferred back to the country of origin through VFR travellers.

2.6 Knowledge Gap

The concept of Visiting Friends and Relatives travel was neglected and underestimated over the past two decades (Morrison et al., 1995; Seaton and Palmer, 2007). After 1995, VFR travel was viewed in a positive light (Backer, 1997). Compiling VFR data is problematic since the travellers would stay with friends and relatives and few stayed in commercial accommodation (Moscardo *et al.*, 2000). Therefore, it is crucial to conduct research on small communities in order to attain the correct data on VFR travellers. This study will assist in providing data of this nature.

The literature reveals that VFR travel is mainly practised in developed countries: Australia, New Zealand, the United Kingdom, the United States of America, and Japan (Cohen and Harris, 1998; Morrison et al., 2000a; Pennington-Gray, 2003; Lehto et al., 2001; Griffin, 2013; Barnet et al., 2014). However, there is a dearth of literature which addresses VFR travel in developing countries. Thus, this research is crucial since it will be the starting point of promoting international VFR travel in Southern Africa. Currently the development of VFR travel in South Africa focuses attention on domestic rather than on international VFR travel (South African Tourism, Strategic Research Unit 2013). In terms of expenditure patterns, the case studies discussed above only make reference to developed countries which clearly shows little attention to developing countries. Therefore, this study serves to address this gap through evaluating the expenditure pattern of Zimbabweans travelling to and from South Africa for Visiting Friends and Relatives purpose. The study will discuss both travel-related and socio-demographic factors.

The theory of consumer behaviour can also be linked to studies which relate to the expenditure of tourists visiting a destination. The study conducted on tourism expenditure pattern reveals that the decision to travel is determined by the customer behaviour, which is related to the socio-demographic, and travel related factors (Peerapatdit, 2004). Therefore, applying the consumer behaviour theory to this study, has assisted in identifying the gap in the literature and also in exploring the expenditure patterns of VFR travellers by utilising various approaches linked to the consumer behaviour theory. The theory and the literature review discussed in this chapter will form the basis of the methodology, data analysis and the overall conclusion of the study.

CHAPTER 3: METHODOLOGY AND STUDY SITE

3.1 Introduction

This chapter outlines the research philosophy, the research site and methodology of the study. The methodology is a technique that is used to discover the knowledge of the issue at hand through data collection and interpretation (Sobh and Perry, 2006). The first section discusses the research philosophy, research sites and the reason for the choices. The research philosophy will assist in understanding the theoretical position in which the study was conducted. The second section outlines the method used to conduct the research. It includes the literature on the research technique used, the discussion on the research design and research instruments used. Critical issues on how the respondents were identified (sampling technique), interview structure, and data collection and how the analysis was done, are discussed. To conclude this chapter, ethical considerations and limitations of the study are outlined.

Social scientists have faced many challenges with researching VFR travel and expenditure patterns, especially in the Sub-Saharan region, little attention has been given to the concept. Due to limited research on tourism and migration which is further linked to the concept of VFR travel and expenditure patterns in developing countries, finding a suitable theoretical framework and methodological approach has been a challenge (Visser, 2003). There is a lack of data on the expenditure patterns of Zimbabweans VFR travellers travelling to and from South Africa. Therefore, a quantitative technique is applied in order to explore and understand the expenditure patterns of VFR travellers to and from South Africa. This study will use a quantitative method and framework based on customer behaviour theory to answer the research questions of the study. The following sections discuss the philosophical position of the researcher, study site and the methodological consideration of the study.

3.2 Research Philosophy and Positionality

The epistemological position encompasses the interrelationship between the researcher and methodology used to conduct the research (Gray, 2004). A realism approach was used to support this study. Realism theory also refers to the real features of the world/universe (Berger and Luckman, 1967; Sobh and Perry, 2006; Gray, 2004). This approach allows individuals to view the world as it is, implying that our knowledge and world views are subjective (Sobh and Perry, 2006; Gray, 2004). The realism approach argues that every individual has a way of understanding or viewing their surroundings (Easton, 2009). Moreover, the knowledge derived from the process of discovering the realism theory are already known (Gray, 2004). A realism approach formulates research questions and objectives that assist the research in identifying

the key interest of the study (Easton, 2009). The realism approach can also be linked to interpretive theory, which encompasses human activities in the study and is socially constructed (Carson *et al*., 2001; Easton, 2009). A realism approach is divided into in three epistemologies namely: naïve, scientific and critical. A critical realistic approach will be used in this study, which allows an individual to perceive the world as it is and it is based on individual beliefs and expectations (Easton, 2009; Gray, 2004). Critical realism is detailed and easy to demonstrate despite any situation and irrespective of the number of research elements involved (Easton, 2009).

3.3 Study Site/ Description of research sites

Figure 1 in the introductory chapter of this research shows the link between VFR travellers travelling to and from South Africa and their preferred destination either in Zimbabwe of South Africa. The study focuses on Zimbabwean VFR travellers travelling to and from Gauteng. Therefore, the data collection was done in the Gauteng Province. The research sites for this study are in two major cities, Johannesburg and Pretoria. The research was conducted at two bus stations: Johannesburg Park Station (26.1972° S, 28.0419° E); and Pretoria Bosman Station (25°45'29"S, 28°11'21" E). These are the main stations in Gauteng that Zimbabweans use when they arrive/depart in/from South Africa (Government Gazette, 2015). Johannesburg as a city is considered to be the heart of South Africa accommodating tourists travelling for business and leisure tourism including VFR travellers (Rogerson and Rogerson, 2016; Rogerson, 2017). The Johannesburg Park station is considered to be one of the biggest bus and train stations in South Africa, which is utilised by both international and domestic travellers (Government Gazette, 2015). The researcher used Johannesburg Park Station and Pretoria Bosman Station because these stations are both points of entry and departure for Zimbabweans travelling to and from South Africa. The map (see Figure 2) shows the exact points of the two locations where the researcher found respondents as possible interviewees. On the same map, the areas which the researcher collected additional data are also highlighted to show their proximity from the two main stations in Gauteng. Johannesburg Park Station and the Pretoria Bosman Station are connected by the N1 road, which is a major road in South Africa used by Zimbabweans travelling to and from South Africa.

Map of the Study Area

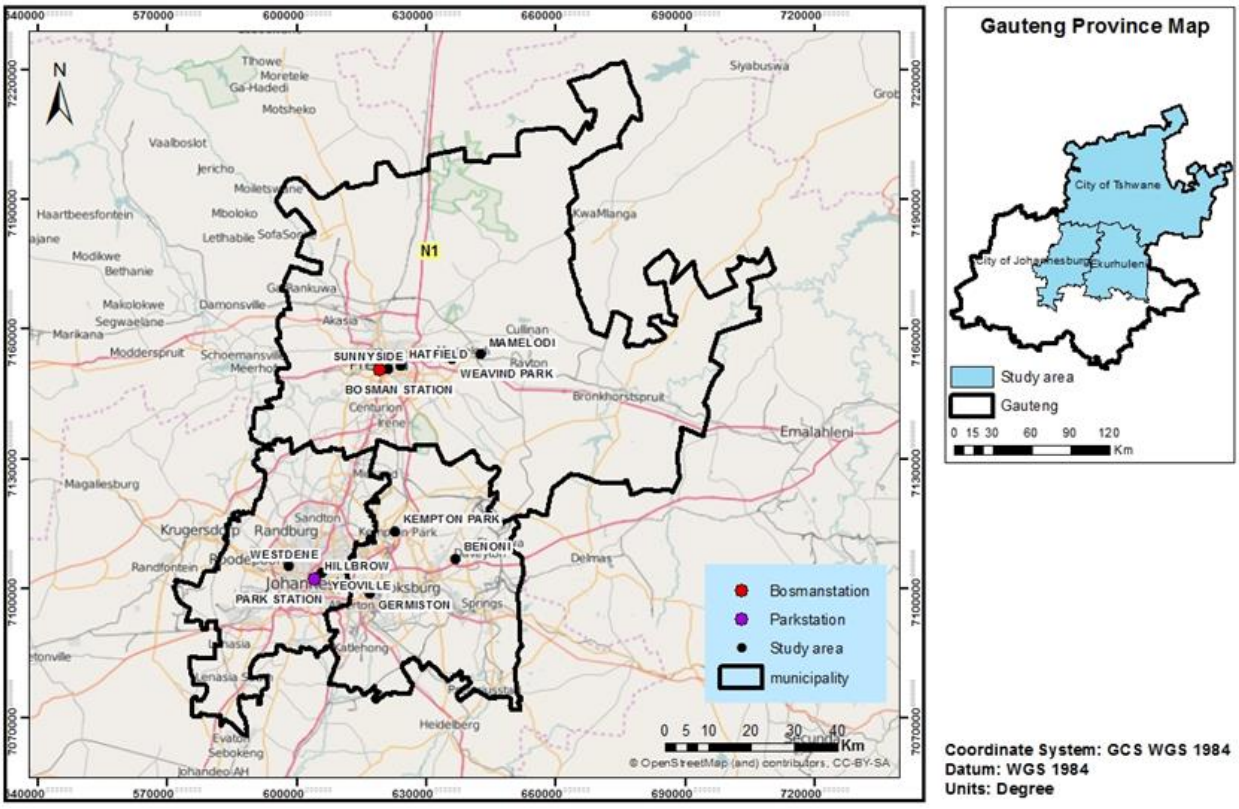


Figure 2: Map showing Park Station and Bosman Station and the study areas within the Gauteng Province

It is difficult to estimate the exact numbers of Zimbabweans in South Africa since Zimbabweans have both legal and illegal documentation (Chereni, 2014). Statistics South Africa (2013) reveals that 3.3% of the total population of South Africa are immigrants. In South Africa, a census is conducted every five years; therefore, there is speculation as to the exact number of Zimbabweans. However, the exact number of Zimbabweans in South Africa has increased since the 2011 census to an estimate of between 2, 5 million and 3 million (South African Immigration, 2015). Visiting Friends and Relatives travellers from South Africa mainly visit the major cities and the surrounding areas in Zimbabwe (see Figure 1). In the Gauteng Province 46% of the immigrants are Zimbabweans (Chereni, 2014) which make it feasible for the study to be conducted in this province.

3.4 Methodology

3.4.1 Background Information of Methods Used

This study is mainly quantitative with qualitative elements. A quantitative method is defined as "explaining phenomena by collecting numeric data that are analysed using mathematically

based methods (in particular statistics)" (Muijs, 2011, 1). It is vital to understand how quantitative research design works in order to acquire accurate and reliable answers based on the type of methods used. Furthermore, quantitative research design is divided into two types, namely experimental designs and non-experimental designs. The experimental design uses scientific methods, hence follows a specific pattern, tested under certain conditions to demonstrate something and is used to examine the strength of a hypothesis (Muijs, 2011). The non-experimental design does not have a specific parameter and the researcher can proceed without any boundaries and can be used in social sciences (Muijs, 2011). Therefore, I choose the non-experimental research design. The advantages of non-experimental design include that it provides the researcher with a broad range of answers and assists in analysis of the data, it is helpful when studying a larger number of people, variables can be analysed in detail and used to test a hypothesis (Thomas, 2003; Burns and Burns, 2008). All aspects of a study are carefully designed before the data is collected. The disadvantages include: a large sample is needed, the process of analysis is complex and the study is probably expensive and time-consuming (Burns and Burns, 2008). The information derived from quantitative research provides the researcher with an opportunity to dig deeper into the research and provides meaning to the study (Creswell, 2003; Burns and Burns, 2008).

I used close-ended quantitative survey questions (tick the correct or appropriate box), which were distributed to Zimbabweans travelling to and from South Africa at Johannesburg Park Station and Bosman Station in Pretoria for completion. It is argued that "a survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population" (Creswell, 2003, 153). Surveys involve gathering information that corresponds to a specific target population and the findings were based on the information provided (Thomas, 2003). The advantages of surveys are that the sample can be used on a large population. If the respondents misunderstand the question they might ask for assistance from the researcher. The disadvantages of surveys are possible bias from the respondents and the respondents can answer the questions incorrectly. Surveys can also fail to provide qualitative options on the specific subject because of the nature of the question which can be costly in terms of time and money (Thomas, 2003). After data collection, the researcher will take the responses from the questionnaire and analyse them taking into account the objectives of the study (Sobh and Perry, 2006; Easton, 2009).

3.4.2 Finding research participants

The researcher also used convenience sampling at the stations and the surrounding areas. Convenience sampling is a non-probability sampling technique where participants are selected because of their accessibility and proximity to the researcher and study site (Heckathorn, 2011). Convenience sampling was applied so that the information can be collected from the respondents who were readily available at the study site and willing to respond and participate in the study. The advantages of convenience sampling are that it saves money and is the simplest form of sampling. The disadvantage is that there is a possibility of bias when choosing the respondents (Ellison *et al*., 2009). Convenience sampling was mainly used at the Johannesburg Park Station and Pretoria Bosman stations. I approached participants waiting to board the bus to Zimbabwe and would ask for permission to fill in the questionnaire.

A snowballing or chain referral technique was also used to collect data. Snowballing refers to the process when people (respondents) direct you to certain additional individuals or places to collect information which contribute to the study (Biernacki and Waldorf, 1981; Neuman, 2000). Through a snowballing technique, I was advised to visit areas such as Yeoville, Hillbrow, Berea, Kempton Park, Germiston, Florida, Westdene, Benoni, Weavind Park, Mamelodi, Gezina, Hatfield and Sunnyside where most Zimbabweans reside to conduct interviews (see Figure 2). The majority of Zimbabweans stay in these areas. In these areas, the researcher accessed the respondents by applying the following snowballing avenues:

1. A direct encounter with fellow Zimbabweans (colleagues, friends and relatives).
2. Asking respondents at Pretoria Bosman and Johannesburg Park Station.
3. The door to door approach in the areas identified above in an attempt to reach the sampling size of this research.

The researcher collected a substantial amount of data by applying the snowballing technique and this technique revealed a network of Zimbabweans across the Gauteng Province. The data was collected after the visit, therefore, I targeted VFR travellers **from** South Africa when they arrive at the bus station whilst VFR travellers **to** South Africa were approached whilst they were waiting to depart at the bus station.

3.4.3 Questionnaire Structure

In order to investigate the expenditure patterns of Zimbabwean VFR travellers to and from South Africa and the contribution of VFR travel to individual households in Zimbabwe, I distributed the questionnaires at the Johannesburg Park Station and Pretoria Bosman Station.

The questionnaire was divided into four sections (see Appendix 1 and 2). The questionnaires consist of questions about the expenditure patterns of Zimbabwean VFR tourists travelling to and from South Africa. A total of 200 questionnaires was distributed; 100 for Zimbabwean VFR respondents to South Africa and 100 for Zimbabwean VFR respondents from South Africa after visiting Zimbabwe and South Africa. From the 200 questionnaires collected 180 of them were completed by the respondents. The intention was to gather as much information as possible however, some questionnaires were incomplete and were not used in the study.

The first part of the questionnaire asked questions which relate to the demographics of Zimbabweans travelling to and from South Africa for visiting friends and relatives purposes. The following was considered:

1. Age
2. Education level
3. Employment and occupational status
4. Household income and
5. Place of stay

These variables were included because they form the socio-demographic characteristics of VFR travellers. The age of the respondent was important because it gives an idea as to which age group participates more in VFR travel as compared with other age group categories. Understanding the education level of respondents will assists in determining the employment and occupation status of VFR travellers. The employment status of VFR travellers enables them to earn an income, which VFR travellers use to travel and spend at a destination. The place of stay of Zimbabweans in South Africa is crucial because it will assist to accommodate VFR travellers to South Africa. These variables are important because they contribute to the expenditure of VFR travellers on a destination in terms of how and why they are spending on particular items.

The second section of the questionnaire has questions, which relate to their spending patterns while the respondents are visiting their friends and relatives. The questionnaire included questions which relate to the purpose of travel; type of accommodation used; activities VFR travellers were involved in; what made VFR travellers to travel (influences) and length of stay. These questions comprised travel-related questions which contribute to the expenditure patterns of VFR travellers. Therefore, asking these questions assisted in understanding the factors which lead to the spending patterns of VFR travellers. Having friends and relatives at

a destination will serve as accommodation. This is the reason why it is important to ask the type of accommodation VFR travellers used. This will also influence the length of stay (Jang *et al*., 2003; Seaton and Palmer, 1997).

The third section of the questionnaire has questions which relate to the actual expenditure at a destination. Questions relating to the amount of money spent on transport, food and beverages (groceries), gifts and other goods (clothes and furniture), entertainment and monetary remittances were asked. These questions were asked specifically to understand the spending pattern of VFR travellers moving to and from South Africa. The questions also assisted in answering the first two research questions and objectives of the study.

The last section consisted of questions which relate to possible the benefit directed back to individual households in Zimbabwe through VFR travel. These questions assisted in answering the last research question of the study.

The questionnaire was specific and simplified so as to help the respondents to assure prompt responses quickly and to get straight to the point. In order to overcome these limitations, the researcher, through the information sheet, pointed out that the respondents should be as honest as possible when answering the questions.

3.4.4 Data Collection Process

Applying the convenient sampling technique, some potential respondents were found at the Johannesburg Park Station and Pretoria Bosman Station. Since the research is conducted at the bus station, it is important for the researcher to have information on what time the buses arrive so that the respondents will have enough time to complete the questionnaires (at least one hour before they depart to their respective areas). Approximately 30-40 buses arrive/depart at these stations between 06:00am to 20:00pm every day. Therefore, I managed to gather much data during the day. I went to the Johannesburg Park Station and Pretoria Bosman station three days per week on Friday, Saturday and Sunday. For VFR travellers **to** South Africa, I could interviews five respondents so in every third bus. I could not manage to interview every person coming out of the bus therefore, I would first ask for permission from the respondents. For VFR travellers **from** South Africa travelling to Zimbabwe, I would go inside the station and I would approach every 5th person seated or failing that any other person who was willing to participate in the study. Table 3 show the distribution of responses per study area.

Table 1: The distribution and numbers of respondents

	VFR Travellers from SA	VFR Travellers to SA
Johannesburg Park Station	31	70
Pretoria Bosman Station	29	30
Surrounding Areas	40	0
Total	100	100

The data was collected over a period of four months; from September to December 2015. These months were chosen specifically because the majority of VFR travellers to and from South Africa travel during this period especially in December for the Christmas holidays. The time was appropriate The interviews were collected after travelling for VFR purposes, therefore is was the duty of the researcher to ask the respondents at the Johannesburg Park Station and Pretoria Bosman Station if they were arriving/departing to/from Zimbabwe to visit friends and relatives. The interviews collected in the surrounding areas targeted mainly VFR travellers **from** South Africa and investigated how much they spend when they visit Zimbabwe. This method was applied because there were a limited number of Zimbabweans arriving from Zimbabwe especially in September, October and November. The questionnaire was specific and simplified so as to help the respondents to assure prompt responses quickly and to get straight to the point. In order to overcome these limitations, the researcher, through the information sheet, pointed out that the respondents should be as honest as possible when answering the questions.

At each site, I approached the respondents and explained the purpose of the research and distributed the participant information sheet (see Appendix 3). It was my duty to inform the respondents to answer the questions based on their own understanding and to stress that their identity would be anonymous. I distributed the questionnaires both in buses and in the surrounding areas.

Respondents who needed to be assisted with regard to specific questions were helped by the researcher. Completion of the questionnaire took approximately 15-20minutes of the respondents' time. I also ticked the answers for the respondents in order to speed up the process

or if they were in a hurry to leave the stations. Lastly, I collected the answered questionnaires from the respondents. The questionnaires collected at Park Station and Bosman Station were mostly for respondents who were travelling to and from South Africa to visit friends and relatives. After these respondents filled in the questionnaire, I asked them to assist me in finding more suitable respondents and they directed me to other areas in Gauteng (see Figure 2). In most cases, their relatives who stay here in South Africa would have accompanied them to the station, which made it easier for me to be linked with various respondents around Gauteng. The questionnaires collected in areas surrounding the stations were mostly from Zimbabweans who stay in South Africa who were likely to visit Zimbabwe for visit friends and relatives purposes. This was done so that the researcher would also find out how much they spend after visiting their friends and relatives in Zimbabwe. Convenience sampling was mainly convenient for the researcher as a result of being familiar with the study area; it is easy to access and in this case the researcher is familiar with Zimbabwean languages (Shona and Ndebele). From the 200 questionnaires collected, I managed to analyse 180 questionnaires. Twenty of the questionnaires were incomplete and therefore were discarded.

3.4.5 Data Analysis and Interpretation

The Statistical Package for the Social Sciences (SPSS) was used to analyse the expenditure patterns of Zimbabweans travelling to and from South Africa for VFR purposes. SPSS is a program which assists the researcher to read the data, analyse it and produce a file of results (Foster, 1998; Landau and Everitt, 2004). On SPSS, there are two windows, namely, data view on which the data imported from the spreadsheet will be viewed. In the variable view, the researcher will give a name/label the numbers so that when analysing SPSS will recognise them (Landau and Everitt, 2004). From there, the researcher will start to analyse the data, which will be shown in the data view window. The advantages of using SPSS are that it saves time when the data is entered into Excel spreadsheet. The disadvantages are that respondents can submit more than one questionnaire, which results in bias due to a generalised sample. There are issues of data storage and the information can be deleted, and it is expensive (Gupta and Gupta, 2001; Burns and Burns, 2008). After the data was collected using the survey questionnaires, open-ended themes were coded and categorised into new themes and closed-ended questions were imported into an Excel spreadsheet. The data from Excel was then imported into SPSS and analysed.

The analytical tool I used for the data analysis in SPSS was descriptive statistics (frequency, percentage, pie charts and graphs). Descriptive analysis is used to gain a better understanding

of the collected data (Carver and Nash, 2012; Burns and Burns, 2008). The analysis of the data includes dependent and independent variables. The description of data from SPSS can be done through the use of graphs such as histograms, bar graphs and line graphs depending on which will be appropriate to present the variables. This data is interpreted through generating the frequency distribution and custom tables which normally represent multiple response questions (Landau and Everitt, 2004; Greasley, 2008; Carver and Nash, 2012). Through SPSS, I managed to create continuous data from the respondents which represent the distribution of spending patterns of the respondents. Frequencies of variances were discussed as part of descriptive statistics, which shows the number of occurrences and calculates measures of central tendencies such as mean, median and mode amongst others.

In this study, the interpretation of the results was divided into four main themes. The first theme discussed is the general profile of the respondents. The other three themes followed the approaches to the consumer behaviour theory: cognitive approach, behavioural approach and the economic man approach. Therefore, the data and analysis sections will be using the theoretical content analysis approach for the interpretation of the data. Under each theme, there are sub-themes which are discussed in relation to the theoretical framework of the study. The first theme of the behavioural approach is discussed where the sub-themes are the socio-demographic and travel related factors which influence travellers, which were discussed namely: age; education level; employment and occupation; place of stay; activities at a destination and choice of accommodation. These variables are tabulated to enhance understanding the characteristic of VFR travellers to and from South Africa. The second theme is the cognitive approach in which sub-themes such as the influence of the visit, the purpose of visit, length of stay and repeat of the visit was discussed. The last theme discussed in the results and discussion section is the economic-man approach, in which variables, namely: household income; travel costs; food and beverage costs; gifts and other goods costs; entertainment costs; financial remittance; the value of goods and services and use of remittances is elucidated. The last theme also highlighted the actual spending of VFR travellers at a destination.

Under each sub-theme, the results are interpreted and discussed. In the comparison sections, the findings are also linked to the literature and theory discussed in Chapter 2.

3.5 Limitations

I faced limitations during the collection of data. Respondents were not always willing to participate. This was one of the major limitations because of time constraints. A large sample

size (200) assisted in overcoming this limitation and also the use of convenience sampling in identifying the respondents. Furthermore, fear of xenophobia may have hindered people from participating. Due to the recent xenophobic attacks, the majority of Zimbabweans were not comfortable with being asked questions in public areas. Another limitation was a lack of understanding of the questions asked due to literacy and language issues. To overcome this limitation, I had to act as an interpreter in such a way that I would explain the question and the respondents would write the answer or I would write the answer on their behalf. This was also done in order to speed up the process and complete the questions before the respondents left the stations. The majority of the respondents asked the researcher to explain the question; however some respondents left questionnaires with blank spaces. The issue of time was also a problem, especially at the bus station during data collection, which is the reason why the researcher used convenience sampling. In most cases the respondents struggle to finish completing the questionnaire because the buses were ready to depart and I had to assist them in completing the questionnaires.

3.6 Ethical Considerations

Gaining consent from respondents to conduct research is important to ensure that respondents agree to take part in the study. The respondents were not regarded as vulnerable and permission to proceed was granted by the University Ethics Committee (H15/07/10) (see Appendix 4). The researcher should explain if there is a danger in participating. In this study, there is no harm which is likely to affect the respondents. The issue of confidentiality and anonymity was stressed since respondents might not wish their identity to be known (Burns and Burns, 2008). Deception should be avoided and the reason for participation was explained to the respondents. The questionnaire contained information on top of the first page and also on the participant information sheet, so that they could quickly read through it and decide whether to proceed or to withdraw. I explained that there was no reward for participating and that the participants had the right to withdraw if they found the questions unacceptable.

3.7 Conclusion

The potential exists to understand the expenditure patterns of Zimbabwean VFR travellers travelling to and from South Africa. The data was collected at Johannesburg Park Station, Pretoria Bosman Station and surrounding areas which were recommended by the respondents to the researcher through convenience sampling and the snowballing technique. The researcher distributed 200 questionnaires targeting Zimbabweans already at the study area and were willing to respond travelling to and from South Africa and only 180 were used for analysis

purposes. Furthermore, the researcher through snowballing techniques also interviewed respondents in areas close to the stations in order to reach the sampling size. After the data was collected, the researcher used SPSS to analyse the descriptive quantitative data. This study was conducted in order to understand the perceptions of VFR travellers on their expenditure when they travel to and from South Africa for VFR purposes and the contribution of the expenditure to individual households. The results were discussed and interpreted using a framework of the consumer theory.

The following Chapter (Chapter 4) will present the empirical findings and the discussion of results gathered from the questionnaires.

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Introduction

This chapter evaluates the expenditure patterns of Zimbabweans travelling to and from South Africa for the purpose of visiting friends and relatives. The chapter also discusses the contribution of VFR travellers to individual households through remittances. A remittance is money sent back home from the country of employment to the country of origin (Russell, 1986; Boyd, 1989; Asiedu, 2005; Asiedu, 2008). In this study, remittances can be described as money or goods sent or brought to Zimbabwe, for example, food and beverages (groceries), gifts and other goods (clothes and furniture) (see Table 4). The information from 200 questionnaires was used to analyse the data. The results and discussion in this chapter will be linked to consumer behaviour theory. Consumer behaviour theory states that the goods and services purchased are determined by various elements such as the customer profile, preferences, taste and prices of goods purchased. These determinants influence the customer's decision-making process. The goods and services consumed must be able to satisfy the customer's needs and wants. The three approaches of the consumer behaviour theory: cognitive/psychological; behavioural and economic-man approaches will be used to present and analyse the data.

The results section is based on the comparative study of Zimbabweans travelling to and from South Africa for VFR purposes. Furthermore, it includes a descriptive analysis of the respondents and graphs and custom tables (tables that represent multiple response questions which are described using bar graphs). These results are discussed and linked in the context of developing countries in relation to the global phenomenon of VFR travel (Morrison and O'Leary, 1995; Timothy, 1995; Gamage and King, 1999; Moscardo *et al*., 2000; William and Hall, 2000; Butler, 2003; Asiedu, 2005; Boyd, 2005; Alegre and Pou, 2006; Ramachandran, 2006: Wang *et al*., 2006; Wong, 2006; Bischoff and Koenig-Lewis, 2007; Lockyer and Ryan, 2007; Seaton and Palmer, 1997; Asiedu, 2008; Seetaram and Dwyer, 2009; Crush and Tevera, 2010; Pearce, 2012; Pennington- Gray, 2013; Rogerson and Hoogendoorn, 2014; Griffin, 2014; Palovic *et al*, 2014; Rogerson, 2015a; Rogerson, 2015b; Rogerson, 2015c). The pattern of results in this study is similar to studies conducted on VFR travel on a global level. However, there are unique elements that are relevant to this study only, which are highlighted and may contribute to future studies on VFR travel in promoting regional tourism in the sub-Saharan region.

4.2 Behavioural Factors Approaches to the Customer Behaviour Theory: The Link to VFR Travel

When selecting the study sample size, variables such as age, education level, employment status and occupation, household income and place of stay were taken into consideration. These socio-demographic variables affect VFR travellers in making decisions to travel, thus influencing VFR travellers' expenditure patterns at a destination. These variables represent some of the characteristics of VFR travellers. These characteristics are shown in Table 3 below and are discussed below:

Table 2: Socio-demographic characteristics of VFR travellers to and from South Africa (in percentages).

Age	**18-30 years**	**31-40 years**	**41-50 years**	**51-60 years**	**Above 60**
SA-ZW	48	27	18	6	1
ZW-SA	40	36	15	6	3

Education Level	**None**	**Primary**	**High**	**Diploma**	**Degree**	**Honours**	**Masters and PhD**
SA to ZW	0	1	12	18	28	31	10
ZW to SA	2	5	16	34	29	9	5

Employment status	**YES**	**NO**
SA to ZW	78	28
ZW to SA	72	22

Job Description	**Industrial**	**Retail**	**Banking**	**Self-Employed**	**Academic**	**Student**	**None**
SA to ZW	15	12	12	15	18	14	16
ZW to SA	30	31	5	5	7	10	12

Income	**≤ R2 000**	**R2 001- R5 000**	**R5 001- R10 000**	**R10 001- R25 000**	**R25 001- R50 000**	**Above R50 000**
SA to ZW	14	13	21	24	20	8
ZW to SA	10	20	29	19	20	2

Permanent Residency	**Zimbabwe**	**South Africa**
SA to ZW	25	75
ZW to SA	84	16

4.2.1 Age Group

Visiting Friends and Relatives travellers between 18-30-years are the most active age group in the context of VFR travellers when compared with other age groups. The 18-30 year olds are travelling more because of their employment status and are considered to be more active as compared with other age groups. This links to the findings in section 4.2.3 (see Table 2) where 72% of the total respondents of VFR travellers **from** South Africa and 78% of the total respondents of VFR travellers **to** South Africa are employed. This observation mirrors that of Seaton and Palmer (1997) who argue VFR travellers between the ages of fifteen to thirty-four constitute about 60% of VFR travel in the United Kingdom. 1% of the total respondents of VFR travellers **from** South Africa are above 65 years old and travel the least of VFR travellers (see Table 2). Seaton and Palmer (1997) also argue that the age group above 65 participates in VFR travel, but based on this study the age group above 65 does not appear to participate effectively in VFR travel. The age group above 65 years old travel less probably because of age and a few might be travelling for relaxation purposes. The US Department of Labour Bureau of Labour Statistics (2002) reported that in 2000 the age group above 65 years spent more money than the age group below 25 years at a destination. The observation by the US Department of Labour Bureau of Labour Statistics (2002) is opposite of the results of this study which found; the age group between 18-30 years to be the highest spenders.

The age groups of VFR form part of the socio-demographic factors, which influence expenditures (Cai, 1999; Mok and Iverson 2000; Perez and Sampol, 2000; Sung *et al*., 2001; Soteriades and Arvanitis, 2006; Wang *et al*., 2006). The results show that age group plays an important role in the concept of VFR travel. The age group of VFR travellers determines the behaviour of customers' decision to spend at a destination.

4.2.2 The Education level

Zimbabweans travelling to and from South Africa are most likely to travel because of their level of education. Table 2 shows that VFR travellers who are more educated, are more likely to travel than the less educated ones. It is evident from the table that both groups of VFR travellers to and from South Africa who travel often are either in the process of completing their tertiary education or have already completed tertiary education. Their education level enables them to travel because when one is educated, one is enabled to get a job which enables one to have money to travel (see section 4.2.3). Visiting Friends and Relatives travellers **from** South Africa are more educated than VFR travellers **to** South Africa. This is the case because a number of Zimbabweans have migrated to South Africa for educational purposes (not

dismissing the fact that in Zimbabwe there are also universities and colleges). This finding is supported by Dardis (1981) who of the view that the more educated one is, the more one is likely to spend at a destination.

4.2.3 Employment Status and Job Description

Table 2 shows that both VFR travellers to and from South Africa have a high employment rate which enables them to travel to and from South Africa for VFR purposes. Visiting Friends and Relatives (VFR) travellers, travelling **from** South Africa constitute 72% of the total respondents of VFR travellers in the sample. 78% of the total respondents of VFR travellers **to** South Africa are employed. Employment status is crucial in discussing the expenditure of VFR travellers at a destination and it links to income (see Figure 4.2.4). The percentages of VFR travellers **to** South Africa is relatively low, this is probably because there are a wider variety of job opportunities in South Africa as compared with Zimbabwe. However, the case is different with VFR travellers **to** South Africa, the majority of travellers are either in the industrial sector (30%) and retail/sales (31%) which are the highest percentages as compared to VFR travellers **from** South Africa. It is interesting to note that 16% of the total respondents of VFR travellers are from South Africa and 12% of the total respondents of VFR travellers are unemployed but participating in VFR travelling. This is possible because their visit can be influenced by friends and relatives in Zimbabwe and South Africa funding their travel and meeting all the expenses during the course of their stay.

The findings in this section can be linked to the literature. Socio-demographic factors (employment and occupation status) are crucial when discussing the characteristic of VFR travellers and contributes to the expenditure of VFR travellers (Cai, 1999; Mok and Iverson 2000; Perez and Sampol, 2000; Sung *et al*., 2001; Soteriades and Arvanitis, 2006; Wang *et al*., 2006). There is a relationship between employment status, and the level of spending as the occupation status (job description) rises so does the expenditure on recreational activities. Based on the job description of VFR travellers, it is evident that there are more travellers in the manufacturing and retail/sales sectors **to** South Africa compared with travellers **from** South Africa. Occupation affects an individual's to travel (see Table 2). Visiting Friends and Relatives travellers to and from South Africa might take a holiday. Sung *et al*. (2001) and Jang *et al*. (2004) are also of the view that holidays and work leave are an important factor which enables VFR travellers to travel.

4.2.4 Household income

Visiting Friends and Relatives (VFR) travellers travelling **from** South Africa have a higher income than VFR travellers **to** South Africa (see Table 2). This is probably as a result of more employment opportunities in South Africa than in Zimbabwe, which allows travellers to have a greater disposable income to travel. Income level is an important factor for VFR travellers which is also evident in the literature. A study conducted on the Japanese tourists to the USA showed that the higher the income the more tourists' travel and spend at a destination. Income is used to determine the food expenditure on VFR travel at a destination (Jang *et al*., 2004). Furthermore, Cai (1998) showed that household income determines the food expenditure at a destination. The household income of VFR travellers assists them to make decisions to travel. In a study conducted in Northern Indiana which household income was shown to play a significant role for individuals to make decisions to travel (Wang *et al*., 2006; Alegre and Pou, 2006). If VFR travellers have disposable income it means that they will have more money to spend on a destination, which includes visiting friends and relatives. Based on the results, VFR travellers to and from South Africa are able to travel because of their disposable income.

4.2.5 Permanent Residency of VFR Travellers

Second homes in the context of this study refer to places where immigrants reside after they have migrated to foreign countries. In this study, place of stay is referred to a permanent place where VFR travellers are residing at the moment they are either in South Africa or Zimbabwe. Table 3 shows that the majority of Zimbabwean VFR travellers stay either in South Africa or Zimbabwe and there is only a slight percentage difference between them.

Based on the results (see Table 2) 75% of the total respondents of Zimbabweans regard South Africa as a permanent place of stay. 84% of the total Zimbabwean respondents regard Zimbabwe as a temporary place of stay. These second homes will serve as accommodation for VFR travellers to South Africa (see Figure 4). The statistics of Zimbabweans residing in South Africa are supported by various scholars in terms of number of permits issued to Zimbabweans over a couple of years (Nshimbi and Fioramonti, 2014). However, there are also Zimbabweans without documentation but who still regard South Africa as home. Immigrants with permits in 2002 numbered 141 550 of which an estimate of 24 370 are Zimbabweans (Statistics South Africa, 2013; Makina, 2012b). Chereni (2014) argues that there is a large number of Zimbabweans in the Gauteng Province. An estimate of 46% of the total population of immigrants in Gauteng are Zimbabweans. The majority of these

Zimbabwean live in areas such as Yeoville, Berea and Hillbrow (Chereni, 2014). Rogerson and Kiambo (2006) observe the importance of VFR travel as a contribution towards the promotion of regional tourism arguing that 74.1% of regional tourists from Zimbabwe target Gauteng.

However, immigrants who are settled in other provinces, also receive VFR travellers, but this study focused on Zimbabwean travelling to the Gauteng Province only. The influx of Zimbabweans to South Africa is also evidenced by the introduction of the Zimbabweans Dispensation Permits (ZDP), which allowed Zimbabweans to stay and work in South Africa for a certain number of years (Nshimbi and Fioramonti, 2014). Since Zimbabweans make up a reasonable portion of immigrants in South Africa, this will further influence the development of VFR travel. Place of stay is vital because it assists in understanding the movement of VFR travellers and estimates the possible contribution towards VFR travel.

4.2.6 Visiting Friends and Relatives Recreational Activities at a destination

Figure 3 shows the activities of VFR travellers to and from South Africa at a destination.

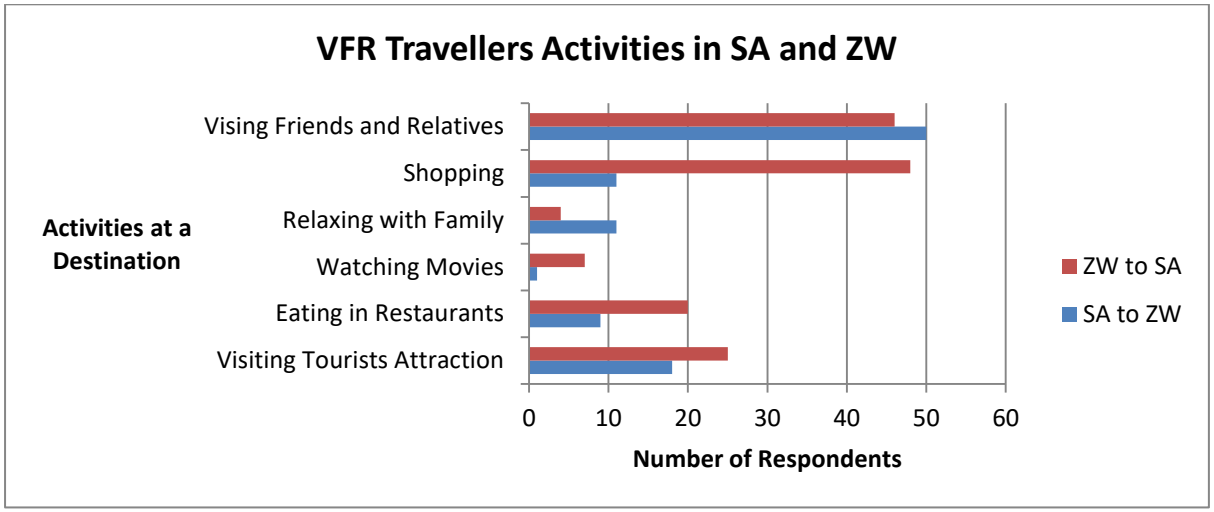


Figure 3: Recreational Activities of Zimbabweans Travelling to and from South Africa.

Figure 3 shows that Zimbabweans travelling **to** South Africa are more involved in activities at their destination than VFR travellers **from** South Africa. Visiting Friends and Relatives travellers **to** South Africa are more involved in recreational activities because recreational activities are more affordable as compared with Zimbabwe. When travellers visit South Africa, the majority of them are not familiar with recreational places in the country; therefore, they will be interested in visiting such places. Visiting Friends and Relatives travellers **from** South Africa participate less in activities in Zimbabwe, probably because they are expensive, they are familiar with the place and are heavily affected by the US Dollar-Rand exchange rate. A VFR traveller **from** South Africa argues that:

> *There is value in South Africa because of the US Dollar-Rand exchange rate. The Rand has better value in South Africa than when coveted to Dollars in Zimbabwe* (Respondent 13).

One of the cross-border traders from Zimbabwe supported the argument that it is cheaper to buy good in South Africa than Zimbabwe and states that:

> *I buy more stuff with little money when they change their money to Rands as compared to buying in US Dollars in Zimbabwe* (Respondent 90).

Furthermore, VFR travellers **from** South Africa do not spend much on recreational activities probably because of the financial support they provide to their families through remittances in

terms of goods and money sent home and also spending time with family (see Table 4). However a study conducted by Marschall (2017a) shows that when migrants visit their home countries they participate in tourism activities. This argument supports this study even though VFR travellers from South Africa do not spend much on tourism activities thus contributing to the development of tourism on both local and national levels.

Visiting Friends and Relatives travellers travelling to and from South Africa contribute to the local economy through activities at a destination (see Figure 3). Visiting Friends and Relatives travellers **to** South Africa regards shopping as one of the major activities at a destination. These findings relate to the work of Seaton and Palmer (1997). Seaton and Palmer (1997) argue that in the UK 47% of VFR travellers participate in shopping. Shopping of VFR travellers **to** South Africa as shown (see Figure 3) spend more on gifts and shopping. The previous finding is further discussed in section 4.4.1.3. 76% of the total respondents of VFR travellers **from** South Africa and 89% of the total respondents of VFR travellers **to** South Africa do not participate in any of the activities shown in Figure 3 (even though these statistics are not represented on the bar graph). Figure 3 shows that in actual fact VFR travellers participate in various activities. This finding counters the argument that VFR travellers do not participate in tourism activities (Teye, 1998; Rogerson and Visser, 2006; Rogerson, 2014a).

It is also argued that travellers whose main purpose for travel is shopping are less likely to participate in recreational activities (Rogerson, 2011; Lehto *et al*., 2004a; Littrell *et al*., 2004, Rogerson, 2014). Backer and Morrison (2015) argue that VFR travellers spend more money on shopping and meals than pleasure tourists, therefore, VFR travel should not be underestimated. The spending of VFR travellers to and from South Africa can be linked to actual spending at a destination (see Table 4). The findings of this study relate to the argument by Timothy (1995) who argues that tourists participate in various tourism activities such as watching movies, eating in restaurants, visiting historical and cultural attractions.

4.2.7 Type of accommodation used by Zimbabweans travelling to and from South Africa and for VFR purposes

Accommodation choices of VFR travellers to and from South Africa (see Figure 4).

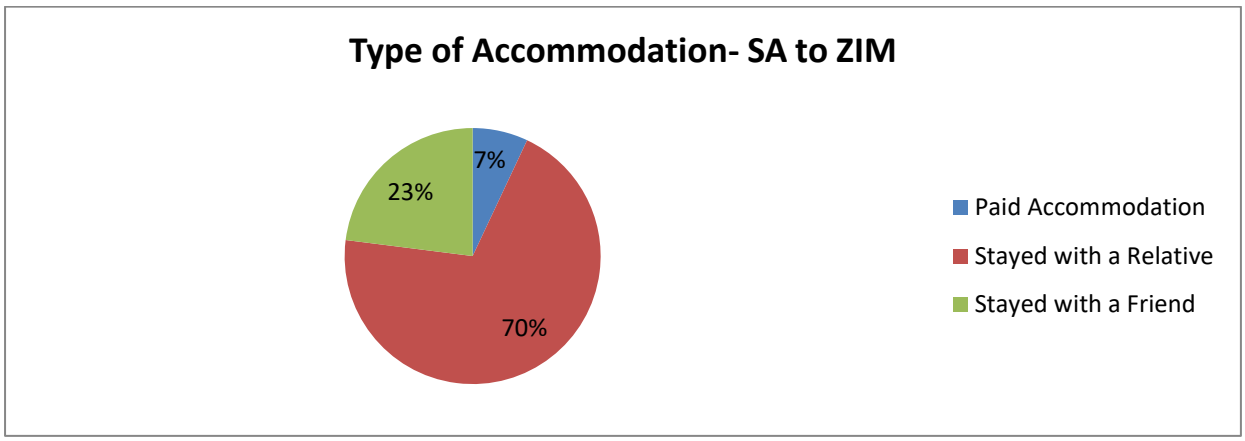


Figure 4: Types of Accommodation used by Zimbabweans Travelling to and from South Africa.

Visiting Friends and Relatives travellers to and from South Africa stay with relatives. 70% of VFR travellers **from** South Africa stay with relatives. Also, 59% of VFR travellers **to** South Africa stay with relatives. The difference is that VFR travellers to and from South Africa constitute 70% and 59% of the total respondents respectively (see Figure 4). These VFR travellers might be saving money to spend on other goods and services (see Table 4). This argument is supported by a study conducted on business and VFR tourists to America, where the findings show that business people use paid accommodation (Jang *et al*, 2003). Seaton and Palmer (1997) and King *et al*., (2013) also argue that the choice of accommodation for VFR travellers depends on the number of friends or relatives they are likely to have. The more friends and relatives one has the lesser the chances of using paid accommodation and vice versa. This finding is similar to Sri Lankan immigrants who also stay with relatives when they return home for visiting friends and relative's purposes (Gamage and King, 1999). When VFR travellers travel to a particular place their friends or relatives have second homes thus these VFR travellers avoids paying accommodation. In developing countries, for example, in Sri Lanka, 46.3% of immigrants stay with friends and relatives when they return to their country (Gamage and King, 1999).

Of the VFR travellers **to** South Africa, 33% of the total respondents use paid accommodation. This is maybe because both these VFR travellers do not have friends and relatives in South Africa or have travelled for other purposes such as business and will end up visiting friends

and relatives by coincidence (see Figure 4). This view is supported by Ramachandran (2006) who argues that the concept of VFR travel is a secondary motive especially for those travelling for business purposes. Visiting Friends and Relatives travellers who use paid accommodation in both South Africa and Zimbabwe may not be familiar with the place or do not have friends and relatives to accommodate them. However, 7% of the total respondents of VFR travellers **from** South African also make use of paid accommodation. The finding can be linked to a study conducted in the USA which acknowledges that VFR travellers spend less on accommodation thus contributing a smaller percentage towards tourism profits (Poet *et al*., 2004). Gamage and King (1999) are of the view that VFR travellers who opt to stay in paid accommodation contribute up to 76% towards the tourism economy. Teye (1998), Rogerson and Visser (2006) and Rogerson (2014a) argue that the accommodation sector is not benefiting from African tourists.

The decision to choose a particular accommodation type over the other is usually determined by the relatives, friends, personal influences and other influences (see Figure 5). If friends and relatives invite their friends and relatives to visit, chances are high that these VFR travellers will stay with them. Accommodation type also influences the length of stay of VFR travellers (Table 3), which then affects their spending patterns at a destination (see Table 4). Several scholars support the view that the majority of VFR tourists opt to stay with a relative in order to have extra money to spend (Pennington-Gray, 2003; Lockyer and Ryan, 2007; Backer, 2010).

4.3 Cognitive/Psychological Approaches to the Consumer Behaviour Theory: The Link to VRF travel

4.3.1 *Visiting Friends and Relatives influence on travel*

This section discusses the influence on travel of VFR travellers to and from South Africa (see Figure 5).

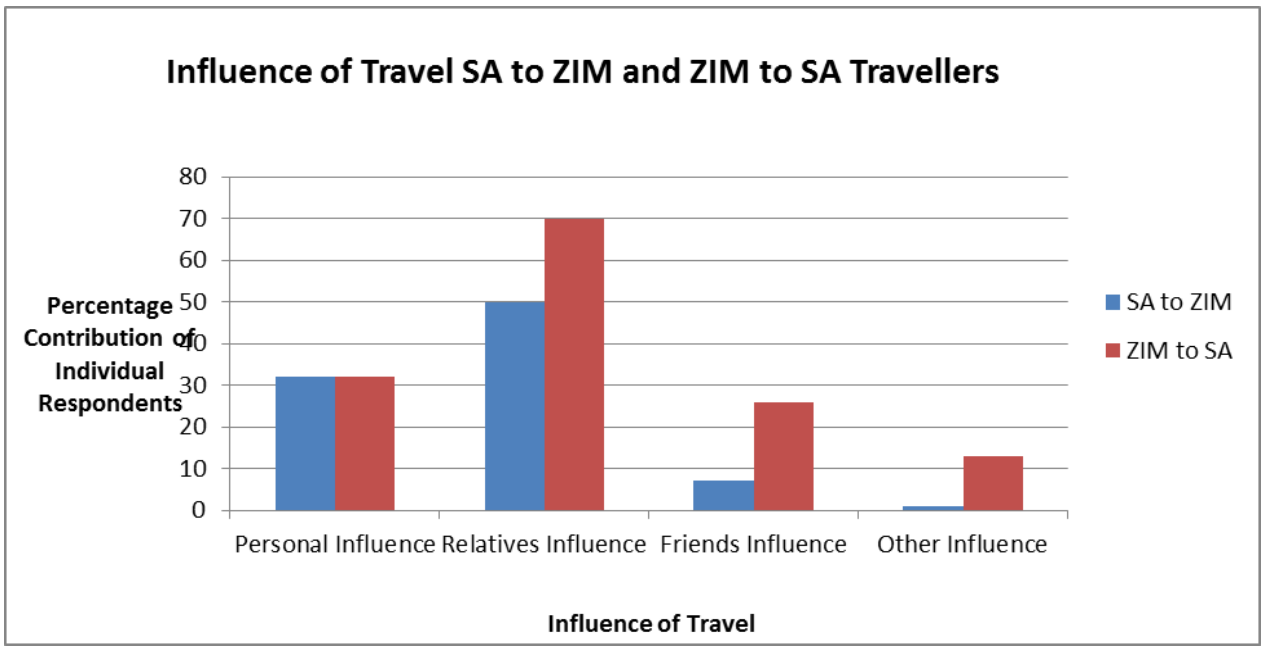


Figure 5: Visiting Friends and Relatives Influence of Travel

The influence of travel is crucial to understand the factors that drive VFR travel. The main argument is 70% of the total respondents of VFR travellers **to** South Africa are motivated by relatives (see Figure 5). Visiting Friends and relatives travellers maintain ties with relatives who have migrated to other countries for various reasons who will later influence VFR traveller's reason to travel. Immigrants in South Africa discuss with relatives in Zimbabwe the lifestyle and opportunities available in South Africa and further encourage them to visit the country. Therefore, if VFR travellers are not familiar with the place there is need for a friend or relative to motivate them to travel to a destination. The same can be said for VFR travellers **to** South Africa where 50% of the total respondents are also influenced by relatives to travel to Zimbabwe. Moreover, VFR travellers **to** South Africa are mainly influenced by relatives rather than friends. Friends and Relatives motivation of travel discussed in this section can be linked to the factors observed by Sharpley (2006). Sharpley (2006) argues that that friends and relative motivation can be discussed in light of sociological pressures (arising from the individual social and cultural environment). This shows that influence from relatives play a crucial role in motivating VFR travellers to travel to a destination. Visiting Friends and

Relatives (VFR) travellers to and from South Africa are partly influenced by friends as a result of sociological pressure (see Figure 5).

Muri and Sagesser (2003) and Palovic *et al*. (2014) argue that the influence of friends and relatives motivates VFR travellers to travel to a particular destination. Zimbabwean VFR travellers are also influenced by friends and relatives through word of mouth communication since VFR travellers are motivated by their friends and relatives (see Figure 5). The word of mouth communication is very effective because VFR travellers receive a clear and legitimate picture of the place they intend to visit. Word of Mouth communication is important and will assist travellers to make travel and purchase decisions. It can be linked to the customer behaviour theory. The theory of customer behaviour supports the argument that the influence of friends and family assists customers to behave in a certain manner and in deciding on how, when, what to spend on at a destination. The more VFR travellers are informed about particular goods and services, the more they will be interested in being involved in such activities. Based on word of mouth communication, VFR travellers play a role in influencing international travellers and a possible return to a destination (Pennington-Gray, 2003).

Visiting Friends and Relative travellers to and from South Africa are also influenced by personal as well as other reasons. Visiting Friends and Relatives who travel due to personal reasons contributes to 50% of the total respondents on both VFR travellers to and from South Africa (see Figure 5). Visiting Friends and Relatives travellers **to** and **from** South Africa might decide to go to Zimbabwe to visit family and friends as a personal choice not necessarily being influenced by friends and relatives (see Figure 5). However, VFR travellers **to** South Africa might be travelling for personal and other reasons such as attending business conferences and meetings. As part of their travel, they might decide to visit friends and relatives (see Figure 5). These friends and relatives might accommodate them, 33% of the total respondents decide to use paid accommodation which is (see Figure 4). Other influences of travel include business, study, graduation and weddings amongst others in which VFR travel acts as a secondary motive (Ramachandran, 2006). The arguments presented above show that all the elements that sum up the influence of VFR travellers play an important role in attracting tourists to a destination.

4.3.2 Purpose of travel

This section discusses the purpose of travel of VFR travellers to and from South Africa (see Figure 6).

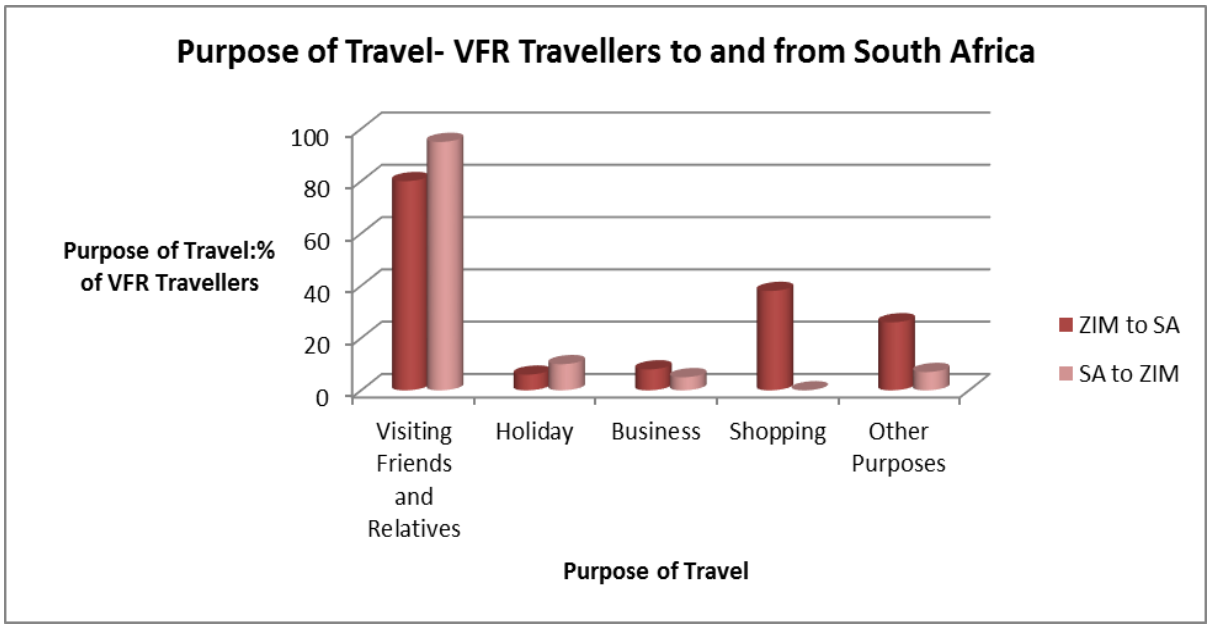


Figure 6: Purpose of travel of Zimbabweans Travelling to and from South Africa.

The results show that 95% of the total respondents of VFR travellers **from** South Africa and 80% of the total respondents of VFR travellers **to** South Africa are travelling for visiting friends and relatives' purposes (see Figure 6). These results are interesting as compared with those of Rogerson and Visser (2006) where 28.4% are travelling for VFR purposes. The numbers in this research are large because of the increase on Zimbabweans migration to South Africa and also because of the economic situation in Zimbabwe which forces people to travel to South Africa to buy goods. Visiting Friends and Relatives travel is mostly influenced by friends and relatives (see Figure 5). Backer and Morrison (2015) are of the view that VFR travel is one of the main purposes of tourists in developed countries. The same can be said in developing countries as evident in this study that 95% of the total respondents of VFR travellers **from** South Africa and 80% of the total respondents of VFR travellers **to** South Africa are travelling for visiting friends and relatives purposes. It is observed that the majority of regional tourists mainly travel for shopping and visiting friends and relative's purposes (Timothy, 1995; Timothy and Butler, 1995; Rogerson, 2001). The results of the study show that VFR travel is an important element for immigrants visiting their country of origin and the same can be said for Zimbabwean VFR travellers travelling to and from South Africa. Crush and Tevera (2010) support the view that Zimbabweans from South travel to Zimbabwe for VFR purposes, arguing

that Zimbabweans in South Africa maintain ties with friends and relatives by visiting home on a regular basis.

Based on the results presented above (see Figure 6), 10% of the total respondents of VFR travellers **from** South Africa and 6% of the total respondents of VFR travellers **to** South Africa are travelling for holiday purposes. Mules (1998) argues that travellers travelling for holiday purposes spend more money as compared to travellers travelling for VFR, business and other reasons. The finding on holiday purposes are different from Rogerson and Visser (2006) results which show that 38.2% of VFR travellers are travelling for holiday purposes (see page 22-Literature Review). Based on Figure 6, the percentage of VFR travellers to and from South Africa, travelling for holiday purposes is relatively low. The percentage is low because VFR travellers travelling for holiday purposes might be visiting friends and relatives while they are on holiday.

Shopping as an activity of VFR travellers to and from South Africa is important. However, it is interesting to note that VFR travellers **from** South Africa do not participate in shopping activities when they visit Zimbabwe but only VFR travellers **to** South Africa are actively involved in shopping activities (see Figure 3). The reason for this is that it is more expensive to buy goods in Zimbabwe rather than in South Africa. As a result of the difference in currency between South Africa and Zimbabwe VFR travellers **from** South Africa constantly remit money and goods to Zimbabwe. This will affect their level of shopping in Zimbabwe and South Africa. The argument that goods and services are cheaper in South Africa is supported by one VFR Travellers to South Africa who stated that:

> *Things in South Africa are much cheaper when using the Rands* (Respondent 21).

Another respondent travelling to South Africa described services in South Africa more affordable:

> *Being in South Africa, even though my main reason of travel is to visit family, but shopping and visiting new places of interest has made me realise how affordable goods in South Africa are as compared with Zimbabwe* (Respondent 70).

Therefore, that is the reason why VFR travellers **from** South Africa do not participate in shopping activities in Zimbabwe. Visiting Friends and Relatives travellers **to** South Africa shopping activities agrees a study conducted on Chinese tourists travel to the United States of

America (Jang *et al*., 2003). The study observed that Chinese travelling to the United States of America spend more money on shopping than on other activities (Jang *et al*., 2003). The cognitive approach to customer behaviour theory supports the notion that the purpose of travel determines how customers are going to spend at a destination.

4.3.3 Length of stay

The following section discusses the length of stay of VFR travellers (see Table 3).

Table 3: Length of stay: Zimbabweans travelling to and from South Africa.

CATEGORY	**SA to ZW (% of VFR travellers)**	**ZW to SA (% of VFR travellers)**
1-3 nights	11.0	**39.0**
4-6 nights	24.0	21.0
7-10 nights	16.0	14.0
10+ nights	**49.0**	26.0
Total	100.0	100.0

Visiting Friends and Relatives (VFR) travellers **from** South Africa spend more days in Zimbabwe than VFR travellers **to** South Africa. This is because VFR travellers to and from South Africa would have applied for leave or they are on holiday, especially over the December holiday. The December holiday can be a month or more. There is a slight percentage difference between the highest number of nights of travellers, travelling to and from South Africa. 49% of VFR travellers **from** South Africa spend ten days or more in Zimbabwe as compared with 39 of VFR travellers **to** South Africa who spend between 1-3nights (see Table 3). Visiting Friends and Relative travellers who spend fewer days both in Zimbabwe and South Africa are the ones who travel throughout the year mostly between September and November when the data was collected and have less time to spend on goods and services. Figure 7 shows both VFR travellers to and from South Africa repeats visit more than once per years. Therefore, the number of nights VFR travellers spend either in South Africa or Zimbabwe determines the spending patterns at a destination (see Table 3). Visiting Friends and Relatives travellers to South Africa spend few days because of limited leave days and a limited number of days given to VFR travellers by immigration officers at the Beitbridge Border post. Visiting Friends and Relatives travellers to and from South Africa travel for only a few days (see Table 3). This finding agrees with work by Seaton and Palmer (1997) who are of the view that VFR travel is

characterised by short-trips. Various scholars have argued that regional tourists stay for a period of 3-7 days (Rogerson and Visser, 2006; Rogerson and Kiambo, 2007; Rogerson, 2014a). The length of stay is crucial to tourists because the number of days determines their spending patterns, therefore, the longer they stay, the more money they spend. Visiting Friends and Relatives travellers spending is usually influenced by their level of satisfaction in a destination.

4.3.4 Repeat of visit

Lastly, the repeat visits by VFR travellers travelling to and from South Africa is discussed (see Figure 7).

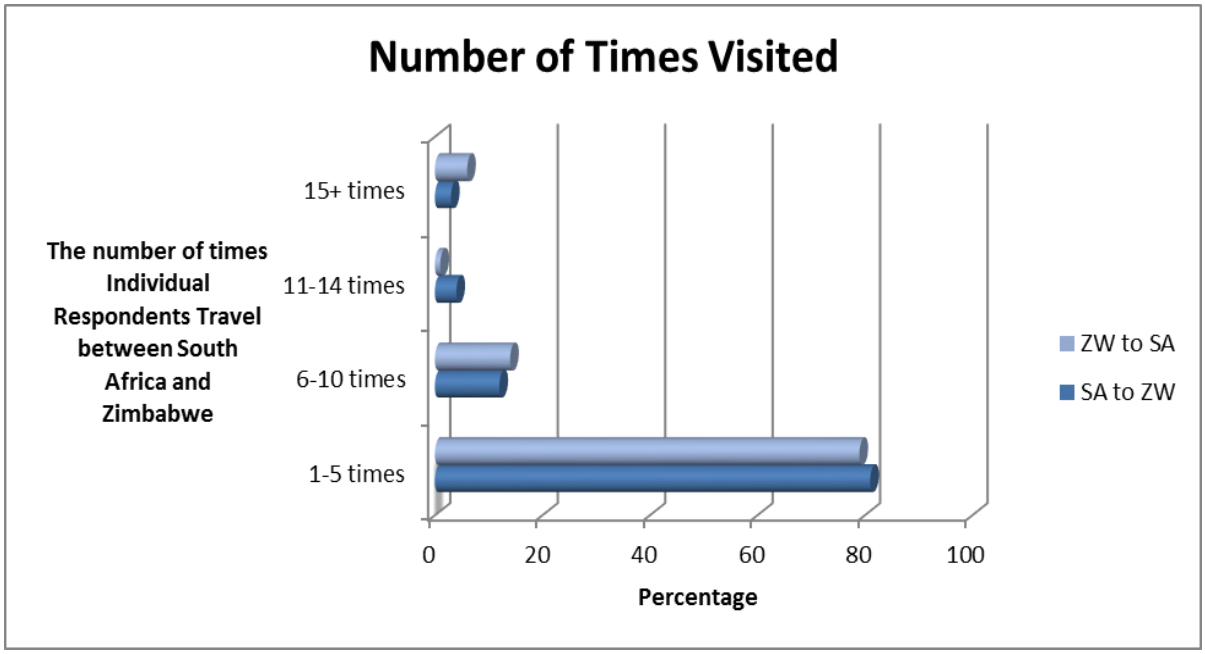


Figure 7: Repeat Visits of Zimbabweans Travelling to and from South Africa.

The majority of Zimbabwean VFR travellers to and from South Africa repeat their visits at least 1-5 times per year (see Figure 7). This is probably the case because they have friends and relatives who can accommodate them on a regular basis and that they have more time to travel. Visiting Friends and Relatives travellers who travel more than five times to and from South Africa, probably because of strict work schedules and are travelling for business and other purposes. These VFR travellers spend less days that those who travel for more than 5 times (see Figure 7). The repeat of the visit might be also as a result of socio-demographic factors as discussed in Table 2 taking into consideration VFR traveller's employment status and income level. Visiting Friends and Relatives travellers to and from South Africa satisfaction at a destination influence their decision to visit the destination again (see Figure 5), thus VFR

travellers to and from South Africa visit either South Africa or Zimbabwe more than once (see Figure 7). Therefore, based on Figure 7, VFR travellers who earn more income (see Table 2) are likely to have repeated travel to and from South Africa for VFR purposes. It is argued that the repetition of visits for VFR travellers contributes towards spending at a destination.

4.4 Economic Man Approaches to the Consumer Behaviour Theory: The Link to VRF travel

4.4.1 VFR Travellers Expenditure Patterns

The following table shows the total amount of money spend by VFR travellers to and from South Africa (see Table 4).

Table 4: Spending Patterns of VFR travellers to and from South Africa

	SA to ZW		**ZW to SA**	
VFR Travellers Spending	Total Contribution	Average per Traveller	Total Contribution	Average per Traveller
Transport Cost	**R267 900**	R2 977	R164 100	R1 823
Food and Beverages	**R360 920**	R4 010	R202 000	R2 244
Gifts and Other Goods	R202 650	R2 252	**R422 550**	R4 695
Entertainment	**R150 290**	R1 670	R109 950	R1 222
Financial Remittances	**R650 500**	R7 228	R220 000	R2 444

4.4.1.1 Travel/Transport Cost Expenditure

Visiting Friends and Relatives travellers **from** South Africa spend more money on transport than VFR travellers **to** South Africa. 47% of the total respondents of VFR travellers **from** South Africa and 34% of the total respondents of VFR travellers **to** South Africa spend on transport. Visiting Friends and Relatives travellers from South Africa uses an average of R2 977 for transport cost as compared with VFR travellers to South Africa who use an average of R1 823 (see Table 4). This is because VFR travellers **from** South Africa spend more on transport probably because when they travel by bus also pay for their luggage thus it will be more costly. Also during the peak holiday season for example, in December the bus fares also rises, thus, at the end the amount of money paid by VFR travellers **from** South Africa is more than VFR travellers **to** South Africa. Visiting Friends and Relative travellers **to** South Africa spend less because for those who travel during the off-peak season between September and

November the bus fares will be reasonably low and would want to spend more money on shopping (see Figure 3).

A transport cost is crucial in evaluating the expenditure of VFR travellers. Zimbabwe and South Africa are divided by one geographical border, which makes it easy for VFR travellers to travel between the two countries. Timothy (1995) and Rogerson and Kiambo (2007) argue that the establishment of bus services has made transport easy and accessible between South Africa and surrounding countries, including Zimbabwe. Buses such as Intercape, Greyhound and Citiliner amongst others have made travel in the Sub-Saharan region easier. A wide range of buses were available at the Johannesburg Park Station and the Pretoria Bosman station. The transport networks between South Africa and Zimbabwe are promoted the development and movement of VFR travellers. Based on Table 4, VFR travellers to South Africa spend less on transport and more on shopping and other goods because these travellers probably feel the need to spend more on goods that they feel will contribute to individual household development. This claim can be supported by the perception of VFR travellers **from** South Africa on the value of goods and services between South Africa and Zimbabwe. One respondent argued that:

> *Yes there is more value for money in South Africa. Firstly, because in Zimbabwe we do not use our own national currency, which already depreciates the value for money and secondly the cost of living is very high in Zimbabwe due to the economic crisis and goods are charged very high than in South Africa* (Respondent 2).

4.4.1.2 Food and Beverage (Grocery) Expenditure

Zimbabweans are supported by remittances sent by VFR travellers which can also be in the form of food and beverages (groceries), gifts and other goods (clothes and furniture) (see Table 5) which contribute to household upkeep.

The money spent by Zimbabweans travelling to and from South Africa on food and beverages (groceries) for family and friends and expenditures includes what they leave or send as grocery remittances to Zimbabwe. Visiting Friends and Relatives travellers **from** South Africa spend more on food and beverages compared with VFR travellers **to** South Africa (see Table 4). This is so because VFR travellers **from** South Africa believe that buying goods in South Africa is better than buying in Zimbabwe because of the US-Dollar exchange rates. At the same time, VFR travellers **from** South Africa cater for VFR travellers **to** South Africa during visit. However, this does not imply that Zimbabwean VFR travellers **to** South Africa do not spend

on food and beverages but in most cases whatever they spend contribute to grocery remittances (see Figure 8). Seaton and Palmer (1997) argue that VFR travellers spending on travel, services, drinking/eating, shopping and entertainment contributed to tourism spending. Visiting Friends and Relatives travellers **from** South Africa spend more than VFR travellers **to** South Africa because some travellers act as breadwinners for their families. There is a significant difference in the amount of money spent on food and beverages for both travellers to and from South Africa. The purchasing of food and beverages at a destination contributes to the development of the local economy. This is in the view of Gamage and King (1999), based on a study on Sri Lanka immigrants, where 76% of VFR spending is used on food and beverages. To show that food is an important factor in VFR travel, is evident in a study conducted in Australia where tourists opt to spend their money on food and gambling rather than outdoor activities. Visiting Friends and Relative traveller **to** South Africa argue that there is more value for goods and services in South Africa than Zimbabwe:

> *In South Africa, I get value for money because it's a country that has a stable economy and it doesn't depend on imports unlike in Zimbabwe. South Africa has got its own currency and its value is determined by the performances of the economy i.e. GDP and other external factors that affect world economies unlike in Zimbabwe that is dependent on a currency that is not theirs; most commodities are overpriced* (Respondent 28).

This argument confirms the reason why VFR travellers **to** South Africa spend more on gifts and other goods than VFR travellers **from** South Africa.

4.4.1.3 Gifts and Other Goods

Visiting Friends and Relative travellers **to** South Africa spend more than VFR travellers **from** South Africa on gifts and other goods (see Table 4). This is because VFR travellers **to** South Africa travel to buy goods which will assist them when they return to Zimbabwe as clothes and furniture remittances, for example, for household upkeep and to start a business (see Figure 8). Some of the VFR traveller's **to** South Africa start a business, which will assist in contributing towards individual household (see Figure 8). Visiting Friends and Relatives travellers **from** South Africa also spend on gifts and other goods which will assist in the development of individual households in Zimbabwe. Littrell *et al*. (2004) argued that shopping acts as a source of tourism profits thus contributing to economic development. The longer VFR tourists stay

at a destination, the more they will spend especially on shopping than other types of tourist (Table 3). It is evident that the majority of Zimbabweans travelling between South Africa and Zimbabwe are involved in shopping activities. Gift and other goods expenditure for VFR travel (see Figure 3) show that 48% of Zimbabweans travel **to** South Africa for shopping purposes. The findings from this study supports the findings by Ramachandran (2006) who argues that VFR travellers spend mostly on shopping and entertainment rather than on increased accommodation thus they choose to stay with friends and relatives. This can also be linked to the findings of this research where VFR travellers opt to stay with friends and relatives thus having more money to spend (see Figure 4).

In 2015, the government of Zimbabwe through the Zimbabwean Revenue Authority (ZIMRA) decided that certain goods were not allowed in the country without declaring them. Basic commodities such as cooking oil, camphor cream mayonnaise, washing soap and bathing soap, amongst other goods, were banned (Xolisa, 2016). The decision was made in accordance with the Zimbabwe's Statutory Instrument No.64 of 2016 "which banned the import of basic foodstuffs and other products from South Africa" (African News Agency (ANA) Reporter, 2016a; Business news, 6 July 2016). The Zimbabwean government argues that goods banned from South Africa are available in Zimbabwe; therefore, there is no need to continue importing goods which are already available in the country. The ban on importation of goods has had a negative impact on the majority of Zimbabweans who relied on this system for survival (South Africa Broadcast Corporation (SABC), 16 July 2016). This also had an effect on VFR travellers to and from Zimbabwe since they travel **to** South Africa on a regular basis. The situation worsened in 2016, when a complete ban of certain goods from South Africa to Zimbabwe was imposed which has not only affected Zimbabwe but also South Africa with shop owners losing market especially in Musina (African News Agency (ANA) Reporter, 2016b; The Citizen, 5 July 2016).

4.4.1.4 Entertainment

Visiting Friends and Relatives travellers **from** South Africa spend more on entertainment than VFR travellers **to** South Africa because the majority of these travellers are travelling for a substantial period of time (see Table 4). It is possible for VFR travellers f**rom** South Africa to visit newly developed space in Zimbabwe as tourist destinations (see Figure 3). Visiting Friends and Relatives travellers **from** South Africa visit various places of interest in Zimbabwe during the period they will be visiting. These places include visiting tourist attractions, watching movies, eating in restaurants, shopping and visiting friends and relatives (see Figure

3). Earlier scholars suggest that VFR travellers also travel to various places so as to be connected with past or unfamiliar places as supported by William and Hall (2000); Seetaram and Dwyer (2009); Pearce, (2012); Pennington- Gray (2013) and Griffin (2014). These scholars argue that visiting places of interest plays a role in determining the entertainment expenditure of VFR travellers, the more they travel, the more they are likely to spend on entertainment and vice versa. However, VFR travellers **to** South Africa spend less on entertainment than VFR travellers **from** South Africa because they are saving for other expenditures which can be used for remittances thus contributing to the development of individual households. Figure 4 shows, the difference between the expenditure of VFR travellers **from** South Africa compared with VFR travellers **to** South Africa. The development and contribution of the tourism economy in developing countries is important (Rogerson and Hoogendoorn 2014; Rogerson 2015a; 2015b; 2015c). The previous argument shows that VFR travel contributes to the development of both the regional and local tourism economy. It is crucial to note that there is limited literature on the entertainment expenditure of VFR travellers in both developing and developed countries.

4.4.1.5 Financial Remittances

Visiting Friends and Relatives travellers **from** South Africa send more financial remittances as compared with VFR travellers **to** South Africa. The reason is that VFR travellers constantly send money to Zimbabwe on a regular/monthly basis. When they return to Zimbabwe, VFR travellers **to** South Africa prefer buying gifts and other goods because of the exchange rates. Financial remittances are vital for people in Zimbabwe and the majority of them depend on VFR travellers **from** South Africa to send them the money. This observation is interesting because of the difference in economic levels between Zimbabwe and South Africa as evidenced by a VFR traveller **to** South Africa who stated that:

> *Yes because the South African economy is competitive and stable as compared to the Zimbabwean economy. In terms of prices, there is variety and quality in Zimbabwe and most locally produced goods are priced beyond the intended use hence it gives a comparative leverage on the South African goods and services* (Respondent 77).

Visiting Friends and Relatives travellers **to** South Africa also return to Zimbabwe with some of the remittances sent by family living in South Africa. Therefore, remittances in terms of monetary value and goods are continually remitted to Zimbabwe as long as the concept of VFR

travel is practised. These findings with regards to monetary remittances (see Table 4) are similar to those observed by Feng and Page (2000); Lehto *et al*. (2001); Asiedu (2005); Asiedu (2008) and Rogerson (2015a) which show the benefits VFR brings to both place of stay and place of origin. The flow of remittances to Zimbabwe from migrants in South Africa will remain a continuous process.

4.5 Contribution of VFR Travel to Individual Households in Zimbabwe through Remittances

The money sent by immigrants is used for various purposes such as education, food, investments and to start businesses amongst others (Boyd, 1989; Asiedu, 2005; Asiedu, 2008). The last section of this chapter discusses the contribution of VFR travel through remittances to an individual household in Zimbabwe (see Figure 8).

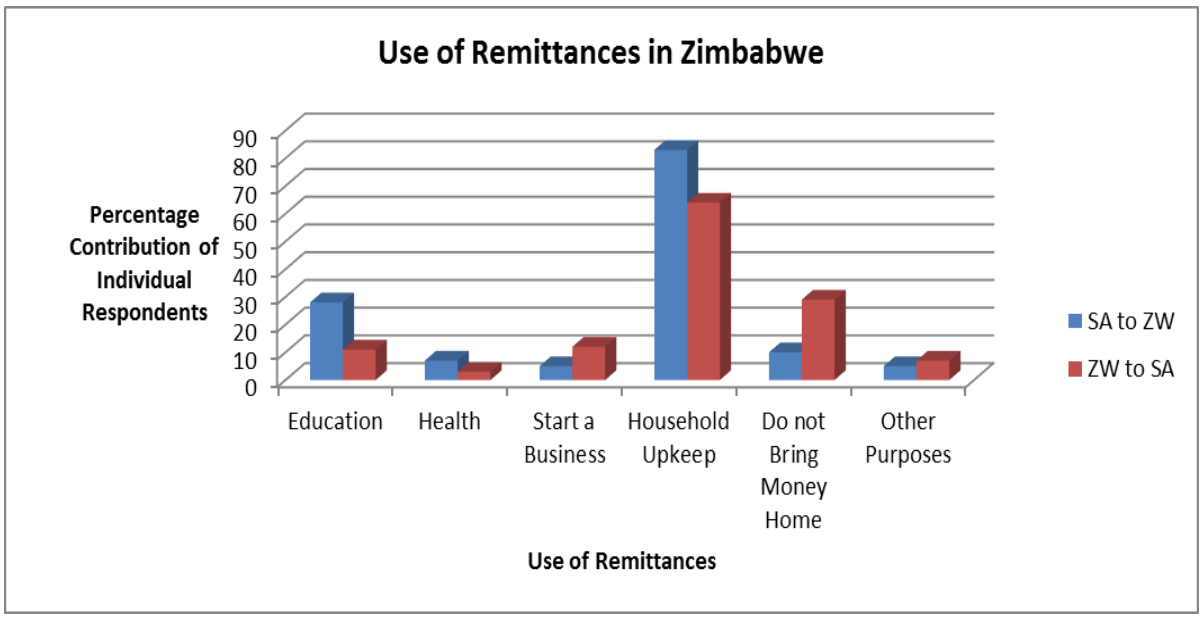


Figure 8: Remittances Use in individual households in Zimbabwe.

The contribution of remittances of VFR travellers to and from South Africa is mainly for household upkeep (see Figure 8). 83% of the total VFR respondents **from** South Africa and 64% of the total VFR respondents to South Africa contribute to household upkeep. Household upkeep is one of the major reasons why VFR travellers, especially **from** South Africa, send financial remittances to Zimbabwe. These remittances serve to secure food security and other vital necessities. As compared with other categories household upkeep is an important aspect for VFR travellers and their families in Zimbabwe. The finding of the contribution of

remittances towards household upkeep is similar to those of Crush and Tevera (2010) who argue that Zimbabweans who migrated to South Africa support at least five people at home. This shows the importance of remittances towards household upkeep.

The importance of remittances is supported by various scholars (Asiedu, 2005; Asiedu, 2008; van Dalen *et al*., 2005). The mobility of VFR travellers contributes to the development of household and individual benefits. Sending money home shows that there are opportunities in a foreign land, thus influencing future migration. Wong (2006) holds the view that money sent home by immigrants is used to start small businesses and household development as evidenced by Ghanaian women working in Toronto. The benefits of remittances in Ghana are the same as in Zimbabwe where remittances contribute to household development, business and education. The remittance of VFR travellers travelling to and from South Africa is also used for business and education purposes which concur with the findings of Asiedu (2005); Wong (2006) and Asiedu (2008).

Based on Figure 8, VFR travellers to and from South Africa identified education and health as important elements which are supported by the remittances sent to Zimbabwe. Visiting Friends and Relatives to South Africa spend 11% and VFR travellers **from** South Africa spend 28% of the financial remittances towards education. Also, VFR travellers **to** South Africa spend 3% and VFR travellers **from** South Africa spend 7% of the financial remittances is directed to health respectively. The remittances of VFR travellers to and from South Africa maybe be used to start a business which might, in turn, generate revenues which will assist individual households (see Figure 8).

Some VFR travellers to and from South Africa do not bring money. Some Visiting Friends and Relative travellers do not send or bring money because they might be students or unemployed and travel to and from South Africa for VFR and holiday purposes (see Table 2). The results of this study show that the contribution of VFR travel is crucial for the development of a country. The benefits of VFR travel contribute to the economic, socio-cultural and environmental development of the country as well as on a local level (Morrison and O'Leary, 1995; Lehto *et al*., 2001; MacEachern *et al*., 2007).

However, it is argued that the overall expenditure on VFR travel is relatively low (Lehto *et al*., 2001; Bischoff and Koenig-Lewis, 2007). If added together the expenditure of VFR travellers contributes to the local development of an area visited through remittances (Lehto *et al*., 2001;

Bischoff and Koenig-Lewis, 2007). Therefore, the findings of Lehto *et al*., (2001) and Bischoff and Koenig-Lewis (2007) are supported by this study where the benefits of VFR travel are directed to individual households through remittances.

The majority of VFR travellers to and from South Africa have a stable income such that at a destination they are able to make personal decisions that allow them to spend on goods and services that will benefit individual households. In this case, the benefits are through the remittances which contribute to the benefits of individual households. In order for consumption to take place, knowledge and information are crucial in determining the decision-making process goods and services.

4.6 Conclusion

The first part of the conclusion links the findings in this chapter to show that socio-demographic and travel-related factors play a significant role in determining the spending pattern of VFR travellers. Visiting Friends and Relatives travellers between 18-30 years who are actively involved in VFR travel are educated thus they are usually employed. Furthermore, the household income of VFR travellers to and from South Africa allows Zimbabweans to participate in VFR travel. The second homes of VFR travellers either in South Africa or Zimbabwe, will accommodate VFR travellers during their stay, which will determine the length of stay and their repeat visits. The employment and occupation status promotes of Zimbabweans the spending patterns of VFR travellers with regard to travelling cost; activities at a destination; food and beverages; gifts and other goods; entertainment and financial remittances. These variables further contribute to the development of individual households in Zimbabwe. Therefore, the link between these findings shows that socio-demographic and travel-related factors play a significant role in determining the expenditure patterns of VFR travellers to and from South Africa.

Key findings from the study suggest that the expenditure of VFR travellers is influenced by social demographic and travel-related factors. The results show that in terms of expenditure VFR travellers **from** South Africa **spend more** than travellers **to** South Africa, in their respective trips. Visiting Friends and Relative travellers' choices are the same but their expenditures are distinctive. Visiting Friends and Relatives **from** South Africa spend more on transport costs, food and beverages, entertainment and financial remittances. The amount of money spent by VFR travellers **from** South Africa is influenced more by their level of income which is determined by age, employment and occupation status. When VFR travellers **from**

South Africa travel to Zimbabwe, the majority of them are accommodated by family hence, they have more money to spend on goods and services provided. Visiting Friends and Relatives travellers to and from South Africa argue that it is cheaper to buy goods and services in South Africa than Zimbabwe. This factor also influences their decision to travel. This factor is crucial for VFR travellers **from** South Africa, because food and beverages can be bought in South Africa more cheaply as compared to Zimbabwe. Visiting Friends and Relatives travellers **to** South Africa spend more on gifts and other goods than VFR travellers spend on the same product. This may be due to the idea that they will sell those goods in Zimbabwe (start a business) in order to save money. The money saved from the business can be used to support other contributions towards individual household development.

The findings of this research were grouped using with the consumer behaviour theory through the cognitive/ psychological approach, behavioural approach and the economic man theory approach. The consumer behaviour theory encompasses the idea that tourists undergo a process which allows them to make a decision to travel and to make purchases on a destination. The cognitive/ psychological approach is due to the unfamiliarity of the product which is made known as a result of experiences which contribute to the consumption of goods and services. However, these experiences in relation to VFR travel influence their decision to travel, purpose of travel, the length of stay and the repeat of the visit. The social and environmental influences of cognitive approach are part of the individual decision-making process. The behavioural approach to consumer behaviour relates to the expenditure patterns of VFR travellers though the human attributes which link to it. These attributes play a major role in determining the expenditure pattern of VFR travellers to and from South Africa. Lastly, the economic man is linked to the income of an individual. However, as highlighted in the study when the majority of VFR travellers are employed, and have an income (Table 3) this allows them to travel and spend at a destination (see Table 4).

CHAPTER 5: CONCLUSION

5.1 Introduction

This chapter provides an executive summary of the dissertation. The reason why the study was conducted is given as well as the aim and objectives of the study. The link between the results of the study and the relevant identified by the researcher are also made. Finally the limitations, recommendations and suggestions for future research of the study are discussed.

5.2 The Knowledge Gap

On a global level, the concept of VFR travel is a broad and complex phenomenon, contributing significantly towards the tourism economy (Jackson, 1990; Jackson, 2003; Morrison *et al*., 2000a; Feng and Page, 2002). However, the concept of VFR travel has been given little attention in Africa, notably in countries such as Ghana (Asiedu, 2005; Asiedu, 2008) and South Africa (Rogerson, 2011; Rogerson, 2015). In South Africa, regional tourism in South Africa was promoted after the 1994 elections. There was an influx of tourists from neighbouring countries travelling for shopping, business and leisure purposes (Rogerson, 2011). South Africa considers tourism as a way of achieving economic growth through international and domestic tourism (Rogerson, 2011). However, VFR travel in South Africa focuses more on domestic than international VFR travel (Rogerson, 2015; South African Tourism Strategic Research Unit, 2013). Visiting Friends and Relatives travel is linked to the concept of migration (Gamage and King, 1999; Feng and Page, 2000) even though the link is underestimated. Immigrants (originally from Zimbabwe) receiving VFR travellers contribute to the economic development of the country of origin (Zimbabwe) and the country visited (SA). As a result of migration, immigrants from other countries promotes the development of second homes (Visser, 2003; Hui, 2008; Hoogendoorn and Gustav, 2011; Rogerson and Hoogendoorn, 2014; McLeod and Busser, 2014). These second homes provides temporary accommodation for VFR travellers when their visit their friends and relatives.

There is a dearth of literature on the study of VFR travel in Africa, especially in the Sub-Saharan region. Moreover, there are limited studies on the expenditure of VFR travellers, who may contribute to the development of individual households through remittances both financial and in the form of goods such as groceries, clothing and furniture. The aim of the study is to create awareness of the importance of International VFR travel for South Africa and to contribute to the wider body of literature on VFR travel, especially in the Sub-Saharan region.

5.3 Objectives and Research Question

The following objectives were used a guideline for the study:

1. To evaluate the expenditure patterns of Zimbabweans travelling to and from South Africa for VFR purposes.
2. To compare the expenditure pattern of Zimbabweans VFR travellers travelling to and from South Africa.
3. To identify the benefits of VFR travel to individual households in Zimbabwe.

The following questions guided the research process:

1. What is the expenditure pattern of Zimbabweans when they travel to and from South Africa for VFR purposes?
2. How different is the expenditure pattern of VFR travellers to South Africa compared with VFR travellers from South Africa?
3. With reference to the expenditure pattern, what is the significance of Zimbabweans VFR travel in Zimbabwe?

5.4 Key Findings

The following findings are discussed based on the objectives of the study. The consumer behaviour theory based on cognitive, behavioural and economic-man approaches was applied to the study.

5.4.1 Expenditure Findings

The following research questions will to be discussed together

1. What is the expenditure pattern of Zimbabweans when they travel to and from South Africa for VFR purpose?

2. How different is the expenditure pattern of VFR travellers to South Africa compared with VFR travellers from South Africa?

The first finding is that socio-demographic factors contribute to the expenditure pattern of VFR travellers travelling to and from South Africa. The age group of respondents is crucial in determining which age category travels more than the rest. The age group of respondents 18-30 years in both VFR travellers to and from South Africa participates more in VFR travel than the rest of the age category. Seaton and Palmer (1997) also supported that the age group between 18-30 years is the most active in a study conducted in the UK. A lesser percentage of

VFR travellers to and from South Africa are above 65 years of age. However, the age group above 65 in developed countries is considered the most active in VFR travel as observed by Seaton and Palmer (1997). Employment and occupation status also contribute to the development of regional tourism through VFR travel. The higher the employment rate of VFR travellers the more they are likely to travel and spend at a destination. It is evident in this study that travellers to and from South Africa are employed either in Zimbabwe or South Africa. Furthermore, the more educated VFR travellers are, the more they participate in VFR travel. This factor is linked to employment status. Household income is the most important factor for VFR travellers as it determines their expenditure pattern at their destination.

The more disposable income VFR travellers have, the more they are likely to travel. It is evident from the results that VFR travellers to and from South Africa make a contribution towards household income as a result of employment status. In some instances, VFR travellers **to** South Africa have more income than VFR travellers from South Africa. As mentioned before, migration influences regional tourism through VFR travel; the place of stay of travellers is important when evaluating their expenditures. 75% of VFR travellers **from** Zimbabwe reside in South Africa. The finding is supported by Chereni (2014), who states that 46% of Zimbabweans in South Africa stay in Gauteng in areas such as Berea, Hillbrow and Yeoville and about 50% in other areas (Chereni, 2014). The influence of travel can also be added to the typology of VFR travel. The results of this study show that the majority of VFR travel is influenced by relatives and friends and the need for business and other commitments.

The second finding is based on the actual expenditure. In terms of transport cost, VFR travellers to and from South Africa spend R2000 and above. This shows how important the concept of VFR travel is. Visiting Friends and Relatives travellers **from** South Africa spend more on transport costs than VFR travellers **to** South Africa. The majority of VFR travellers spend more on transport probably because pay for their luggage and the majority travel in December which is a peak season, thus it will be more costly. Visiting Friends and Relatives **to** South Africa spend less on transport because they would want to save money for shopping purposes and they travel during off-peak seasons.

The activities at a destination are a huge factor in determining the expenditure pattern of VFR travellers and are linked to entertainment. Based on the results, VFR travellers **from** South Africa spend more on entertainment than VFR travellers **to** South Africa. However, based on VFR travellers' activities on a destination, VFR travellers **to** South Africa are more involved

in such activities than VFR travellers **from** South Africa. Visiting Friends and Relatives travellers from South Africa spend more on entertainment because as argued by scholars they would want to be connected with their past and also to visit new developed destinations. On the other hand, VFR travellers **to** South Africa do not spend much on entertainment because they are concerned about spending on other goods that will serve as remittances which will contribute to the individual development of households.

The third finding is that VFR travellers **from** South Africa spend more on food and beverages (groceries) than VFR travellers **to** South Africa. Visiting Friends and Relatives travellers **to** South Africa do not spend much because they will be catered for. However, the spending of VFR travellers **from** South Africa is higher on groceries because they act as breadwinners. Visiting Friends and Relatives travellers **from** South Africa spend more on grocery remittances, because they send money and goods on a monthly basis to Zimbabwe. The expenditure of food and beverages can be linked to gift and shopping expenditure. The implication of this finding contributes to the remittances which assists in the development of individual households.

The fourth finding is based on the expenditure of shopping and other goods (clothes and furniture). Shopping is one variable that is constantly referred to in this study with the majority of VFR travellers especially those travelling **to** South Africa spending more on shopping of clothes and furniture when is South Africa, than VFR travellers **from** South Africa. Clothes and furniture are part of the remittances VFR travellers send/return with to Zimbabwe which also contribute to the development of individual households. The argument on shopping is further supported by a finding that VFR travellers **to** South Africa spend more on activities on a destination. For example, VFR travellers to South Africa mainly participate in shopping as one of their main activity in South Africa. Shopping is an important activity which also contributes to individual households through remittances.

The last finding on the expenditure of VFR travellers travelling to and from South Africa is based on the financial remittances. Visiting Friends and Relatives travellers **from** South Africa spend more on financial remittances than VFR travellers **to** South Africa. This is possible because the majority of VFR travellers **from** South Africa are more employed than VFR travellers **to** South Africa which allows them to send money to Zimbabwe on a monthly basis or from time to time. Visiting Friends and Relatives travellers **to** South Africa spend less on remittances because the majority of these travellers are supported by VFR travellers **from**

South Africa. For this reason it also mean that there will have less financial remittances to send home as compared to VFR travellers **from** South Africa.

5.4.2 The benefits of VFR travel to individual households in Zimbabwe

The third research question discusses the benefits of VFR travel to individual households in Zimbabwe. These benefits emanate from the expenditure patterns of VFR travellers to and from South Africa. Firstly, based on the results, it is important to understand the perception of VFR travellers that the value of goods and services is different in South Africa when compared with those in Zimbabwe. Visiting Friends and Relatives travellers to and from South Africa agree it is cheaper to buy goods in South Africa than Zimbabwe. This is crucial in understanding and evaluating the expenditure patterns and its contribution through remittances and understanding the reason why VFR travellers prefer to buy goods in South Africa rather than in Zimbabwe. Remittances are a combination of both monetary and goods such as food and shopping for clothes and furniture as discussed in the previous sections. Visiting Friends and Relatives travellers **from** South Africa spend more than VFR travellers **to** South Africa. This is because VFR travellers **from** South Africa send money to Zimbabwe on a regular basis than VFR travellers **to** South Africa.

The contribution of VFR travellers is determined by remittances directed to various necessities within the household. The remittance money sent to Zimbabwe is used mainly for household upkeep. The contribution of remittances is directed to health, education, business investments and other purposes. Visiting Friends and Relatives travellers **to** South Africa visit friends and relatives in South Africa who have already sent money to Zimbabwe and these travellers mainly travel for VFR or holiday purposes.

5.5 Critical Reflection on the Research Process

The researcher faced challenges while conducting this study. Firstly, the respondents were not always willing to respond to the survey. Some of these respondents were not will to participate because of time and lack of interest. In order to overcome this limitation, the researcher used convenience sampling and the respondents were then readily available and most importantly, were willing to respond to the questionnaire. Another limitation was the issue of xenophobia attacks. Zimbabwean respondents were not comfortable with being identified as Zimbabweans because of the fear of xenophobic attacks. In addition, some of the respondents failed to understand the requirements of the question. The researcher assisted by explaining clearly to the respondents. Nevertheless some respondents left the questionnaire with blank spaces. Time

was also an issue for respondents in completing the questionnaire because of tight bus schedules. The researcher assisted by assisting the respondents to complete the questionnaire.

5.6 Suggestion for Future Research

The concept of VFR travel is crucial to the development of regional tourism and offers benefits to the immigrant's country of origin. The promotion of VFR travel in the Sub-Saharan countries is vital, especially in countries with immigrants living in South Africa. For example, South Africa has immigrates who also promotes the development of tourism in the country by hosting VFR travellers and participating in various tourism activities. Therefore, there is a need to promote international VFR travel through immigrants and further research could be conducted in this regard.

There is evidence that individual households are benefiting through remittances thus promoting local economic development especially in Zimbabwe. There is limited literature on remittance contribution in the Sub-Saharan region, therefore further research is needed on this concept. Since it is argued that there is limited research on the concept of VFR travel in developing countries, more research on VFR is needed.

5.7 Final Key Statement

Finally in conclusion, it is hoped that this study will contribute to understanding the development of VFR travel in the Sub-Saharan region and to a greater understanding of the economic development of tourism both in Zimbabwe and South Africa. It is argued that "the promotion of regional tourism can make a positive contribution to tourism development…..to South Africa's expanding tourism economy" (Rogerson and Kiambo, 2007, 505; 506) so the concept of VFR travel contributes in a major way to the development of regional tourism.

The link between migration and tourism has contributed to the development of cultural dilution, with Zimbabweans adapting to the South African culture and norms; and South Africans adapting to some of the Zimbabweans practices. With many of Zimbabweans settling in South Africa, this has led to the development and establishment of permanent homes, thus receiving more VFR travellers from Zimbabwe.

The movement of VFR travellers to and from South Africa has implications, which should be considered by the government of both countries. The government of Zimbabwe should encourage the movement of VFR to South Africa as it contributes to the development of household and Small Micro and Medium Enterprises (SMME) amongst individuals. However,

the scenario is different with the South African government imposing strict rules and regulation that limit the number of days Zimbabweans may visit South Africa.

As a result of migrants moving to South Africa, there is pressure on the land and resources as population is growing, especially in Gauteng. As much as the South Africa government is imposing strict rules on reducing the number of Zimbabweans in South Africa, there is also positive effects of VFR travel through tourism. The government of South Africa should look at the positive side as VFR travel as contributing to the development of the tourism economy on both local and national levels. Since tourism is one of the main factors which drives the tourism economy, policy implementation in this regard is crucial.

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APPENDICES

Appendix 1: Questionnaire for VFR Travellers to South Africa

School of Geography, Archaeology and Environmental Studies
Private Bag 3, Wits 2050, South Africa Enquiries: **GEOGRAPHY:** TEL: +27 11 717-6503 •
ARCHAEOLOGY: TEL: +27 11 717-6045 •
http://www.wits.ac.za/geography/

Title: Visiting Friends and Relatives (VFR) Travel: Expenditure Patterns of Zimbabweans Travelling Between South Africa and Zimbabwe.

Researcher: Lianda Gamuchirai Dzikiti Student Number 482569

Questions below are directed at Zimbabweans who travel to South Africa from Zimbabwe to visit friends and relatives

a) Please insert a tick in the appropriate space(s), or write your answer in the space provided.

b) If you feel you would like to elaborate on certain questions-please do, as it can only enhance the value of the research.

c) All information is confidential and will exclusively be used for research purposes only.

Questions

1. **Age group?**

18-29 years	☐	30-40 years	☐
41-50 years	☐	51-64 years	☐
65+ years	☐		

2. **Marital status?**

Married	☐	Single	☐
Divorced	☐	Separated	☐
Living together	☐		

3. **Employment? Yes or No**

……

4. **If Yes (Specify)**

Occupation	Industry

5. **What is your Highest Educational Level (Only indicate the highest)**

None ☐ Primary School ☐
High School ☐ Diploma ☐
Degree ☐ Honours ☐
Masters ☐ PHD ☐

6. **What is your household's total gross income per month (for all household combined)**

Less than R2, 000 ☐ R2, 001-R5, 000 ☐
R5, 001-R10 000 ☐ R10, 001-R25, 000 ☐
R25, 001-R50, 000 ☐ Above R50, 000 ☐

7. **Where do you permanently reside?**

South Africa ☐ Zimbabwe ☐

8. **What was your total travelling transport cost in the past year?**

9. **How many nights did you spend in South Africa in the past year?**

10. **What type of accommodation did you use when were in South Africa?**

…….

11. **Did you pay for accommodation yes or no, if yes, how much.**

12. **What was your main reason for visiting South Africa in the past year?**

……
……
……

13. **How many times have you visited South Africa in the past year?**

……

14. Who influenced your visit to South Africa?

……

……

……

15. Which activities did you take part in during the visit? Please answer in the space provided

……

……

……

16. The total amount spent on food and beverages during your stay in South Africa? Please enter the amount

17. The total amount spent on gifts shopping during your stay in South Africa? Please enter the amount

18. The total amount spent on entertainment during your stay in South Africa? Please enter the amount

19. As compared to the costs in Zimbabwe, do you think you can get more value for goods and services in South Africa? Give Reasons

……

……

……

20. How much money do you take as remittances back to your country? Please enter the amount

21. What is the purpose of the money you take back to Zimbabwe?

……

……

……

THANK YOU FOR YOUR TIME

Appendix 2: Questionnaire for VFR Travellers from South Africa

School of Geography, Archaeology and Environmental Studies
Private Bag 3, Wits 2050, South Africa Enquiries: GEOGRAPHY: TEL: +27 11 717-6503 •
ARCHAEOLOGY: TEL: +27 11 717-6045 •
http://www.wits.ac.za/geography/



Title: Visiting Friends and Relatives (VFR) Travel: Expenditure Patterns of Zimbabweans Travelling Between South Africa and Zimbabwe.

Researcher: Lianda Gamuchirai Dzikiti Student Number 482569

Questions below are directed at Zimbabweans who travel from South Africa to Zimbabwe to visit friends and relatives

a) Please insert a tick in the appropriate space(s), or write your answer in the space provided.

b) If you feel you would like to elaborate on certain questions-please do, as it can only enhance the value of the research.

c) All information is confidential and will exclusively be used for research purposes only.

Questions

1. **Age group?**

18-29 years	☐	30-40 years	☐
41-50 years	☐	51-64 years	☐
65+ years	☐		

2. **Marital status?**

Married	☐	Single	☐
Divorced	☐	Separated	☐
Living together	☐		

3. **Employment? Yes or No**

……
….

4. **If Yes (Specify)**

Occupation	Industry

5. **What is your Highest Educational Level (Only indicate the highest)**

None	☐	Primary School	☐
High School	☐	Diploma	☐
Degree	☐	Honours	☐
Masters	☐	PHD	☐

6. **What is your household's total gross income per month (for all household combined)**

Less than R2, 000	☐	R2, 001-R5, 000	☐
R5, 001-R10 000	☐	R10, 001-R25, 000	☐
R25, 001-R50, 000	☐	Above R50, 000	☐

7. **Where do you permanently reside?**

South Africa ☐ Zimbabwe ☐

8. **What was your total travelling transport cost in the past year?**

9. **How many nights did you spend in Zimbabwe in the past year?**

10. **What type of accommodation did you use when you were in Zimbabwe?**

…….

11. **Did you pay for accommodation yes or no, if yes, how much.**

12. **What was your main reason for visiting Zimbabwe in the past year?**

……
……
……

13. **How many times have you visited Zimbabwe in the past year?**

……

14. Who influenced your visit to Zimbabwe?

……

……

15. Which activities did you take part in during the visit? Please answer in the space provided

……

……

……

16. The total amount spent on food and beverages during your stay in Zimbabwe? Please enter the amount

17. The total amount spent on gifts shopping during your in Zimbabwe? Please enter the amount

18. The total amount spent on entertainment during your stay in Zimbabwe? Please enter the amount

19. Compare with the costs in Zimbabwe, do you think you can get more value for goods and services in South Africa?

……

……

……

20. How much money do you take as remittances back to your country? Please enter the amount

21. What is the purpose of the money you take back to Zimbabwe?

……

……

……

THANK YOU FOR YOUR TIME

Appendix 3: Participants Information Sheet

Dear Sir/Madam

My name is Lianda Gamuchirai Dzikiti, student number 482569. I am doing my Masters in Geography (by Dissertation) at the University of the Witwatersrand in Johannesburg. The purpose of this research is to explore the amount of money used by Zimbabweans travelling between Zimbabwe and South Africa when they visit friends or relatives. This form of travel is called Visiting Friends and Relatives tourism. Therefore by exploring VFR travel, it contributes to the development of regional tourism and development of individual households through this form of travel.

In order to assist with the research I would like to invite you to participate in this study by answering a few questions in the form of a questionnaire that will take approximately 15-20 minutes of your time. You have the right to refuse to answer any questions if you are not comfortable at any point. It is also important to let you know that there will be no payments for participation. The information you provide during the research process by answering questionnaires will be used to compile the full research project and your name will not be disclosed anonymity is guaranteed. If you require more clarity on this research or have any questions, feel free to ask and I will try and answer your queries where possible.

Thank you for taking the time to consider participating in the study.

Lianda Gamuchirai Dzikiti

Contact details: dzikitilianda@yahoo.com or 482569@students.wits.ac.za

Supervisor's contact details: Clinton David van der Merwe clinton.vandermerwe@wits.ac.za

Cheryl Chamberlain cheryl.chamberlain@wits.ac.za

Appendix 4: Ethical Clearance

Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Dzikiti

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: H15/07/10**
PROJECT TITLE	Visiting friends and relatives (VFR) travel: Expenditure patterns of Zimbabweans travelling between South Africa and Zimbabwe
INVESTIGATOR(S)	Ms L Dzikiti
SCHOOL/DEPARTMENT	GAES/
DATE CONSIDERED	24 July 2015
DECISION OF THE COMMITTEE	Approved unconditionally
EXPIRY DATE	13 August 2018
DATE 14 August 2015	**CHAIRPERSON** (Professor J Knight)

cc: Supervisor : Professor C Chamberlain

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10005, 10th Floor, Senate House, University.

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. **I agree to completion of a yearly progress report.**

Signature

20 / 08 / 15
Date

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES