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COGNITIVE-AFFECTIVE-MOTIVATION FACTORS INFLUENCING INTERNATIONAL VISITORS LOYALTY TO SOUTH AFRICA

By

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A thesis submitted in fulfilment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

at the

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UNIVERSITY OF THE WITWATERSRAND

Under the Supervision of:

Dr Thomas Anning Dorson

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ABSTRACT

The tourism sector is one of the major vehicles of cultural, social and financial development globally. The sector's competitive nature is forcing tourism destinations to continuously look for new ways to attract and maintain visitors, especially international visitors to drive economic growth. To maintain global competitiveness, countries and destinations are developing sustainable attractiveness outlook through a more visitor-centric approach. This is being achieved through segment-focused marketing where specific targets are being catered for uniquely. One way of achieving tourism success is through generational theory (by defining generational cohorts/segments) and specific destination loyalty paths. This thesis presents an elaborate understanding of the predictors of destination attractiveness, satisfaction and attachment of international visitors and the paths to visitors' loyalty. It further elucidates how generational cohorts explain tourists satisfaction, destination trust and destination attachment with South Africa as the destination.

The study's methodology comprised quantitative survey research, with data collected from 390 international visitors to South Africa in quarter four of 2019 (before the lockdown). The comprehensive integrated model was tested and analysed through a two-stage method via structural equation modelling using Mplus. The findings were that destination image does not influence trust and loyalty, but negatively influences satisfaction. Additionally, push-pull motivation elements had a varied effect on destination trust and satisfaction. Visitors' experience was found to influence both satisfaction and loyalty positively. Visitors' satisfaction influenced trust positively but not attachment, while destination trust was positively linked with destination attachment and destination attachment positively related with destination loyalty. Lastly, the study found that the young and older adult visitors differ in terms of relationships such as destination image and satisfaction, and satisfaction and attachment. In both cohorts, the study found no difference in terms of image and trust, the push and pull factors; satisfaction and loyalty; and trust and destination attachment.

The thesis offers a significant contribution in terms of theory by offering theoretical understanding of the complex relationship among pull and push factors towards tourism destination, destination trust, image, attachment, satisfaction and visitors' experience and loyalty in a context considered one of the top destinations in Africa. The study further offers a theoretical

and empirical understanding of how generational cohorts explain the cognitive, motivation and affective behaviours of tourism visitors. This study shares relevant insights on the relationship between push and pull motivation and trust, which will help the tourism destination managers and marketers to identify what motivates different segments to develop destination attachment and loyalty towards the destination. Lastly, the study is one of the first comprehensive researches into various aspects of destination loyalty and attachment with a specific focus on a strong African tourism destination.

Keywords: Push-pull motivations; cognitive knowledge; affective outcomes; destination attractiveness; international visitors' loyalty; generational cohort.

DECLARATION

I, Promise Omo-Obas, declare that this research report is my own work. It is submitted in full fulfilment of the requirements for the degree of Doctor of Philosophy (PhD) in Marketing at the School of Business Sciences at the University of the Witwatersrand, Johannesburg. I declare that this research has not been submitted before for any degree or examination, at the University of the Witwatersrand, or at any other institution.

Promise Omo-Obas

Signed at Johannesburg on the …… day of February 2021

Dedication

I dedicate this thesis to the Almighty God, who empowered me and gave me strength through it all. It was a journey of a thousand miles, but He saw me through and gave me victory. To my parents and immediate family, it was a roller coaster. Thank you.

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Table of Contents

CHAPTER ONE: INTRODUCTION 1

1.1 INTRODUCTION 1
1.2 IDENTIFICATION OF RESEARCH GAPS AND PROBLEM STATEMENT 5
1.3 THE PURPOSE AND RESEARCH OBJECTIVES 10
1.4 RESEARCH QUESTIONS 11
1.5 JUSTIFICATION, SIGNIFICANCE AND CONTRIBUTION OF THE STUDY 11
1.5.1 Theoretical Contribution 11
1.5.2 The Empirical Contribution 13
1.5.3 The Contextual Contribution 14
1.6 ASSUMPTIONS AND DELIMITATIONS 15
1.6.1 Assumptions 15
1.6.2 Delimitations of the Study 15
1.7 DEFINITION OF TERMS 17
1.8 THESIS STRUCTURE 17

CHAPTER TWO: RESEARCH CONTEXT 19

2.1 INTRODUCTION 19
2.2 SOUTH AFRICAN TOURISM CONTRIBUTION TO THE GLOBAL ECONOMY 19
2.3 OVERVIEW OF THE SOUTH AFRICAN TOURISM SECTOR 20
2.4 SOUTH AFRICA'S ECONOMIC PERFORMANCE VS ITS TOURISM COMPETITORS 23
2.4.1 South Africa's Economic Performance Against Competitors 23
2.4.2 South Africa's Competitiveness Against Other African Countries 25
2.5 SOUTH AFRICA'S DESTINATION ATTRACTIONS 26
2.5.1 Natural Attractions 27
2.5.2 Cultural Attractions 28
2.5.3 Man-made Attractions 28
2.6 SPHERES OF INFLUENCE ON SA TOURISM 30
2.6.1 Technological Trends 31
2.6.2 Economic Trends 32
2.7 INTERNATIONAL TOURIST ARRIVALS 34

2.8 SOUTH AFRICA TOURISM MARKET SEGMENTS/POSITION STRATEGIES 35

2.9 CHALLENGES AND OPPORTUNITIES OF SOUTH AFRICA'S TOURISM INDUSTRY 37
2.9.1 Challenges in the Industry 37
2.10 INDICATORS OF THE CHALLENGES 39
2.11 INTERNATIONAL RISKS 39
2.11.1 Health Issues 40
2.11.2 Rhino Horn Poaching 41
2.11.3 Crime 41
2.11.4 Political Instability 42
2.11.5 Global Warming/Climate Change 43

2.11.6 Travel Documents/ Visa Access *46*
2.11.7 Xenophobic Attacks *48*
2.11.8 The Effects of Inflation on International Tourism in South Africa *49*
2.12 MINIMISING CHALLENGES 49
2.12.1 Employment Opportunities *51*
2.12.2 Foreign Currency *52*
2.13 TOURISM'S ECONOMIC CONTRIBUTION AND GLOBAL COMPETITIVENESS 54
2.14 RANKING OF SOUTH AFRICAN TOURISM AND AWARDS 57
2.15 SUMMARY 58

CHAPTER 3: THEORETICAL REVIEW 60

3.1 INTRODUCTION 60
3.2 THEORETICAL GROUNDING 60
3.2.1 The Expectancy Disconfirmation Theory *60*
3.2.2 The Neoclassical Theory: Macro and Micro *66*
3.2.2.1 THE MACRO ANALYSIS OF NEOCLASSICAL THEORY 69
3.2.3 Push-Pull Model *71*
3.2.4 Generational Theory (GT) *76*
3.5 CONCLUSION 83

CHAPTER 4: LITERATURE REVIEW 85

4.1 INTRODUCTION 85
4.2 DESTINATION IMAGE 85
4.2.1 Internal Factors *88*
4.2.2 External Factors *89*
4.3 PUSH MOTIVATION 90
4.3.1 Related Studies on Push Motivation *92*
4.4 PULL MOTIVATION 94
4.4.1 Related Studies on Pull Motivation *95*
4.5 VISITORS' EXPERIENCE 96
4.6 VISITORS' SATISFACTION 99
4.6.1 What Satisfaction Conveys *101*
4.6.2 Definition of Visitors' Satisfaction *102*
4.6.3 Satisfaction Framework *103*
4.7 DESTINATION TRUST 104
4.7.1 Related Studies on Destination Trust *105*
4.8 DESTINATION ATTACHMENT 105
4.9 VISITORS' LOYALTY 108
4.9.1 Related Studies on Visitors' Loyalty *108*
4.9 CONCLUSION 109

CHAPTER 5: CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT 110

5.1 INTRODUCTION 110
5.2 CONCEPTUAL MODEL 110

5.3 HYPOTHESISED RELATIONSHIPS BETWEEN CONSTRUCTS IN THE CONCEPTUAL MODEL 112
5.3.1 The Relationship between Destination Image and Visitors' Loyalty 112
5.3.2 The Relationship between Destination Image and Visitors' Satisfaction..... 114
5.3.3 The Relationship between Destination Image and Destination Trust 115
5.3.4 The Relationship between Push Motivation and Visitors' Satisfaction..... 118
5.3.5 The Relationship between Push Motivation and Destination Trust 120
5.3.6 The Relationship between Pull Motivation and Visitors' Satisfaction 122
5.3.7 The Relationship between Pull Motivation and Destination Trust..... 123
5.3.8 The Relationship between Visitors' Experience and Visitors' Satisfaction 124
5.3.9 The Relationship between Visitors' Experience and Visitors' Loyalty 126
5.3.10 The Relationship between Visitors' Satisfaction and Destination Trust 127
5.3.11 The Relationship between Visitors' Satisfaction and Destination Attachment 129
5.3.12 The Relationship between Destination Trust and Destination Attachment..... 131
5.3.13 The Relationship between Destination Attachment and Visitors' Loyalty 132
5.3.14 Age Group/Cohort as a Moderator 133
5.4 CONCLUSION 134

CHAPTER 6: RESEARCH METHODOLOGY 135

6.1 INTRODUCTION 135
6.2 RESEARCH PHILOSOPHY AND APPROACH 135
6.2.1 THE POST-POSITIVIST WORLDVIEW 137
6.3 RESEARCH APPROACH 138
6.3.1 Quantitative/Deductive Approach 138
6.4 RESEARCH DESIGNS 138
6.4.1 Quantitative Designs 139
6.5 THE SAMPLING DESIGN 140
6.5.1 Target Population 140
6.5.2 Sampling Frame 142
6.5.3 Sampling Technique 143
6.5.4 Sample Size 145
6.5.5 Collect Data 146
6.5.6 Response Rate 147
6.6 DATA COLLECTION INSTRUMENT 147
6.6.1 Pilot Study 150
6.6.2 Statistical Modelling and Data Analysis 151
6.6.3 Cronbach Alpha Coefficient 152
6.6.4 Composite Reliability and Average Extracted Variance 152
6.6.5 Validity 153
6.6.6 Convergent Validity 153
6.6.7 Discriminant Validity 153
6.6.8 Reliability 153
6.7 FITNESS OF MEASUREMENT MODEL 154
6.7.1 Chi-Square 154

6.7.2 Root Mean Square Error of Approximation (RMSEA) *155*
6.7.3 The Goodness of Fit Index (GFI) *155*
6.7.4 Incremental Fits *155*
6.7.5 Incremental Fit Index (IFI) *156*
6.7.6 Normed-Fit Index (NFI) *156*
6.7.7 Comparative Fit Index (CFI) *156*
6.8 Structural Equation Modelling (SEM) Approach and Path Modelling 157
6.8.1 Confirmatory Factor Analysis (CFA) *159*
6.8.2 Use of Software *160*
6.8.3 Data Cleaning *160*
6.9 Limitations of the Study 160
6.10 Ethical Considerations 161
6.11 Conclusion 161

CHAPTER 7: ANALYSIS AND RESULTS 162

7.1 Data collection 162
7.2 Sample Characteristics 162
7.2.1 Sample Characteristics of Young and Older Respondents *165*
7.3.1 Measurement Model Validation *166*
7.3.2 Measurement Model Validation (Combined Data) *167*
7.3.4 Measurement Model (Combined Data and Multigroup Analysis) *171*
7.3.5 Hypotheses Testing *175*
7.3.6 Structural Model Estimation *176*
7.3.7 Two-Age Cohorts Comparison *178*

CHAPTER 8: DISCUSSION OF FINDINGS 183

8.1 Introduction 183
8.2 Main Findings 183
8.2.1 Destination Image and Visitors' Loyalty *185*
8.2.2 Destination Image and Visitors' Satisfaction *186*
8.2.3 Destination Image and Destination Trust *187*
8.2.4 Push Motivation and Visitors' Satisfaction *189*
8.2.5 Push Motivation and Destination Trust *190*
8.2.6 Pull Motivation and Visitors' Satisfaction *192*
8.2.7 Pull Motivation and Destination Trust *193*
8.2.8 Visitors' Experience and Visitors' Satisfaction *195*
8.2.9 Visitors' Experience and Visitors' Loyalty *196*
8.2.10 Visitors' Satisfaction and Destination Trust *199*
8.2.11 Visitors' Satisfaction and Destination Attachment *200*
8.2.12 Destination Trust and Destination Attachment *201*
8.2.13 Destination Attachment and Visitors' Loyalty *202*
8.2.14 Moderated by Two Age Groups (Young Adults and Older Adults) *204*
8.3 Summary of Main Findings 206

8.4 CONCLUSION 208
CHAPTER 9: CONCLUSION AND RECOMMENDATIONS 209
9.1 INTRODUCTION 209
9.2 CONCLUSION BASED ON THE STUDY OBJECTIVES 210
9.2.1 Research Objective 1 ..... *211*
9.2.2 Research Objective 2 ..... *213*
9.2.3 Research Objective 3 ..... *215*
9.2.4 Research Objectives 4 ..... *216*
9.2.5 Research Objective 5 ..... *217*
9.2.6 Research Objective 6 ..... *218*
9.2.7 Research Objective 7 ..... *219*
9.3 RECOMMENDATIONS 222
9.4 LIMITATIONS AND FUTURE RESEARCH 225
9.5 STUDY CONTRIBUTIONS 227
9.5.1 THEORETICAL CONTRIBUTION 227
9.5.2 EMPIRICAL CONTRIBUTION 228
9.5.3 PRACTICAL CONTRIBUTION 229
9.6 SUMMARY 230
REFERENCE LIST 231
APPENDIX A QUESTIONNAIRE 279

List of Tables

TABLE 1.1 LIST OF ABBREVIATIONS AND ACRONYMS 17
TABLE 2.1 SOUTH AFRICA COMPARED TO ITS COMPETITORS 24
TABLE 2.2 PURPOSE OF VISIT BY INTERNATIONAL TOURISTS 30
TABLE 2.3 TREND ANALYSIS OF SPHERES OF INFLUENCE ON TOURISM 33
TABLE 2.4. THE FOUR INTERNATIONAL MARKET SEGMENTS 36
TABLE 2.5 DOMESTIC RISK INDEX 39
TABLE 2.6 INTERNATIONAL RISKS INDICATORS 40
TABLE 2.7 FACILITATION OF EASE OF ACCESS 47
TABLE 3.1 TYPES OF EXPECTATIONS 64
TABLE 3.2 *THE NEOCLASSICAL THEORY ANALYSIS* 69
TABLE 3.3 *SUMMARY OF GENERATIONAL THEORY ANALYSIS OF TOURISM* 78
TABLE 6.1 *SUMMARY OF POSITIVISM AND INTERPRETIVISM RESEARCH PARADIGMS* 136
TABLE 6.2 *SELECTION TECHNIQUES FOR PROBABILITY AND NON-PROBABILITY SAMPLES* 144
TABLE 6.3 *SOURCES AND SCALES ADAPTED* 148
TABLE 6.4 *FIT INDICES AND RECOMMENDED THRESHOLDS* 157
TABLE 7.1 *SAMPLE CHARACTERISTICS OF RESPONDENTS* 163
TABLE 7.2 *MEASUREMENT ITEMS* 167
TABLE 7.3 *INTER-CONSTRUCT CORRELATIONS (COMBINED SAMPLE)* 169
TABLE 7.4 *MEASUREMENT INVARIANCE TESTING* 170
TABLE 7.5 *MEASUREMENT ITEMS* 171
TABLE 7.6 *INTER-CONSTRUCT CORRELATIONS (YOUNGER THAN 34 YEARS)* 174
TABLE 7.7 *INTER-CONSTRUCT CORRELATIONS (OLDER THAN 35 YEARS)* 174
TABLE 7.8 *PATH ANALYSIS* 176
TABLE 7.9 *STRUCTURAL COEFFICIENTS* 179
TABLE 8.1 *SUMMARY OF RESEARCH HYPOTHESES RESULTS (COMBINED SAMPLE)* 183
TABLE 8.2 *SUMMARY OF RESEARCH HYPOTHESES RESULTS BASED ON TWO AGE GROUPS (H14)* 204

List of Figures

FIGURE 1.1 THE STRUCTURE OF THE THESIS 18
FIGURE 2.1 GLOBAL ECONOMY CONTRIBUTION BY SOUTH AFRICAN TOURISM 20
FIGURE 2.2 SOUTH AFRICAN TOURISM INDUSTRY 21
FIGURE 2.3 POTENTIAL BENEFITS OF TOURISM 22
FIGURE 2.4 COMPETITIVENESS AGAINST THE SUB-SAHARAN REGION 25
FIGURE 2.5 INTERNATIONAL VISITORS' ARRIVALS: 2014–2019 35
FIGURE 2.6: ELEMENTS OF MARKETING 37
FIGURE 2.7 THE FLOW OF CHALLENGES OF THE SOUTH AFRICAN TOURISM INDUSTRY 38
FIGURE 2.8 GUEST NIGHTS DURING CAPE TOWN'S DROUGHT 44
FIGURE 2.9 CAPE TOWN'S CLIMATE CHANGE EFFECTS 45
FIGURE 2.10 RISK MANAGEMENT PROCESS 50
FIGURE 2.11 TOTAL CONTRIBUTION BY TOURISM TO EMPLOYMENT (2012–2017) 52
FIGURE 2.12 FOREIGN DIRECT EXPENDITURE 53
FIGURE 2.13 TOURISM SECTOR DEMAND AND SUPPLY ANALYSIS MODEL 55
FIGURE 2.14 TOURISM PRODUCTS 56
FIGURE 3.1 BASIC MODEL OF THE EDT 61
FIGURE 3.2 PUSH AND PULL FACTORS THAT INFLUENCE TOURISM 74
FIGURE 3.3 PUSH AND PULL MOTIVATION FACTORS OF INTERNATIONAL TOURISTS 75
FIGURE 4.1 FACTORS THAT INFLUENCE DESTINATION IMAGE 87
FIGURE 4.2 THE HIERARCHY OF PUSH FACTORS THAT MEDIATE VISITORS' BEHAVIOUR IN THE PARKS 93
FIGURE 4.3 THE TOURIST DESTINATION EXPERIENCE 98
FIGURE 4.4 SIX COMPETITIVE ADVANTAGES THROUGH CUSTOMER SATISFACTION 100
FIGURE 4.5 MODEL OF VISITOR SATISFACTION 103
FIGURE 4.6 THE DEVELOPMENTS OF DESTINATION ATTACHMENT 107
FIGURE 5.1 CONCEPTUAL MODEL 111
FIGURE 6.1 ESTIMATED NUMBER OF TOURISTS FROM 2006 TO 2022 141
FIGURE 6.2 SAMPLING TECHNIQUES 143
FIGURE 6.3 DATA ANALYSIS APPROACH 151
FIGURE 7.1 SEM PATH ANALYSIS FOR TOTAL SAMPLE 177
FIGURE 7.1 SEM PATH ANALYSIS FOR THE YOUNGER TRAVELERS 180
FIGURE 7.2 SEM PATH ANALYSIS FOR THE OLDER TRAVELERS 182

CHAPTER ONE: INTRODUCTION

1.1 Introduction

Tourism globally is growing and increasingly creating intense competition among tourism destinations (Liu, 2019). According to the United Nations World Tourism Organisation (UNWTO) World Tourism Barometer (2020), international visitor arrivals worldwide grew by 3.8% in 2019 with an estimation of 1.5 billion international arrivals worldwide. The tourism sector has a significant role in improving the economic growth of a country as it represents one of the prime economic trades in the world and an important aspect in international commerce, also serving as one of the main revenue sources for numerous countries, especially developing countries (Ferreira & Perks, 2016). For the past decade, tourism has experienced continuous growth with 2019 serving as the tenth consecutive year of sustained development, making it one of the fastest growing economic sectors worldwide (World Tourism Barometer - UNWTO, 2020). According to UNWTO (2017), the Americas, the Middle East and the Asia-Pacific region tourism contributed US$ 1.22 billion in income including Europe and Africa towards the global tourism revenue.

Ferreira and Perks (2016) report that Africa's tourism sector has grown since the end of World War II in 1945 and commercial airlines have enabled easier and less expensive travel. Tourists have frequented Africa to enjoy various experiences including natural wonders and cultural landmarks. According to the South African Tourism annual report (2017/2018), South Africa, Kenya, Zimbabwe, Morocco, Tunisia and Egypt are reported to be the most popular countries for mass tourism (SA Tourism annual report, 2017/2018). However, during the past decade (2009–2019), a decline has been witnessed in the volumes of tourists visiting the African countries and South Africa is not an exception. Tourism is one of the most vibrant and important industries of the South African economy (SA Tourism annual report, 2017). The Travel & Tourism Competitiveness Report (2019) notes that in 2018, the tourism industry helped generate 10.4% of world gross domestic product (GDP). In Sub-Saharan Africa, the tourism index showed that Mauritius, Seychelles and South Africa ranked above the global average on the index with international visitor arrivals and receipt growth towards tourism (The Travel & Tourism Competitiveness Report, 2019).

In South Africa tourism contributed 1.5 million jobs and R425.8 billion to the economy in 2018. This signifies 8.6% of all economic action in South Africa (South African Tourism, 2020). The World Travel and Tourism Council (WTTC) (2020) stated that in 2019, there was a decrease in the input of travel and tourism to GDP by 7.0%, which is -1.6% from 2018, and the total contribution of global employment was 9.1%. With the global tourism sector growing, the situation in South Africa calls for urgent attention to address any further decline and to avert the dire consequences in terms of jobs, income and economic growth. In March 2018, at the 2018 International Travel Trade Show in Germany, the chief executive officer of South African Tourism, Miss Sisa Ntshona, was quoted as affirming that tourism is indispensably significant to the South African economy and that the industry should be cultivated for sustainable and comprehensive growth (Statistics SA, 2019). Statistics SA (2019) stated that the tourism sector is a greater contributor than agriculture, but minor in comparison to other sectors such as mining and construction in South Africa (Statistics SA, 2019). In the Sub-Sahara Africa Pillar Performance 2019, South Africa ranked 23rd globally at the cultural, resources and business travel level, with price improvement as one of the competitiveness advantages and attractions of visitors towards the destination (The Travel and Tourism Competitiveness Report, 2019).

For South Africa to continuously be a key player in the global tourism landscape and thrive in the increasing competitive nature of the sector globally, there must be the development of sustainable competitive advantage through a more visitor-centric approach going forward.

As suggested by Krešić and Prebezac (2011), understanding the requirements for success in the tourism industry has become a make or break issue for several economies, especially in developing countries. Tourism destinations should therefore be ground-breaking and continuously strive for new sources of relative advantages in the form of tourism motivations and resources and through satisfactory destination marketing (DM) and management approaches. Destination marketing is gradually becoming the pillar of the sustainability and future development of tourism destinations in a competitive and globalised market (Pike & Page, 2014). Ashworth and Page (2011) acknowledged that DM is the main element in creating a highly competitive advantage in the tourism sector. Therefore, attracting international visitors to the destination and establishing destination attachment and loyalty through increasing trust and satisfaction of the tourists (Pike & Page, 2014) should be the core focus for destination managers. Avraham (2016) described DM as

a visitor-centred method for the cultural and economic growth of a destination which balances and incorporates the benefits of tourists, municipalities and service providers.

Several authors including Tessitore, Pandelaere and Van Kerckhove (2014) and Kaur, Chauhan and Medury (2016) focused on the presence of a destination (India) in audio-visual media as a plan to promote a tourist destination and destination image using correspondence analysis in India. Furthermore, Ramseook-Munhurrun, Seebaluck and Naidoo (2015) suggested that DM helps to enhance the image and experience or cognitive knowledge of visitors towards the destination and builds affective outcomes of visitors. This in turn increases tourism sector income and employability and increases the GDP of the countries (Ramseook-Munhurrun et al., 2015).

On the other hand, for a nation's tourism sector to survive and become competitive, it needs to be sustainable (Ferreira & Perks, 2016). Ferreira and Perks (2016) argue that for sustainable tourism to occur, there should be a consideration of future and present economic, environmental and social impacts which address the needs of visitors, the industry, local communities and the environment. Liu (2019) further mentioned that certain factors are required for the sustenance of a tourism destination; these include destination attractiveness factors such as images, accommodations, infrastructures and transportation (environment) which will influence international tourists' decisions with regard to a destination.

The implementation of DM strategies can lead to tourism attractiveness and provide a competitive advantage, which in turn provides long-term sustainable tourism development and growth for the destination (Krešić & Prebezac, 2011). To be successful on the international tourism market, the overall attractiveness of the destination needs to be equal to or higher than the attractiveness of its rivalries (Reitsamer, Brunner-Sperdin & Stockburger-Sauer, 2016). A study conducted by Prayag, Hosany and Soscia (2014) examined the impact of destination attractiveness such as the relationship between attachment and visitors' motivation to travel. Reitsamer et al. (2016) focused their study on exploring the cognitive, personified side of location attachment and its motivating factors for destination attachment to arise towards the destination. Reitsamer et al. (2016) found that factors for destination attractiveness take into account aspects such as access, amenities and local communities. These factors significantly impact tourists' perceptive

evaluations of the destination. The above suggests that there are some key features that drive travellers to a particular destination, of which attractiveness is critically important.

The concept of loyalty is increasingly being recognised in marketing literature as one of the crucial factors that enhance product, brand and organisational success (Do Valle, Silva, Mendes & Guerreiro, 2016). According to Ezeudujib and Mhlongo (2019), there is a connection between satisfaction, loyalty and profitability. Working with loyal customers minimises costs associated with recruiting customers, customer price sensitivity and servicing costs. Rajesh (2013) posited that overall, visitors' loyalty is affected by the perceptions that tourist have about the particular location image as well as their overall satisfaction with the conditions of the destination. This study sets out to investigate the cognitive, affective and motivation factors influencing international visitors' loyalty to a destination from a destination-attractiveness standpoint. The study also focuses on visitors' attractions in creating distinctive DM, sustainability and attractiveness to international visitors towards visiting one of the main Sub-Saharan tourism markets, South Africa (The Travel & Tourism Competitiveness Report, 2019).

Guedes (2017) suggested that segmenting a market is an important tool in studying consumer behaviour, as in so doing it classifies homogenous clusters of individuals who share like physiognomies who finally respond to the same marketing methods from the sample. According to Li et al., (2013: p.148), "one of the most common and useful ways to classify any population is by the ages of the individuals who comprise it or, more broadly, by generational groups that are distinct not only in terms of their ages, but by the common events that helped shape their lives". One of the most effective ways of DM effectiveness is to segment the tourism market into homogenous groups for which marketing activities will be targeted, thereby assisting to provide for the different needs of the market and facilitate the building of a loyal customer base. In this study, generational theory is drawn upon with the assertion made that generational cohorts, that is, different generations will have different perspectives regarding what attracts them to a destination. According to Li et al., "Generational theory is a vibrant, socio-cultural theoretical context that identifies forms at a cumulative level across the generational groups, rather than for individuals" (Li et al., 2013). Li et al. (2013) further stated that generational analysis can be beneficial in understanding international visitors' trust, satisfaction and attachment (tourism attitudes, preferences and behaviours) with regard to their loyalty towards South Africa as a tourism

destination. According to Guedes (2017) and generational theory (GT), participants of each cohort are distinct in relation to their beliefs, personalities, values, benefits and expectations (Guedes, 2017; Raunio, 2014) and therefore will be attracted by different things. The way in which young adults will look at a destination means that their trust, satisfaction and attachment to a destination might be different to that of older adults. Destination image and visitors' experience are different but related concepts (Chen & Phou, 2013; Pavlić, 2013), destination image involves subjective knowledge of a destination such as exotic, developed, expensive or emotional thoughts a visitor or group might have towards a destination, while visitors experience refers to the process of evaluating the actual experience against previous expectations and revisiting the destination in the future (Leković, Tomic, Maric & Curcic, 2020). The cognitive knowledge (image and experience) is said to be an antecedent of the affective outcome (satisfaction, trust, and attachment) due to visitors' evaluation responses shoot from their acquaintance with the particular tourism destination such as loyalty, recommendation) (Leković et al., 2020). Finally, the combination of cognitive, motivation (push and pull) and affective can produce a general behavioural outcome related to the positive or negative evaluation of the detention- the behavioural outcome (Pavlić, 2013). Given the importance of the attractiveness of South Africa as a visitor destination to visitors generally, the current study further aims to examine the effectiveness of cognitive, affective and motivation factors that determine international visitors' generational cohorts' loyalty towards South Africa as a tourism destination to achieve better results.

1.2 Identification of Research Gaps and Problem Statement

According to Tourism South Africa (2018), tourism plays a vital role in placing the South African economy on a sustainable comprehensive growth trajectory. Since 2017, the tourism sector has experienced some turbulence such as crime rate for murder, assaults, rape, and political instability and climate change (Climate change SA, 2019) resulting in the decrease in the number of international visitors (Henama, 2018). The global turbulence in the tourism sector is posing a huge risk to the South African economy (Tourism South Africa 2018). Considering the important role it plays in terms of employment and GDP contribution, it is imperative to investigate how the industry can keep attracting tourists and maintain a sustainable growth trajectory. With 1.5 million persons employed by the sector and with a 9.1% GDP contribution (Richardson, 2020), the growth

of the sector is not just of academic importance but of a critical national importance as well. Nonetheless, at the 2019 SONA, the President Cyril Ramaphosa announced that the tourism sector is facing a challenge of growing the current tourism levels to reach the goal of 21 million tourist arrivals by 2030 and that they require a new growth approach to achieve the 4.5 million additional visitors arrivals to achieve the required goal (State of the Nation Address, 2019). This makes research into the possible growth avenues even more crucial. The downward slide of the sector's growth is worrying considering the precarious nature of the South African economy currently (State of the Nation Address, 2019). Since the sector has the potential of kick-starting the economic revival of the economy, the current study is motivated by the need to understand how international tourists' attraction towards South Africa will be revived and grow, and for such customers to develop an attachment and loyalty towards the South African brand as the preferred tourism destination. The public entity, Brand South Africa, is commissioned by the South African government to project a positive image of the country internationally and their planned strategies were to revitalise the "We Do Tourism" and "Welcome" campaign through delivering competitive brand and visitors experience which is yet to be revitalised (Brand South Africa Trust, 2018). Hence, this study aims to develop an understanding of the customer dynamics, the broad segments and the behavioural patterns of international tourists in order to inform the strategic development of various stakeholders charged with the responsibility to ensure the growth and sustainability of the sector. This study, therefore, is of prime national importance and empirically relevant, as the previous studies on Sub-Saharan tourism have lacked in-depth empirical research of this nature (Haarhoff & Klerk, 2019; Reitsamer et al., 2016; Schoeman, 2016).

The focus of tourism as a business is to continuously meet the expectations and ever-changing needs of especially international visitors' satisfaction, safety and security (trust) which would, in turn, lead to visitors' destination attachment and visitors' loyalty. This could lead to making tourism a dynamic and sustainable industry, which will require the ability to understand the different generational cohorts' behaviours in travelling. Augustine (2017) asserts that the decline in tourism is usually a result of tourists' dissatisfaction as destinations do not meet their needs and expectations, which results in non-sustenance and loss of competitive advantage.

Several studies in the global framework have examined destination attractiveness in the tourism sector (Formica & Uysal, 2006; Reitsamer et al., 2016; Truong, Lenglet, & Mothe, 2017).

For example, Formica and Uysal (2006) in their study on destination attractiveness was based on supply and demand indicators (neo-classical model), acknowledge that the overall tourism attractiveness of a destination depends on the relationship between the availability of existing attractions and the perceived importance of such attractions. They identified tourist attraction supply variables as tourism services and facilities, such as eating and drinking places, retail sales, souvenir firms, hotel and motel rooms, cultural/historical, historic buildings, museums, historical districts, civil war sites, festivals, and wineries. Truong et al. (2017) conducted a research on destination distinctiveness: concept, measurement, and impact on tourist satisfaction and their study suggests some influence of unique and distinctive attributes on tourist satisfaction and behaviours. Although the importance of destination attractiveness in the tourism sector had been recognised, (Haarhoff & Klerk, 2019) on destination South Africa: analysis of destination awareness and image by international visitors, found out that 64.8%, of the total sample indicated that they had considered an alternative destination due to crimes and corruptions; only few attempts are also made to categorise the attributes that are crucial to destinations and investigate their magnitude and contribution to destination attractiveness (Ariya, Wishitemi, & Sitati., 2017), so far there has not been sufficient investigation carried out to test the various tourist segments and the combination strength of international tourists' typical attributes such as cognitive values, motivations or tourism experiences at the tourism destination hence the gap.

The authors offered proof of the role of place-based typical characteristics in determining visitors' destination satisfaction. Furthermore, the authors assert that exclusive and distinctive features add to visitors' future behaviours in their intention to return to the destination and that cognitive-affective behaviours have not been properly ascertained, as to whether these behaviours have any effect on visitors' motivation, experiences and images towards and of the destination (Truong et al., 2017). Therefore, the perceptions and values of certain groups are believed to reflect societal trends because of shared experiences and motivations of individuals. It is therefore believable that visitors in a certain group would develop a so-called "behavioural attachment" to some extent. Thus, it is paramount to consider the transformation incorporating the behavioural attachment of a set group and the effect that this would have in the long term on visitors' loyalty towards a destination. Thus, this study has drawn on GT combined with the measurement scale to guarantee valid ongoing measurement of the cognitive and affective tourists' behaviours to explain visitors' loyalty towards a tourism destination. Although destination trust and motivation factors

are essential parts of powerful tourism (Cong, 2016; Jensen & Syendsen, 2016), the relationship between the two remains equivocal (Bianchi, 2015; Jensen & Syendsen, 2016). Additionally, more efforts are required to fill the research gaps in the literature on the relationship between motivation factors and destination trust with respect to a visitor tourism destination (i.e. satisfaction and destination attachment), which plays a vital role in DM and formation of the emotional attachment that can increase international visitors' loyalty.

Jensen and Syendsen (2016) argued that building destination trust can improve the feeling of safety of visitors and hence attract even more visitors to the destination. Some recent literature (Bianchi, 2015; Jensen & Svendsen, 2016) showed that security and safety motivation are renowned as vital factors influencing tourists' destination choice. The reason for this is that visitors are more concerned with what motivates them to a destination and the risk affecting them at a destination. Ermawati and Prihandono (2018) stated that the inner drive of a tourist in the form of travel motivation is created through satisfaction and loyalty. The push and pull factor approach explores both internal and external motivational dimensions. In destination marketing, this includes aspects that drive a tourist to seek out escapade activities and also provides an opportunity to assess components that drive a visitor to travel to a specific destination for experience purposes (Giddy, 2018). Many studies have shown that satisfaction is significantly influenced by push and pull motivation (Khuong & Ha, 2014; Battour et al., 2012; Ermawati & Prihandono 2018). Nevertheless, some researchers have adopted other forms of the concept of motivation in their studies by classifying family togetherness, festival attraction, heritage, learning and culture as motives for tourists in Brazil and Gambian nations (Rid et al., 2014; Kim et al., 2006). Among the theories related to tourism motivation, the push and pull model (PPM) has attracted attention in the tourism industry. While motivations factors have been extensively accepted in the tourist motivation literature including the relationship between motivation and satisfaction (see Ermawati & Prihandono, 2018), the extent to which motivation factors influence destination trust is yet to be recognised, especially in developing and emerging market contexts such as South Africa. Considering the fact that destination trust largely determines visitation and revisit intention, it is important that empirical attention is paid to such relationship.

The present study develops and investigates a model linking push and pull motivation with destination trust as a way of addressing the above gap. To the knowledge of this study, there has

to date been no effort to link push and pull motivation with destination trust, especially in the Sub-Saharan African context. This is a mystery, considering that the interdisciplinary concept of tourism has recently received much attention in the literature (Chen & Phou, 2013; Jensen & Svendsen, 2016; Cong, 2016; Ermawati & Prihandono, 2018). To bridge the gap in the destination loyalty literature, the study suggests an integrated method to scrutinise the relationships among destination image, visitors' experience, push and pull motivation, visitors' satisfaction, destination trust, destination attachment and visitors' loyalty in the tourism context. Similarly, detecting the significance of these factors in determining visitors' loyalty can assist DM marketers and executives to assign scarce resources proficiently and syndicate visitors' loyalty to the destinations. Finally, the GT was used in analysing the statistics based on satisfaction, trust and attachment of the generational cohorts in determining to what extent they influence international visitors' loyalty towards South Africa as a travel destination. In this respect, studying the generational cohorts is perceived as fundamental to explain a particular tourism behaviour of visitors (Khuong & Ha, 2014) in order to have an understanding of a visitor's cognitive, affective and motivation factors in choosing a destination again over another. As things stand, few studies have investigated the use of studying clusters of people based on their cohort as a standard technique to clarify their consumer behaviour in the consumer market from the perspective of consumer models (Buffa, 2015; Guedes, 2017; Li, 2013).

Specifically, the use of studying age groups of tourists based on their generation cohorts has yet to be clearly comprehended in the South African tourism industry. Frey (2018) found that the young adult population in the age bracket of 18–34 grew in the United States nationally by 47.7% from 2010 to 2015 and that they are passionate in playing a pivotal role as a bridge to a more diverse America. As stated earlier, the lack of studies regarding group cohorts as tourists visiting a destination in the tourism industry and the inexistence of a list of typologies of the integration of this specific market is seen as a gap in the tourism industry (Guedes, 2017) that should be addressed in the South African context. An understanding of the generation cohorts' cognitive, affective and motivation factors will contribute in determining if the tourist group will have different behaviours of attraction, trust, satisfaction and attachment which will lead to loyalty towards South Africa. Research on social inequality has found that young and older adults have different access to status and power relative to middle-aged adults (Garstka, 2004). Consequently, there is a knowledge gap in the tourism sector, with tourism managers and destination marketers not fully grasping the

importance and the difference between young and old international visitors' generation attraction behaviours towards their tourism loyalty and, moreover, how the young and old generations differ in their destination trust, satisfaction and destination attachment with regard to their loyalty.

1.3 The Purpose and Research Objectives

In order to fill the acknowledged gaps, the purpose of the current study is to understand the cognitive-affective-motivation factors influencing tourist behaviour. In specific terms, the study seeks to understand the predictors of destination attractiveness, trust, satisfaction and attachment that international visitors develop which impact on the visitors' loyalty and determine if generational cohorts explain tourists' satisfaction, destination trust and destination attachment in terms of their loyalty to South Africa as a tourist destination.

To achieve the purpose above, the following specific objectives are put forth:

i. To scrutinise the influence of destination image on visitors' loyalty, visitors' satisfaction and destination trust of the tourism attractiveness of South Africa as a tourist destination for international visitors;
ii. To determine the impact of push and pull motivations on visitors' satisfaction and destination trust of international visitors in South Africa;
iii. To estimate the effect of visitors' experiences on visitors' satisfaction and visitors' loyalty towards South Africa as a tourism destination for international visitors;
iv. To assess the relationship between visitors' satisfaction and destination trust and destination attachment in South Africa as the tourism destination of international visitors;
v. To determine the influence of destination trust on destination attachment of South Africa as a tourism destination of international visitors;
vi. To examine the impact of destination attachment on visitors' loyalty towards South Africa as a tourism destination of international visitors; and
vii. To examine the extent to which different generational cohorts explain tourists' satisfaction, destination trust and destination attachment in terms of their loyalty.

1.4 Research Questions

The purpose of this research is to answer the following research questions:

i. Do destination image and visitors' experience influence international visitors' loyalty towards South Africa as a tourist destination?

ii. Regarding the attractiveness of a destination, to what extent does:
   - Destination image influence visitors' satisfaction of South Africa as a destination?
   - Visitors' experience and destination attachment influence visitors' satisfaction and visitors' loyalty of the destination?
   - Visitors' satisfaction influence destination trust in South Africa as a tourist destination?

iii. To what extent do push and pull motivations influence visitors' satisfaction and destination trust of South Africa as a tourist destination?

iv. What role does satisfaction and trust play in destination attachment of South Africa as a destination for international visitors?

v. Does generational cohort explain the differences in tourists' satisfaction, trust, attachment and loyalty towards a tourism destination such as South Africa?

1.5 Justification, Significance and Contribution of the Study

The current study is of significance in many respects. The study develops and tests a comprehensive and integrated model that helps to understand the complex issues of push and pull factors in determining an international tourist's motivation to visit and further tests the complex relationships among destination attractiveness, satisfaction, trust, attachment and loyalty. The specific contributions of this research are threefold and are grouped under theoretical, empirical and contextual contribution.

1.5.1 Theoretical Contribution

The study through an integrated model offers a theoretical understanding of the complex relationship among pull and push factors towards tourism destination, destination trust, image,

attachment, satisfaction, and visitors' experience and loyalty within a perspective in which South Africa is considered one of the top destinations in Africa. From a theoretical perspective, the study also contributes towards our understanding of the question does generational cohort explain the differences in tourists' satisfaction, trust, attachment and loyalty towards a tourism destination such as South Africa for international visitors. The study uses the generational cohorts in understanding cognitive, motivation and affective behaviours of tourism visitors. The application of the push-pull model helps to analyse the results of this study. The two steps of push factors and pull factors are followed. Extrinsic (push) factors are the differences such as escape, benefit expectation, income, occupation, and second home ownership that can cause an individual to leave his or her home country to a host country, while pull factors can be rated as positive factors that attract a visitor to a destination. Both push and pull factors are fundamental steps of visitors' travel motivation to a destination. When adopted and used across generational cohorts in the tourism context, the contributions gathered will enable destination marketers to propose the outcomes to the communities, local business and agencies and therefore lead to greater benefits and positive impacts towards South African tourism in general.

The above paragraph provides an understanding on these generational cohorts' behaviours towards their loyalty to South Africa as a tourism destination. Although some research studies have been done on tourism motivation on how the push-pull model affects tourists' travel due to psychological forces and destination attributes (Dayour & Adongo, 2015; Dayour, 2013; Prayag & Ryan, 2010), very little has been done within the South African context. The work done by Giddy (2018) addresses the issue of motivations of adventure tourists by means of a push and pull factor method. The analysis was based on an examination of motivations for participating in adventure tourism among participants, of which 55% were international respondents and the others locals. Ezeuduji and Dlomo (2020) discuss the issues of the key elements of the push and pull motivational factors that motivate domestic travellers to within South Africa. Although there are studies on the push and pull motivations of visitors in developing countries, none of those focusing on South Africa have, as their main focus, the aim to find the interplay between the pull and push motivation influencing destination trust of visitors towards South Africa as a travel destination, and its effect in determining the attachment of emerging tourism markets globally, as well as among the emerging international visitors' loyalty to South Africa as a tourism destination.

1.5.2 The Empirical Contribution

The current study offers a great deal of empirical insights into how the push and pull factors influence tourist motivation to visit a destination, in this case South Africa. It further provides empirical evidence on how different tourism segments in terms of generation cohorts explain tourists' behaviour in terms of satisfaction, trust, attachment and loyalty. Moreover, the new insights comprise how attractive the destination is supposed to be, what may attract specific cohorts, previous experiences, and what motivated them to make the decision to visit. In addition, destination marketers and managers will be able to identify and understand the crucial variables of visitors' destination association, such as the level of satisfaction, trust and attachment that international visitors have, and thereby strive to enhance the safety of visitors, their welfare and expectations to establish a sustainable tourism destination. Furthermore, in the research conducted by Hanama and Apleni (2018), South Africa is noted as being the fourth most general non-OIC (Organisation of Islamic Cooperation) location for Muslims in the Mastercard-Crescentrating Global Muslim Travel Index (GMTI). Hence, most international visitors prefer to travel to destinations reckoned to be friendlier, safest and with famous cultural tourism attractions. South Africa had introduced stricter visa regulations at the end of 2014 (Ferreira & Perks, 2016), which may have had an influence on the tourist arrivals to the country (Ferreira & Perks, 2016).

Empirical research has shown that perceived discrimination in regulations can lead to a lower psychological state for some generational cohorts and lead to a decrease in tourism inflow to a destination (Garstka et al., 2004). Therefore, the empirical contribution results in better policy implementation by government or the Department of Home Affairs, which will help in the creation of easier and better visa application processes for international visitors and to assist tourism products and service offerings that can attract and appeal to international visitors to come to South Africa. In addition, the understanding of the influence of satisfaction on destination trust will increase the trust level of visitors towards the destination, which would thereby enhance the tourism sustainability of the destination. This study provides an insight to the relationship between pull and push motivation and destination trust, which helps the tourism managers and marketers to identify that what motivates this cohorts might be different to what motivates the other cohorts.

In so doing, it will help the policy makers and travel firms to embrace tailored strategies towards visitors.

1.5.3 The Contextual Contribution

The current study provides recommendations and important insights for the tourism sector on the importance of destination attractiveness of South Africa. A proper understanding of the factors that may influence tourist satisfaction and destination trust is provided, which could increase the South African competitiveness with other potential African or international tourist destinations. Most significantly, growth in the number of tourists will lead to an increase in revenue, which in turn can directly contribute to the economic and social enhancement of South Africa as a nation (Augustine, 2017). Growth in the number of visitors usually requires the development of infrastructure such as roads, water supply, hospitals and tourism facilities such as accommodation, restaurants and transportation systems, which are critical factors in the expansion of tourism (Högström et al., 2010; Augustine, 2017). More visitors will therefore lead to infrastructural development in South Africa which will attract more tourists and will result in more revenue. The *Bojanala* magazine (Bojanala, 2019) states that the Kruger National Park is set to launch a new tourism concept rooted in its history. Given that South Africa has been ranked as one of the top tourist countries in Africa, the launch of a new tourism concept rooted in South Africa history will increase the economic role tourism plays in the development of South Africa, and help in promoting South Africa as a tourism destination (Bojanala, 2019; Stats SA, 2019; Högström et al., 2010).

This study's findings provide empirical, contextual and theoretical insights for destination tourism to expand in terms of the attractions of tourism for businesses in the emerging markets such as South Africa. This comes through indicating the key determinants of visitors' satisfaction and destination trust, which increases destination attachment and in turn influences international visitors' loyalty towards the destination.

1.6 Assumptions and Delimitations

Reflecting on identifying possible shortcomings and limitations of a research is very important (Augustine, 2017). Through making the inadequacies and boundaries clear, researchers can be transparent in indicating how to address such shortcomings in the study (Hesse-Biber, 2016). These shortcomings comprise the obtainability of resources and even own cognitive processes and human shortcomings (Simon, 2011).

1.6.1 Assumptions

Assumptions in the study are aspects that are somewhat out of the researcher's control, however, if they are discarded, the study would become irrelevant (Simon, 2011). Leedy and Ormrod (2016, p.62) posited that "assumptions are so basic that, without them, the research problem itself could not exist". According to Augustine (2017), an assumption is a pointer in the study regarding what is certain without proof. Furthermore, Simon and Goes (2013) postulated that there are often principles in the suggested research that are necessary to conduct the study, but cannot be proven. Therefore, in this study, four main assumptions were held. The first assumption was that respondents who concluded the questionnaires were international tourists to the Lion & Safari Park in South Africa. The second assumption was that all respondents would understand the questions on the survey instrument. The third assumption was that all respondents in the study would answer the questions in the data collection instrument with honesty, factually and accurately. Since it took considerable effort and time to validate the answers of each respondent, the researcher assumed honest responses. The last assumption was that all tourists who visited the Lion & Safari Park would wait until the completion of their tour before completing the questionnaire.

1.6.2 Delimitations of the Study

According to Simon and Goes (2013: 4), "Delimitations of the study are those characteristics that arise from limitations in the scope of the study and by the conscious

exclusionary and inclusionary decisions made during the development of the study plan". In essence, they are limitations consciously set by the researcher. Delimitations are not as much as "why I did this" but rather "why I did not do it like this" (Theofanidis & Fountouki, 2019: 3). Furthermore, delimitations are concerned with the definitions that the researcher decided to set as boundaries of the study, so that the study's purposes and objectives do not become difficult to achieve (Theofanidis & Fountouki, 2019).

There are six delimitations in this study. The first delimitation was that the focus of the study was on gathering the cognitive, affective and motivation factors of international visitors who visited only the Lion & Safari Park in Johannesburg, not those visitors who visited other countries. The second was that the study population was non-citizens entering the Lion & Safari Park for tour and leisure and not based on local residents. The third delimitation was that there was exclusion of other visitors who visited the Lion & Safari Park before and outside the data collection period of the study. The fourth delimitation was that the population of the research was restricted to international visitors visiting the Lion & Safari Park in South Africa. The fifth delimitation was that the questionnaire was in English, hence only individual tourists who could read in English were able to complete the survey. The final delimitation was that the study was conducted before the global pandemic, taking into account that tourism has changed since March 2020 in South Africa.

1.7 Definition of Terms

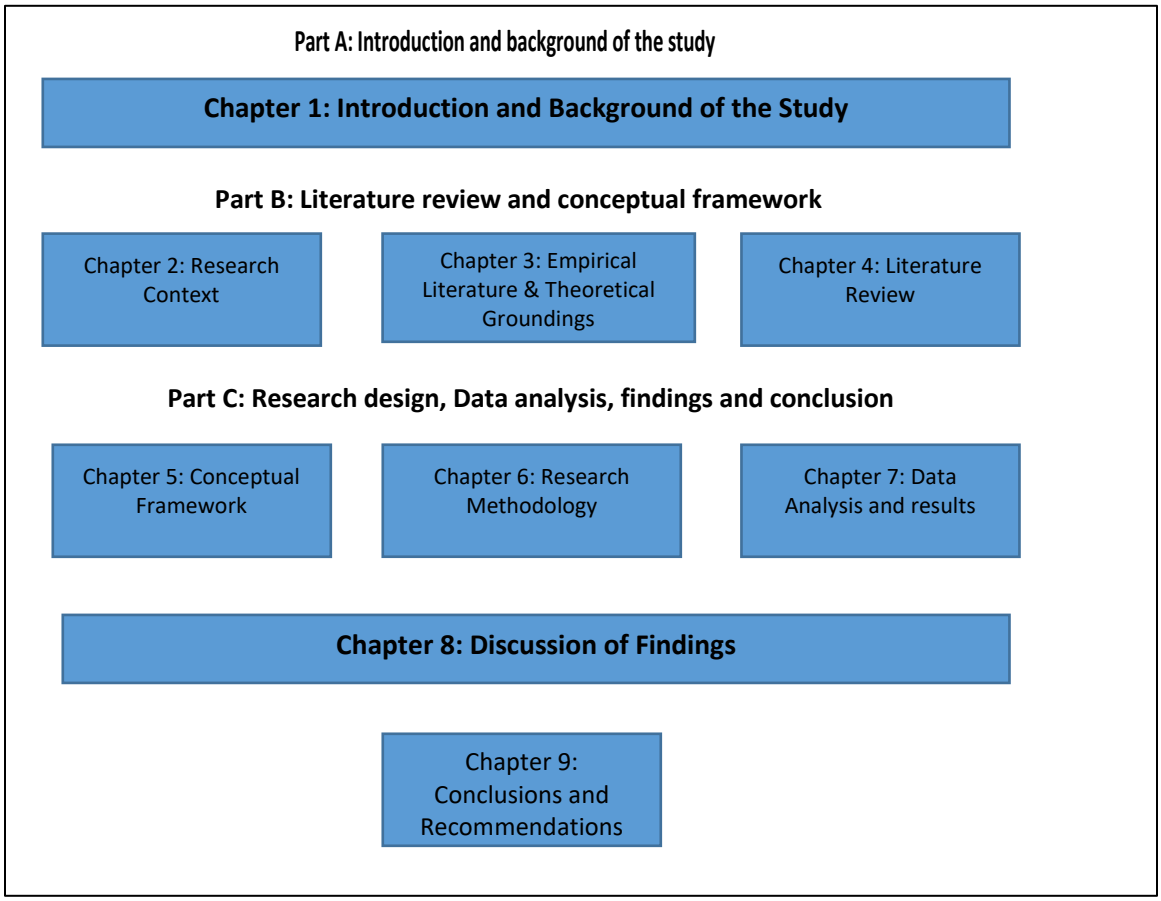
Table 1.1 List of Abbreviations and Acronyms

ACSA	Airports Company of South Africa
BN	Billion in Dollars
DHA	Department of Home Affairs
DoT	Department of Transport
GDP	Gross Domestic Product
NDT	National Department of Tourism
NDP	National Development Plan
NTSS	National Tourism Sector Strategy
PPM	Push-Pull Model
TI	Transparency International
SA	South Africa
UNWTO	United Nation World Tourism Organisation
WTTC	World Travel and Tourism Council

1.8 Thesis Structure

This research is designed in the following pattern: Chapter 1 gives an introduction and background to the study and chapter 2 offers an overview of the context of the research. Chapter 3 discusses the theoretical groundings of the research with the empirical literature relating to the construct in the study. Chapter 4 discusses the literature review significant to the study, shadowed by the conceptual framework in chapter 5. Chapter 6 deliberates on the research methodology. The results of the study are analysed in chapter 7. Chapter 8 discusses the results of the research while conclusions and recommendations of the thesis are outlined in chapter 9. The construction of the thesis is outlined in Figure1.1.

*Figure 1.*1 *The Structure of the Thesis*



1.9 Chapter Summary

This chapter presented an overview of the study, namely the introduction to the study and background of the study. This was followed by a discussion of the research problem and identification of any gaps in literature. The research purpose, objectives and questions were presented, followed by the significance of the study. Lastly, assumptions, limitations, delimitations as well as the organisation of the study were presented.

The next chapter discusses the context of the research.

CHAPTER TWO: RESEARCH CONTEXT

2.1 Introduction

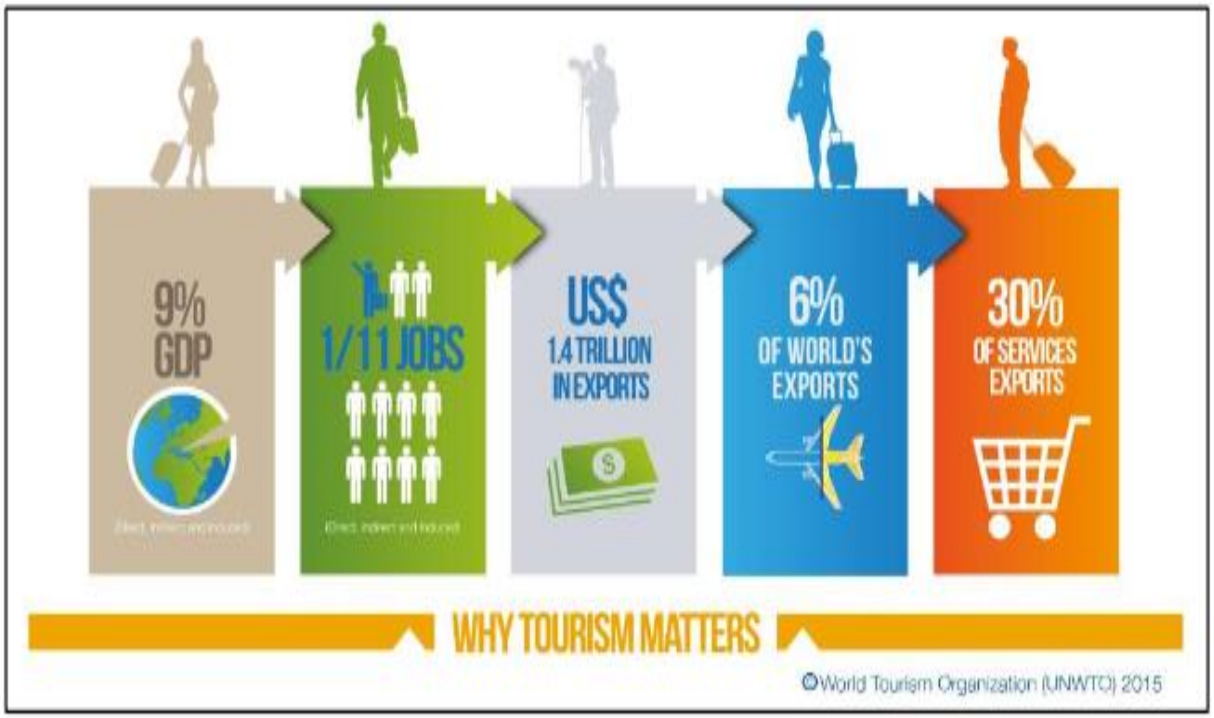
This chapter focuses on discussing the context of the research. Firstly, an overview of the tourism industry and the importance of motivations and the attractiveness of South Africa as a destination is presented. The chapter also discusses the performance and competitiveness of the South African economy among international and Sub-Saharan region economies. Lastly, the chapter provides the spheres of influence on the South African tourism sector and trends of a successful tourism destination.

2.2 South African Tourism Contribution to the Global Economy

The SA Tourism Review Committee (2015) note that the United Nations World Tourism Organisation (UNWTO) estimated that indirect, direct and induced impacts from tourism account for:

- One in 11 jobs of global employment;
- 9% of global GDP;
- 1.4 trillion dollars in exports (6% of global exports); and
- 30% of services exports in 2015, as shown in Figure 2.1.

Figure 2.1 Global Economy Contribution by South African Tourism



Source: SA Tourism Review (2015).

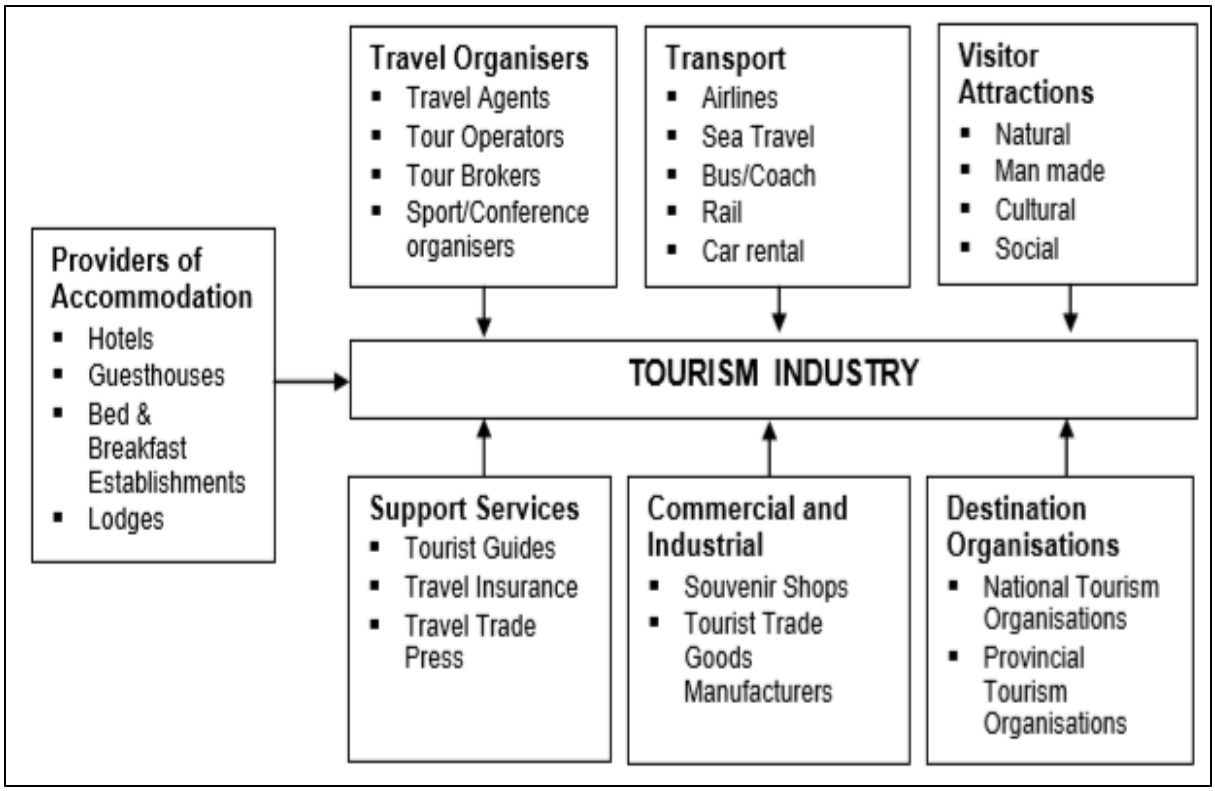
According to UNWTO, a total of 1.5 billion global tourists travelled abroad in 2019, some 3.8% growth compared to 2018 numbers (State of Tourism Report, 2019). There was a growth rate of 2% in the Americas; the Middle East had the highest growth at 6.8%; East and South Asia and Mediterranean Europe experienced a 3.7% growth rate, and Northern Europe and the Caribbean grew by 4.0% (State of Tourism Report, 2019). Africa grew by 6.4% for the year 2019. The 6.4% growth was mainly driven by countries in the North Africa region with a double digit growth (13.6%) such as Tunisia in tourist arrivals in 2019.

2.3 Overview of the South African Tourism Sector

The tourism sector in South Africa is considered one of the major indistries that contributes significantly to the gross domestic product (GDP) of the nation and has been seen to acrue social benefits to local communities (State of Tourism Report, 2019; Brand South Africa, 2012). George (2008) uses a diagram to demonstrate the South African tourism industry, thus offering a structure

that cogently divides the tourism industry into sub-sectors. George (2008) stressed that travel organisers, transportation, visitors' attractions, support services, destination organisations and providers of accommodation all work together towards the sustainability of the South African tourism industry. Figure 2.2 below demonstrates the evolvement of the South African tourism industry.

Figure 2.2 ***South African Tourism Industry***

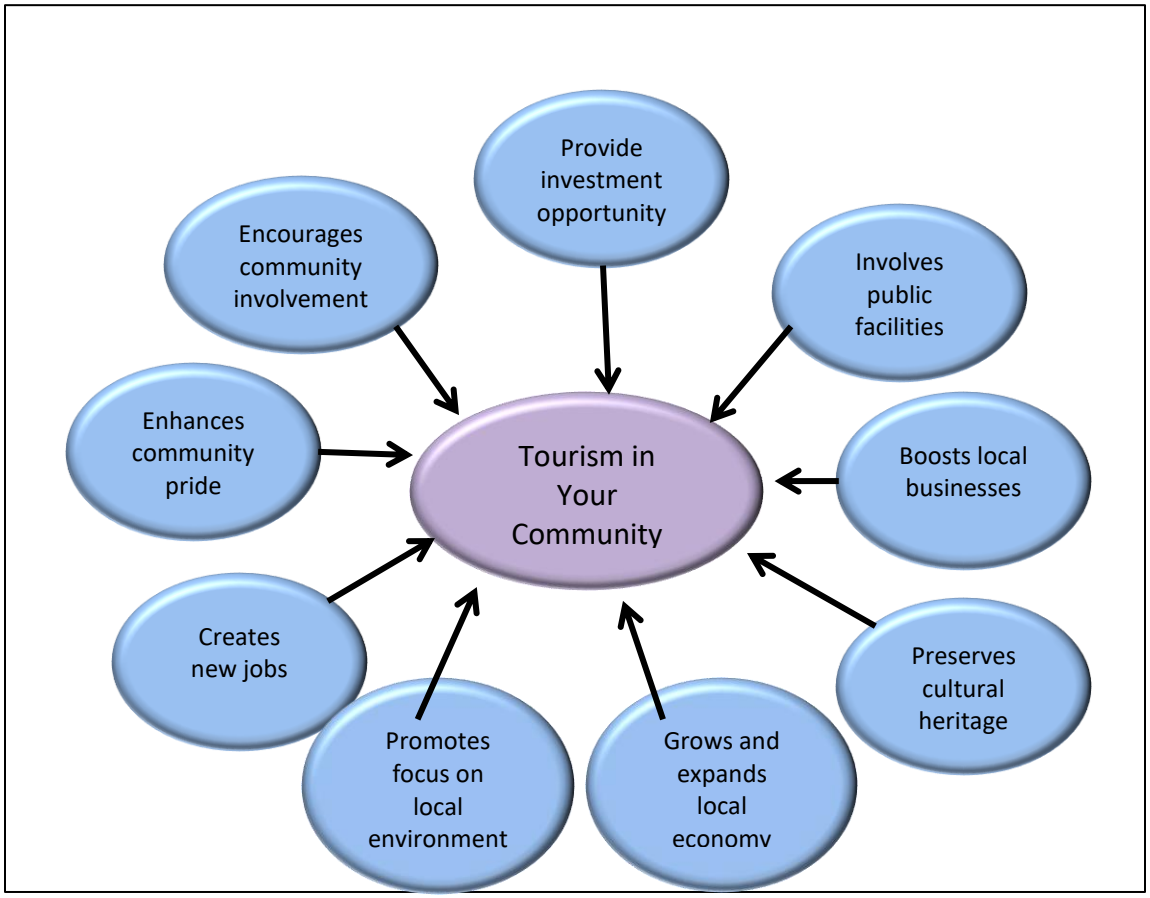


Source: George (2008).

As shown in Figure 2.2, the South African tourism industry is made up of different types of service providers which include accomodation providers, travel organisers, transport providers, visitor attractions, support services, commercial and industrial businesses, and destination organisations. Tourism was identified by the State of Tourism Report (2019) as one of the key areas that contibutes towards South Africa's economy and job creation. Brand South Africa (2012) referred to tourism as a contemporary engine of growth and as one of the major industries globally. In South Africa, tourism has been one of the fastest-growing industries, and its impact across the broader community and its ability to diversify the economy, as well as its potential to contribute

to poverty mitigation, create employment and contribute to the GDP, is recognised by the South African government (State of Tourism Report, 2019). The country has therefore set aside tourism as a key sector possessing huge potential for growth with a projected increase in contribution by tourism, both directly and indirectly to the economy (National Department of Tourism, 2019), from R189.4 billion in 2009 to R499 billion by 2020 (National Department of Tourism, 2019). Figure 2.3 below describes the potential pros of tourism for a civic society.

Figure 2.3 ***Potential Benefits of Tourism***



Source: SA Tourism Planning Toolkit (2010).

Figure 2.3 above indicates that in South African communities, tourism brings about the creation of jobs, provides investment opportunities including public facilities creation, boosts local business and preserves cultural heritage. South Africa's economic perfomance and its competitors in the industry are discussed below.

2.4 South Africa's Economic Performance vs its Tourism Competitors

The economic performance of South Africa as compared against other tourism destinations, i.e. the main competitors in the industry, is discussed below. These include both European and African competitors.

2.4.1 South Africa's Economic Performance Against Competitors

A comparison of South Africa's economic performance with the country's main competitors identified by South Africa Tourism (SA Tourism), that is, Australia, Brazil, Kenya and Thailand (State of Tourism Report, 2017), is discussed in this section. SA Tourism indicated that South Africa's competitors were designated from tourists' point of view, given that the four destinations were very high on tourists' consideration lists. For comparability determinations, the 2017 data was obtained from the World Travel and Tourism Council (WTTC) for all the nations including South Africa (State of Tourism Report, 2017). Amongst South Africa's tourism competitors (Australia, Brazil, Kenya and Thailand), South Africa was fourth in line for an increase in GDP that came from tourism and travel. Brazil had the highest direct contribution of tourism to GDP with a total value of US$59.6bn, shadowed by Thailand (USD$42.2bn) and, closely thereafter by Australia (US$41.7bn) (State of Tourism Report, 2017). In terms of percentage contribution of tourism to total GDP, Thailand headed the list with 9.4% of total GDP shadowed by Kenya (3.7% of total GDP), Australia (3.0% of total GDP), Brazil (2.9% of total GDP) and South Africa (2.9% of total GDP) (State of Tourism Report, 2017). Table 2.1 indicates South Africa's performance level among its competitors.

Table 2.1 South Africa Compared to its Competitors

Indicators	Australia	Brazil	Kenya	Thailand	South Africa
	2017				
Travel and Tourism direct contribution to GDP	US$41.7bn	US$59.6bn	US$2.8bn	USD$42.2bn	US$10.2bn
Travel and Tourism direct GDP (% of GDP)	3.0	2.9	3.7	9.4	2.9
Persons directly engaged in producing goods and services purchased by visitors	531 697	2 337 010	429 376	2 336 580	726 589
Persons directly engaged in producing goods and services purchased by visitors (% of total)	4.3	2.6	3.4	6.2	4.5

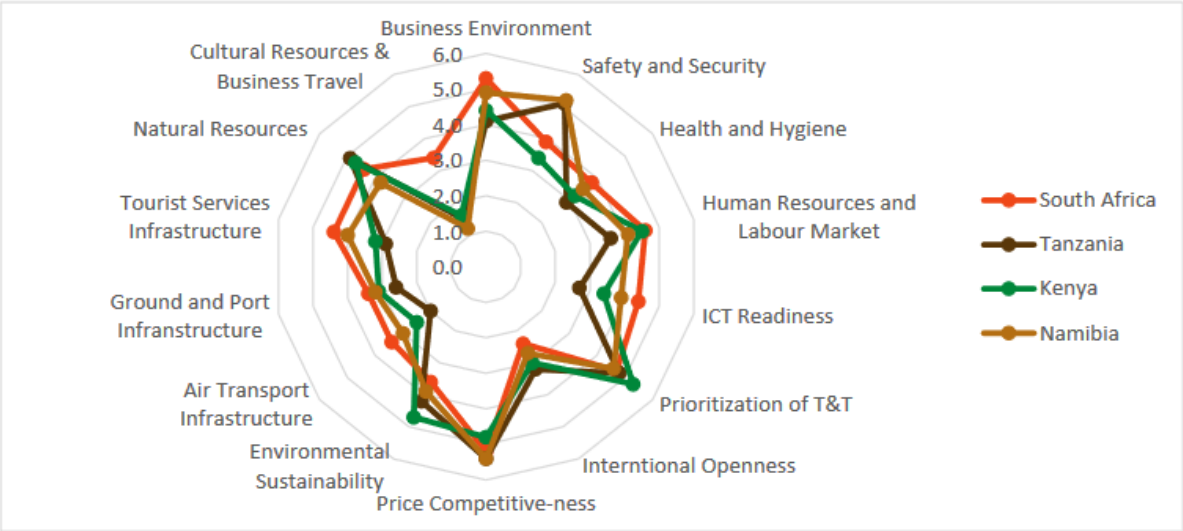
Source: State of Tourism Report (2017).

Schoeman (2016) highlighted that the importance of tourism as an economic driver for South Africa has been receiving much attention from the government. The former Minister of Finance, Pravin Gordhan, in 2017 referred to tourism as a priority sector four times during his budget speech, while the former president also mentioned the sector twice during his state of the nation address in 2017 (Schoeman, 2016). South Africa's economic growth has mainly been driven by the tertiary sector, which consists of multiple industries such as retail trade, tourism, wholesale trade and communications (Schoeman, 2016). However, with the potential decrease in manufacturing, and production in the mining and agricultural sectors, South African tourism is at the receiving end (as endorsed by the National Development Plan (NDP) 2030) of the NDP to help in alleviating poverty, to create employment, enhance a positive image for the country, promote skills development, encourage social cohesion and enterprise and create a sustainable practice (Schoeman, 2016). A brief account of the African competitors such as Tanzania, Kenya and Namibia is given below:

2.4.2 South Africa's Competitiveness Against Other African Countries

South Africa has maintained its status as the leading travel and tourism industry in Sub-Saharan Africa, ranking second regionally. Figure 2.4 below shows the South African commercial environment, safety and security, health and hygiene, tourist services infrastructures, natural resources, ICT readiness, price competitiveness and environmental sustainability as compared to the Sub-Saharan region.

Figure 2.4 Competitiveness Against the Sub-Saharan Region



Source: Adapted from The Travel & Tourism Competitiveness Report 2017

South Africa is ranked number one in the Sub-Saharan region, but there is still room for improvement when equated to its main African competitors. The country's utmost significant advantage is its amalgamation of natural and cultural assets. South Africa has been ranked higher in air transport infrastructure, business environment and business travel, ICT readiness, tourist services infrastructure and cultural resources (The Travel & Tourism Competitiveness Report, 2017). It is at par with its competitors with regard to safety and security, prioritisation of travel and tourism, price competitiveness, environmental sustainability, health, hygiene, human resources and labour.

The country however faces several crucial issues that undermine its overall competitiveness. The safety and security environments in the country are counted among the worst in the world, coupled with high homicide rates, a substantial impact of crime on commerce, and rising uncertainties of terrorism (TTC, 2017). Together with poor health and hygiene conditiins, the security situation reduces the country's attractiveness for tourists. South Africa has also been characterised by a decline in natural assets, however, this can be offset by an increased number of world culture sites and an upward reconsideration for protected land. Different elements need to be prioritised to enhance destination competitiveness and attractiveness (TTC, 2017). The improvement of safety and security can lead to an increased number of tourists visiting the country (loyalty) and having an attachment towards South Africa as a tourist location (TTC, 2017).

2.5 South Africa's Destination Attractions

South Africa's destination attractions are the fundamental basis of its appeal towards international visitors, hence indicating a prominent relationship between visitors (tourists) and destination. Destination attractions and their varieties essentially offer international visitors a wide choice which can ultimately lead to loyalty towards the destination. This is also the main focus of this study. A study by Gany (2017) confirmed that attractions can be characteristically man-made, natural, heritage-based, purpose-built or artificial. Njagi (2017) affirmed that push motivation has been related to those factors within the tourists that drive them to visit a destination, while pull motivation, on the other hand, are those attributes that attract tourists to a specific destination once the decision to travel has been attained. The key motivators for destination tourism are push or pull motivations, which include destination images, visitors' experience, and destination marketing (DM) (Gany, 2017). The motivators can also include media sources such as social media, newspapers and television adverts, as well as word of mouth from relatives, friends and others. Njagi (2017) identified pull factors as falling into two main categories: a) service infrastructures such as transport and travel services, accommodation and catering services, shopping, recreation, and attraction services, and b) destination environment involving factors such as natural, cultural, social, economic, technological and political factors (Khuong & Ha, 2014). The desire to escape from a professed environment, relaxation, regression, health, adventure, social interaction and enhancement of kinship relationships are considered to be push

motivation factors (Njagi, 2017). Tourism attraction comprises all the motivations that can pull a tourist to a destination, such as South Africa, where there are unique attractions such as the Lion & Safari Park.

The National Tourism Sector Strategy (NTSS, 2016) described South Africa as a fast growing tourism industry and a notable global competitor as well as an attractive destination for tourism (business, sporting and lifestyle), and noted that the country has experienced the benefits of hosting a number of large events over the last few years (NTSS, 2016). Du Plessis et al. (2012) stated that the national parks in South Africa are natural attractions made up of several visual sites that provide tourists with unique nature-based experiences. The primary mandate and role of South African National Parks (SANParks) is to protect the country's biodiversity (Du Plessis et al., 2012). Du Plessis et al. (2012) stated that South Africa ranks third in the world in terms of biodiversity, therefore, the national parks are crucial for protecting its treasured and natural areas. A study conducted by the National Department of Tourism (NDT) (2015) measured South Africa's tourism market attractiveness against competitors and came up with some strengths that exist in South Africa as a tourism destination (State of Tourism Report, 2016). These strenghts and attributes are the essential reasons for visitors choosing a destination against another, which in turn stimulates satisfaction, creates trust and attachment and increases the growth of a destination. Bajs (2011) and Gany (2017) stated that tourist attractions can be divided into three groups, namely: natural attractions, cultural attraction and man-made attractions.

2.5.1 Natural Attractions

These attractions are environmental attractions that are not man-made and include forests, waterfalls, beaches, the sea, mountains and rivers. They also include wildlife, climatic conditions, landscape and scenic beauty (Gany, 2017). Some of South Africa's natural attractions are the Kruger National Park in Mpumalanga, Lion & Safari Park in Gauteng (where the international visitors' sample size was selected), the Vaal River, and Table Mountain in Cape Town (Kresic & Prebezac, 2011).

2.5.2 Cultural Attractions

This type of attraction is founded on the events of people such as historical sites and archaeological sites (Cudny, 2013). They encompass the Nelson Mandela National Museum in Gauteng, Robben Island in Cape Town and the uKhahlamba-Drakensburg Park in KwaZulu-Natal. Cultural attractions also include national monuments, art and cultural festivals, theatres and religious buildings (Gany, 2017).

2.5.3 Man-made Attractions

This type of attraction can be classified as artificially created which involve canal waterways, recreation facilities and sports grounds, convention centres, and stadiums such as the Gold Reef City in Johannesburg. These are characterised as infrastructure designed specifically for tourist purposes, for example, Monte Casino in Four-ways Johannesburg, amusement parks and theme parks. Other attractions are listed below, such as wildlife, wine and food.

i. Wildlife: South Africa is blessed with the "big five" as well as a wide variety of other species, attracting thousands of European and American tourists.
ii. Wine and food: South Africa has become a world-renowned fine wine producer, with the Cape Winelands the major wine-making area in the country. The country has a wide range of world-class restaurants which specialise in a variety of cuisine (South African Tourism, 2017).
iii. Number and quality of conference centres: The State of Tourism Report (2016) suggests that conferences and attraction facilities, including venues that have been built conventionally to meet international specifications, are established in South Africa.
iv. Public awareness on tourism branding and image: South Africa has a good public perception of its tourism branding and image, especially when compared against competitors such as Kenya and Tanzania (NDT, 2015).
v. Exchange rate/foreign currencies: The depreciation of the Rand has become attractive to overseas markets as it increases their value for money when visiting the country, for example, the European and American markets (State of Tourism Report, 2016).

vi. English is widely spoken: The State of Tourism Report (2016) states that although South Africa has different languages, English is a global language and therefore has the advantage of accessing major markets, breaking down communication barriers and empowering tourists to be understood (State of Tourism Report, 2016).

vii. Adventure tourism: the State of Tourism Report (2016) argues that South Africa is known for a varied climate, which is suitable for outdoor activities and this makes it an ideal adventure tourism destination. For instance, the offerings are world-class such as hiking, rockclimbing, surfing, diving, horseback riding, mountain biking and river rafting, to name but a few (State of Tourism Report, 2016).

viii. Cultural diversity: The ethnic diversity is a well-known aspect of tourism in South Africa, tagged as a "Rainbow Nation", which includes the 11 official languages (State of Tourism Report, 2016). According to Kesterson (2013), "heritage is a source and symbol of identity". When tourism sites are appropriately managed, heritage conservation empowers indigenous communities and offers many opportunities including value-added income and living standards for local citizens, particularly in less-developed areas (Timothy & Nyaupane, 2009).

ix. Value for money: The State of Tourism Report (2016) suggested that South Africa tourism offers a collection of experiences to the tourism market, thus, it has been capitalised as value for money as a tourist destination.

x. Transport Network: The organisation of South African public transportation has improved over the years, with the inauguration and development of the Gautrain and Bus Rapid Transit systems being rolled out in Cape Town, Johannesburg and Pretoria (State of Tourism Report, 2016). The new transport technology is decreasing the cost and also increasing the speed of travel, thus enhancing accessibility to various tourist destinations. The abovementioned attractions can be said to be some of the reasons why South African tourism is experienecing a greater international flow of visitors for tourism purposes and businesses.

Generally, these visitors want to visit the destination for one reason or the other and have to incorporate visiting one or two attractions to make their visit enjoyable and memorable (Gany, 2017). This often increases economic revenue, social networking, the meeting of new people and interaction with different cultures and, in turn, creates visitors' loyalty or intention to visit again

for proper tourism and escape from daily life. Table 2.2 below shows the purpose of visits from tourists travelling to a destination.

Table 2.2 Purpose of Visit by International Tourists

Leisure	Business	Medical	Religious
Holiday: A trip which is undertaken where the purpose is any kind of leisure activity. This may, for example, include golf or bird watching, cultural exploration, fun, adventure or relaxation, and partaking in nonprofessional sports activities or as a spectator at a sports event and visits to health spas. Visiting friends and relatives: A trip which is undertaken to see, mingle with, or to spend time with families and/or friends. The purpose of the visit includes weddings and funerals or another family occasion. Shopping: A trip which is undertaken to shop for goods that will be used by the tourist him/herself	Trading: A trip undertaken to shop for goods that will be resold i.e. wholesale business travel: A trip which is undertaken with the purpose being to conduct commercial or formal transactions or activities that are related to one's job e.g. visiting a client, signing deals, negotiating a contract (including import/export), partaking in professional sports activities etc. Business Tourism: A trip which is undertaken to attend a conference, meeting, exhibition, event or as part of an incentive	Medical Treatment: A trip which is undertaken for medical treatment and includes elective surgery	Religious: A trip which is undertaken for religious meetings or pilgrimages

Source: SA Tourism (2019).

2.6 Spheres of Influence on SA Tourism

There are certain trends of influence on South Africa tourism. These trends can impact the tourism sector positively if managed properly and if used accordingly towards enhancement of the industry, economic growth and tourist development. These trends are explained below.

2.6.1 Technological Trends

Elmahdy, Haukeland and Fredman (2017) suggested that tourism has always been a sector that encourages and embraces innovation, as it brings about new products in the market and expands tourist choices and experiences in a destination. Yu et al. (2014) reiterated that tourism stimulates entrepreneurship and creates prospects for new entrants into the industry. At the same time, the sector needs to be open to the influence of technology, including its unintended consequences (Yu et al., 2014). In the tourism sector, new technologies are shaping the markets globally such as the sharing economy, autonomous vehicles, big data analytics and artificial intelligence, to mention but some (Tribe & Liburd, 2016). South Africa's tourism sector will enhance the affordability and accessibility of tourists and increase efficiency for the visitors through adoption of new technologies (Elmahdy et al., 2017). Sarkar (2016) suggested that mobile technology such as smartphones, tablets and travel websites enable tourists to search, access and review any previous statements and information about a destination anywhere in the world. Some studies by Tribe and Liburd (2016) and Tanrisever et al. (2016) confirmed that technology trends that are evolving with the expanded mobile services covering remote areas will encourage tourists to visit and experience new, unknown nature areas.

Elmahdy (2017) stated that technology is anticipated to help in managing tourists' flows in and out of areas and advance traffic management. Sema (2013) established that the use of websites and social media in tourist destination development had a positive influence on increasing real travel experience and destination trust, and the experience with social media is also insignificantly related to actual travel experience and attachment as displayed on social media (Ratthinan & Selamat, 2017). International inclinations show that technology has significantly transformed how travel products and services are acquired and consumed (NTSS, 2016). The development of physical and information convenience, together with increased transformation and knowledge expansion in the sector predicts greater geographical growth and progress of tourism as an economic driver at international level (Schoeman, 2016). This was further reinforced by Yu et al. (2014), who noted that technology empowers visitors by allowing them two-way information and communications with destinations and the activities that they can engage in while at the destination.

A recent study conducted by Ratthinan and Selamat (2017) concluded that technological developments have made tourism more accessible, affordable and easier for international tourists, such as the creation of virtual access through digital platforms and internet access to find destinations.. Sarkar (2016) and Sema (2013) showed that in the new tourism context, technology has the potential to change the face of tourism (for instance, integrated ticketing and mobile payment systems). Hence, technology has given previous tourists who have visited a destination the opportunity to share their views, experiences, trust and satisfaction towards the destination, thus allowing other potential tourists to make quick and easier decisions regarding the destination, which might in turn lead to loyalty towards the destination (NTSS, 2016).

2.6.2 Economic Trends

The tourism industry in South Africa was expected to grow a further 4.9% per annum between 2015 and 2025, taking into account the application of the South African Cabinet persistence on visa regulations, whereas the overall South African economy was expected to grow at a much slower rate. For every US$1 million spent in the travel and tourism economy, 51 jobs are created, of which 22 are direct jobs. This is precarious in the context of existing youth unemployment particularly in South Africa currently (Department of Tourism Strategic Plan, 2015).

Table 2.3 Trend Analysis of Spheres of Influence on Tourism

TRENDS	OVERVIEW
Competition Trends	• Product diversification, enhanced marketing, affordability, access and service excellence. • Tourism became a regional/national rather than a global phenomenon.
Economic Trends	• Fluctuating state of economies will affect travel demand (high fuel and electricity costs: Reserve Bank, Q120113). • Favourable interest rates, debt reduction focus and increase in disposable income. • Increasing adoption of tourism as a leisure activity. • Increasing demand for benefits from tourism resources by host communities.
Political Trends	• Political stability affects travel choices and decisions. • The legislative environment in a destination, such as the Consumer Protection Act does impose obligations on destinations and products, and raises expectations from tourists.
Tourism Markets and Emerging Industry Trends	• Niche markets and special interest tourism (e.g. avitourism, culture, heritage, etc.) • Increased and frequent shorter holidays and increased use of new technology (booking channels and marketing, e.g. social media). • Low-cost travel will influence travel demand. • The oversupply of undifferentiated travel products in a destination will impact on competitiveness.
Technological Trends	• Rapid development and use of technology (e.g. tapping into social media). • Innovations in transportation will impact on speed, comfort and safety (e.g. Gautrain).
Natural Environmental Trends	• Mass tourism declining due to awareness of the impact that tourism has on the environment (Marthinus Van Schalkwyk MP, 2018). • Increased involvement of NGOs and CBOs in tourism and environmental issues. • The potential impact of natural disasters on travel behaviour. • Emerging approaches and perspectives of efficiency measures (e.g. green energy, responsible tourism and climate change).
Social and Cultural Trends	• Risks of illnesses and other pandemics. • Ageing, prosperous and middle class groups will effect travel demand. • Perceptions and concerns for safety and security will influence tourism decisions.

Source: Marthinus Van Schalkwyk MP (2018).

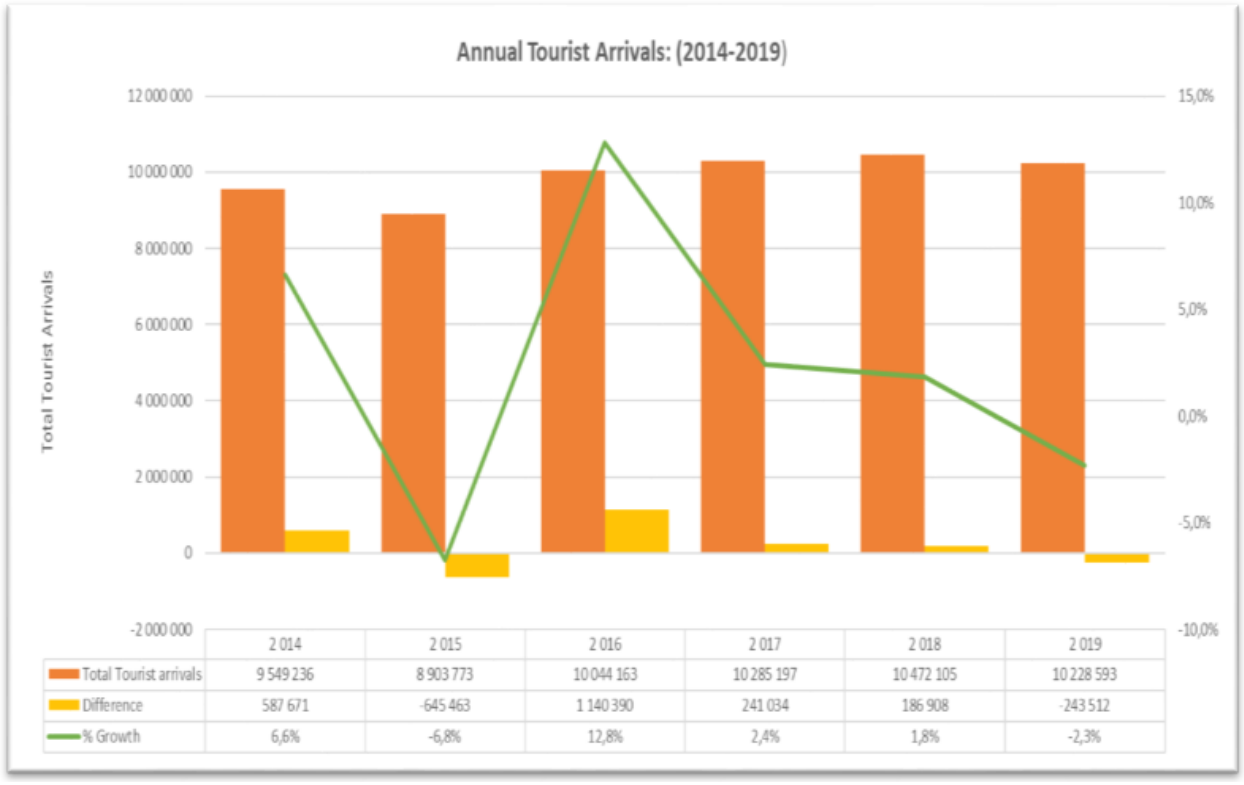
Marthinus Van Schalkwyk (2018), former MP and Minister of Tourism in South Africa stated that South African tourism has a range of events and global effects that can impact on its sustainability and development. Table 2.3 above shows certain outlines of the country's trends that

might have an influence on the performance of tourism. International visitors' arrivals in South Africa as a tourism destination will be discussed below.

2.7 International Tourist Arrivals

The number of international tourist arrivals increased globally by 3.9% in 2016 compared to 2015 (State of Tourism Report, 2019). The inflow of international tourist arrivals in South Africa from 2016 to 2019 is more than 10 million annually. In 2019, there was a decrease in the number of tourists who visited of -2.2% (-243,512) compared to 2018. A total of 10,228,593 tourist arrivals was recoreded in 2019 (State of Tourism Report, 2019). South Africa experienced a dramatic improvement in international tourist arrivals, showing a growth of 12.8% in 2016 compared to 2015, thus receiving a record-breaking 10 million international tourists (South Africa Annual Report, 2016). Unfavourably, growth in tourist arrivals during 2015 saw a decline of -6.8% in arrivals compared to 2014. The severe decrease in arrivals during 2015 compared to 2014 was due to the negative impact linked to the perception of the Ebola epidemic, xenophobic attacks, and confusion surrounding the new visa regulations effected in South Africa in 2014 (South Africa Annual Report, 2016–2017). Figure 2.5 below shows the inbound arrival of international visitors in 2019.

Figure 2.5 ***International Visitors' Arrivals: 2014–2019***



	2 014	2 015	2 016	2 017	2 018	2 019
Total Tourist arrivals	9 549 236	8 903 773	10 044 163	10 285 197	10 472 105	10 228 593
Difference	587 671	-645 463	1 140 390	241 034	186 908	-243 512
% Growth	6,6%	-6,8%	12,8%	2,4%	1,8%	-2,3%

Source: State of Tourism Report (2019).

The above figure indicates a decrease in 2015 of 6.8% and almost double the percentage increase in 2016, with a 12.8% improvement in inflow of tourists in South Africa (South Africa Annual Report, 2017). Inbound tourism guides all international tourist traffic inflowing into a country. It is also known as "export tourism" (State of Tourism Report, 2017).

2.8 South Africa Tourism Market Segments/Position Strategies

To a marketing strategist a market is the set of all actual and potential buyers of a product. Precisely how that market is defined is of crucial importance for the understanding of human behaviour. According to Evans and Berman (1992) a market consists of all possible tourists that use or will use a product or service. It can be subdivided through market segmentation. To achieve maximum tourist satisfaction, marketing strategists therefore need to divide the heterogeneous market into fairly homogeneous subsets of tourists, a process that is referred to as market segmentation. It is a

strategy by which a destination partitions a market into submarkets or segments likely to manifest similar responses to marketing inputs. Knowing profile characteristics of those groups can help marketing strategists tailor the product or service and promote the product or service more effectively. Each group can be targeted and reached with a distinct marketing mix (McDonald & Dunbar, 1995). Market segmentation lays the groundwork for market targeting and positioning strategies. South Africa is a new role player in the global tourism market and it is essential for the country to work towards definite long-term goals and strategies to position South Africa as a tourist destination and attract even more visitors. One of the best ways to secure long-term growth in international tourist arrivals is to understand each tourist market as an individual group of tourists and their distinct cultural make-up. The 2019 SONA stressed that the challenge that South Africa tourism industry have is to grow current tourism levels to reach the goal of 21 million tourist arrivals by 2030 (State of the Nation Address, 2019). Tourism Decision Metrics, (TDM), the forecasting tool developed by Oxford Economics and used by South Africa Tourism, estimated that South Africa will receive 16.5 million arrivals in that year or 0.7% of global market share if specific measures are not made to grow tourism. Therefore a new measure has to be put in place to achieve such. South Africa Tourism management team conducted an analysis of South Africa Tourism's performance in the previous term (2014-2019) and came up with a strategic plan for international tourism markets and categorised the markets into four main market segments from its previous 44 markets. Below is the South Africa four international market segments.

Table 2.4. The Four International Market Segments

Segment	Description	Service - model
Growth Markets	These are markets where the current market share is low but the long haul outbound potential is big.	Full Service Marketing
Defend Markets	These are the markets where outbound travel is small but the share of arrivals to SA is significant or is near saturation.	Full Service Marketing
Developing Markets	These are the markets where the current market share is low but the outbound travel is moderate.	Activation Marketing
Mission Support	The outbound travel is small and the current share of travel to SA is minimal	Branding Toolkits

Source: South Africa Tourism:Annual Performance Plan (2020).

Therefore, Pender (1999) stated that it is by market segmentation that a tourism destination defines its market, matches products to it, position and promotes which will most effectively reach the target tourist groups. A faulty segmenation reduces the effectiveness of targeting and positining decisions of attracting international visitors (Cravens, 1994). The figure 2.6 below shows the elements of marketing that South Africa tourism can adopt for international visitors.

Figure 2.6: Elements of Marketing



Source: Green, Tull & Albaum, (1988).

2.9 Challenges and Opportunities of South Africa's Tourism Industry

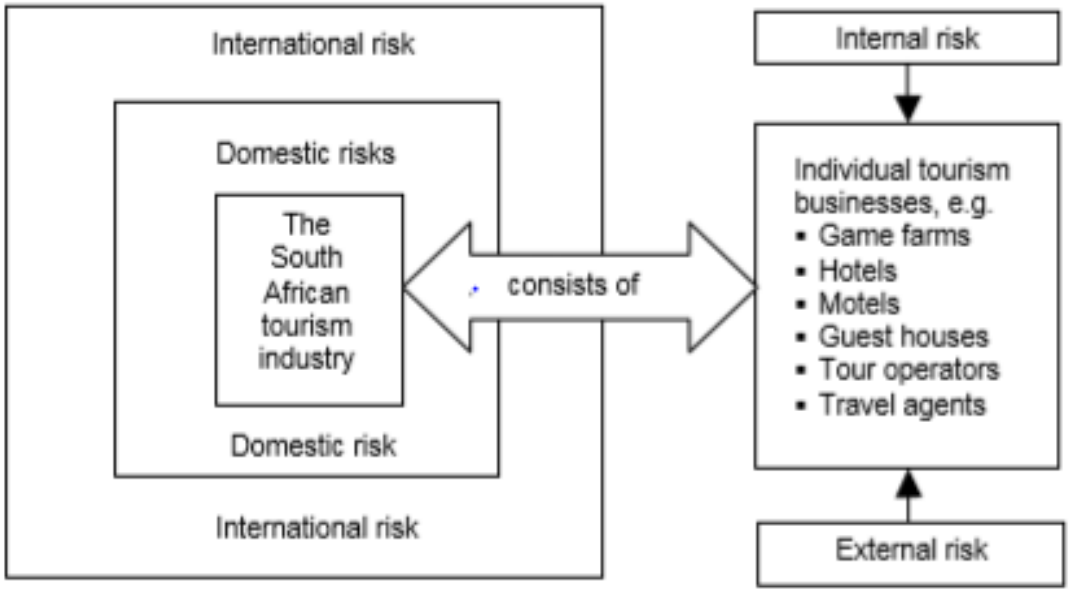
Tourism has turned out to be one of the drivers in the South African economy which contributes approximately R309 billion to the GDP of the country (Ferrerai & Perks, 2016). The SA Tourism Planning Toolkit (2010) identified various potential positive impacts of tourism for communities, especially when communities are experiencing certain challenges such as poverty, unemployment and no job creation available for the people. These challenges might affect their perception of international visitors visiting the country for tourism purposes. Therefore, communities' responsiveness of the economic benefits of tourism is of importance and the positive impact of tourism on the social structure of communities, along with the benefits of increasing job opportunities for the communities, will help in eradicating the negative perceptions that the members of the communities might be harbouring towards tourism.

2.9.1 Challenges in the Industry

In 1994, South Africa was successfully transformed into a democracy and this has opened the door to international tourism over and above the domestic tourism (Ramukumba & Ferreira, 2015). Shaw, Saayman and Saayman (2012) and Saayman and Snyman (2005) divided the challenges in the tourism industry into two classifications: firstly, those that impact domestic

travel, and secondly, those that affect international travel. Shaw et al. (2012) named a few domestic travel challenges including crime, fires, fraud, complaints, low-skilled staff, bad marketing, corrupt management, poor upkeep of facilities and vehicles, and numerous transport challenges. With regard to international travellers, the risks include natural disasters (tsunamis, hurricanes, drought), socio-demographics (ageing markets, family life cycles and changing structures), economics (recessions, increase in oil prices, exchange rates), politics (sanctions, terrorism) and disease (H1N1-virus, HIV/AIDS, SARS, Ebola) (Shaw et al. 2012). The flow of challenges relating to the tourism industry is shown below. Challenges vary from one division of the industry to the other.

Figure 2.7 The Flow of Challenges of the South African Tourism Industry



Source: Shaw et al. (2012).

The UNWTO (2011) places tourism crises into five classifications, namely: environmental, societal, health, technological and economic crises, as elaborated below.

- The environmental crisis includes geological and life-threatening weather events and human-induced circumstances such as climate change and deforestation;
- The societal and political crisis includes riots, crime waves, terrorist acts, human rights abuses, overthrows and viciously contested elections;
- Health-related crisis, such as disease epidemics affecting humans or animals;

- Technological crisis, such as transportation accidents and IT system failures; and
- Economic crisis, such as major currency instabilities and financial crises (COMCEC, 2017).

2.10 Indicators of the Challenges

The table below shows the economic, social, health, environmental and political challenges facing the tourism industry of South Africa. The values 7–10 represent a high risk; medium risk is from 4–6; and 1–3 indicates low risk; however, these indicators do not signify the intensity of the risk towards the industry, but are instead selected based on their frequency in the industry as the most dominant determinants of behaviour (Croucamp & Hind, 2014).

Table 2.5 Domestic Risk Index

Indicator	Value in relation to other indicators	Risk value *10=high risk* *1=low risk*	High/medium/low *H = 7 - 10* *M = 4 - 6* *L = 1 – 3*
Unemployment and labor	10	7	High
Inflation	10	6	Medium
Corruption	10	5	Medium
Labor force instability and cost	10	6	Medium
Poverty	10	6	Medium
Health/epidemic	10	4	Medium
Crime	10	7	High
Quality of social services	10	3	Low
Social unrest	10	6	Medium
Xenophobia	10	7	High
Environmental risks	10	6	Medium
	110	63	Medium

Source: Croucamp and Hind (2014).

2.11 International Risks

International risks are operational beyond the organisational influence of the local industry and related sectors and are often managed through agreements, bi-lateral or multi-lateral diplomatic arrangements, or statutory regimes determined by international trade practices. The list

of indicators in Table 2.5 below is by no means complete, but does reflect the dominant indicators in existing political risk research.

Table 2.6 International Risks Indicators

Indicator	Value in relation to other indicators	Risk value 10=high risk 1=low risk	High/medium/low H = 7 - 10 M = 4 - 6 L = 1 - 3
Health	10	7	High
Perceptional risks	10	7	High
Terrorism	10	6	Medium
International crime	10	7	High
Natural disasters	10	2	Low
	50	29	Medium

Source: Croucamp and Hind (2014).

2.11.1 Health Issues

In 2018, international arrivals fell by 1.3% and decreased by 2% in 2019 from January to August. In 2018, there were 10.5 million international arrivals. The industry employed 720,000 people directly (4.4% of the workforce) and 1.5 million (9.2%) inclusive of indirect employment (Mastrorillo et al., 2016). In South Africa, direct employment contribution by tourism to GDP is 2.8% and 8.2% when indirect contributions are included. Foreign tourists spent R58.57 billion in South Africa in 2018. In 1948, racial power was institutionalised in South Africa by the ruling National Party and was legitmised in terms of an explicity racist philosophy (apartheid) (Ferreira & Perks, 2016a). The policy of apartheid caused widespread diseases, undernourishment, poor health (which was exacerbated by overcroweded schools) and a poor level of social security (Ferreira & Perks, 2016; Mastrorillo et al., 2016).

2.11.2 Rhino Horn Poaching

According to Croucamp and Hind (2014), 80% of the world's rhino population live within South Africa's borders, and the World Wildlife Fund hinted that rhino poaching has reached its climax in terms of crisis level. The trade in rhino horn is fuelled by the huge demand from the Asian medicine market, although the medicinal value of rhino horn has not been scientifically proven. Croucamp and Hind (2014) stated that South Africa has taken the lead in conservation efforts against rhino poaching as compared to the rest of Africa. In line with this, the Wildlife and Environment Society of South Africa arrested 232 rhino poachers in 2014 (Croucamp & Hind, 2014).

2.11.3 Crime

There are high records of crimes reported in South Africa, thus the need to explore the negativity that is associated with the challenges that face the tourism industry. Martin Wiest, the chief executive officer of Tourvest has described an incident of French tourists surviving vicious robbery in South Africa as having a negative influence on travellers' decisions to visit the country (The South African, 2019). South African Tourism must cultivate a strategy to minimise the crime rate and the safety concerns of tourists because an increase in crime negatively affects the tourism sector, as highlighted by the Committee Content Advisor, Dr Sibusiso Khuzwayo during the State of the Nation Address in 2018. South Africa was noted as not being a desirable destination due to rising crime statistics (Parliamentary Monitoring Group, 2019). The World Population Review (2019) and Ferreira and Perks (2016) hinted that South Africa has a high crime rate for rape, murder, assult and other violent crimes, with roughly 50 persons murdered each day.

South Africa is ranked number eight in the world for murder, with El Salvador ranked as number one (World Population Review, 2019). Observing from an academic research point of view, it is evident that crime is likely the largest risk factor for tourism (Perry & Potgieter, 2013). South Africa is often denoted as the crime capital of the world. Perry and Potgieter (2013) noted that actual crime as well as the perception thereof negatively influences the well-being of the massive majority of South Africans (Croucamp & Hind, 2014). This awareness and fear regarding

crime is further entrenched in the public mind by social media such as Twitter and Facebook, blogs, the internet and media, which have enhanced the communication and sharing of information regarding crime (Croucamp & Hind, 2014).

According to statistics recorded by the South African Police Service in 2013 to 2014, there has been an increase in crime rates such as murder, robbery and car hijackings. Therefore, for the sector to continue as one of the key drivers of employment, job creation and GDP growth, it is vital for South Africa to address these issues and minimise the associated perceptions regarding crime (Croucamp & Hind, 2014; Peery & Potgieter, 2013).

2.11.4 Political Instability

Political instability can deter the demand for goods and services of a nation including the tourism industry, thus affecting the economic growth and GDP of the country. Political vulnerability has solid negative effects on physical and human capital accumulations, inflation, total productivity and private investment of a country, to name but some examples (Ferrerai & Perks, 2016). Political vulnerability is described as the concerns relating to unpredictable and inconsistent actions of the government such as decision-making for the public and legislations of the nation (Asongu, 2015; Ferreira & Perks, 2016). In other words, these inconsistencies of the government could have a strong impact on tourism and the demands associated with tourism products and services. The stability of government is therefore a crucial aspect for the positive attraction of international tourists to a destination. An increased level of political anarchy or instability can cause irreversible damage to the destination image of South Africa. Thus, political stability is a serious obligation for attracting international tourists to a destination.

Citizens of a country depend on government for comprehensive decision-making that promotes anticipated standards of living, especially where marginal populations are living in poverty (Lagi, Bertrand & Bar-Yam, 2011; Ferreira & Perks, 2016). For instance, *BusinessTech* (2019) highlighted that South Africa's governmental corruption ranges from nepotism and bribery to falsification of qualifications, tribalism and abuse of tenders. Transparency International

released the corruption perception index for the year 2018, the ranking of which uses a scale of zero to 100, where 100 is considered to be transparent and honest and zero to be highly corrupt (BusinessTech, 2019). South Africa was the highest-ranking country in the Sub-Sahara region with a score of 43 (BusinessTech, 2019).

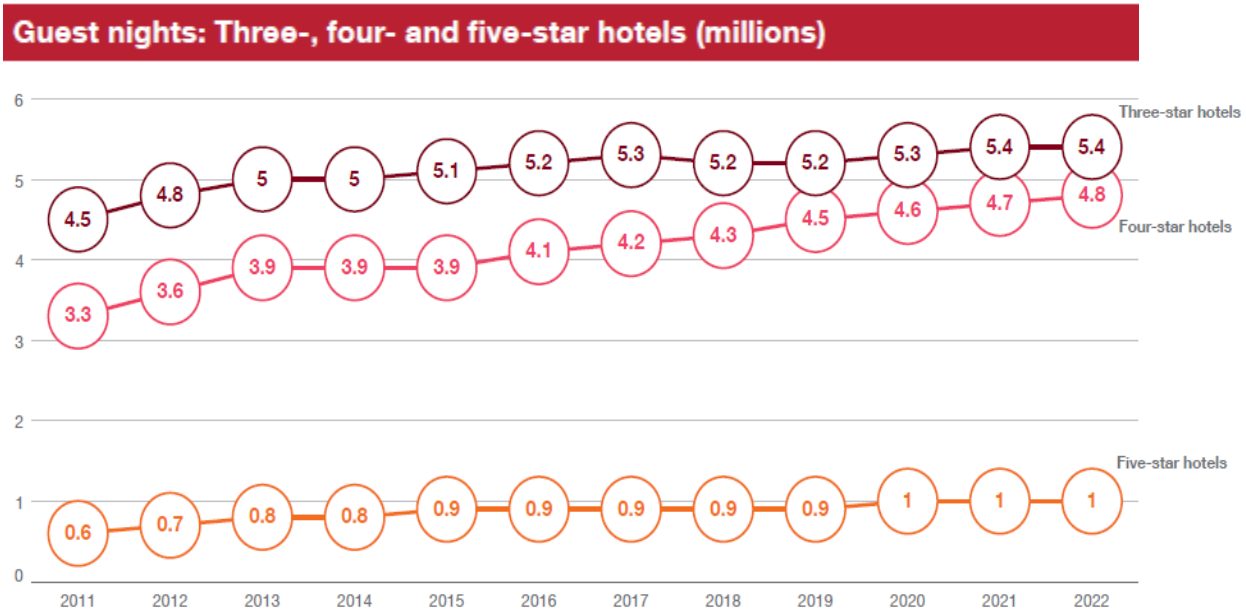
2.11.5 Global Warming/Climate Change

The devastating effects of climate change have greatly affected tourism. The basis of South Africa's tourism sector includes the natural world, coastal tourism and scenery, all of which are vulnerable to climate change (Parliamentary Monitoring Group, 2019). According to *SABCNewsOnline* (2019), at the annual World Tourism Conference in 2019, poaching was regarded as a threat to the South African tourism industry, hence the protection of wild animals, which are the pride of Africa, is crucial for the industry to survive and continue. Queen (2016) and Ferreira and Perks (2016) described political instability as a relation to destination appeal, thus correlating the overall perceived attractiveness of the tourist destination. The magnitudes of climate change for the travel and tourism sectors are extensive. In addition, climate-related risks, from floods, crop failures and sea-level rise may have a colossal influence on tourism property and infrastructure (Impact Assessment of Tourism Megatrends, 2019; WTTC, 2017). According to the Impact Assessment of Tourism Megatrends, "Climate change will influence which destinations will be preferred by tourists and which ones will cease to be as attractive while also impacting on the profitability of tourism through increasing energy use, seriously impacting on the 'bottom line' of operators" (Impact Assessment of Tourism Megatrends, 2019). *Business Insider SA* (2019) stated that the drought in the Western Cape appeared to have affected the tourism industry. Generally, revenue from hotel accommodation in South Africa increased by 4.6% to R16.6 billion in 2017, with an increase of 2.4% in the number of international visitors who visited (Business Insider SA, 2019).

Data shows that there was a decrease in the occupied rooms during this period. Five-star hotels experienced a decline in guest nights in 2017 (WTTC, 2017). According to the report, this was partly due to slower growth in foreign tourism and also because of a double-digit increase in average daily rates (WTTC, 2017). Should the drought in the Cape not have improved,

PricewaterhouseCoopers also foresaw a drop in guest nights in the year 2019 (Final Research Report – Impact Assessment of Tourism Megatrends, 2019; WTTC, 2017). A survey by Wesgro, Cape Town's official tourism promotion agency, established that January and February bookings for hotels were down between 10% and 15% when equated to the same period in 2018, as shown in Figure 2.8 below (Impact Assessment of Tourism Megatrends, 2019; WTTC, 2017).

Figure 2.8 ***Guest Nights During Cape Town's Drought***



Source: Business Insider (2019).

In terms of natural disasters, Shaw et al. (2012) note that the South African Weather Service found that floods, tornadoes and droughts had a substantial impact on the tourism industry. Shaw et al. (2012) found that veld fires had a negative impact in destroying destination attractions and that the recovery process is also very expensive and slow. Bonthuys (2019) asserted that climate change has an effect on human factors as well; for example, the recent drought which left the Theewaterskloof Dam treacherously empty, with the result that the tap water of the City of Cape Town almost ran dry. In line with this, what was assumed to be experienced every 50 years or so can now be expected once every 15 years (Climate Change SA, 2019). The African Climate and Development Initiative director, Professor Mark New (Bonthuys, 2019) pointed out that science shows that the effect of climate change on the rainfall due to the impact of humans on nature is what caused this particular drought in the province (Western Cape) to be about three times more

likely than would otherwise have been the case (Bonthuys, 2019). As noted by Bonthuys, “Global warming increased the chances of this event threefold” (Bonthuys, 2019).

Figure 2.9 ***Cape Town’s Climate Change Effects***



Source: Bonthuys (2019).

According to a National Climate Change Adaptation Strategy (Writer, 2019) published by the Department of Environmental Affairs, South Africa is undergoing momentous effects of climate change, mainly as a result of amplified water variability and temperatures (Writer, 2019). There has been an increasing rate of warming of 2°C per century across the northeast and western parts of the country (Writer, 2019). Climate zones and ecosystems are shifting and degraded and marine systems are under stress. Furthermore, without mitigation, the temperatures will increase drastically and by the end of 2099 an increase of more than 4°C is expected throughout South Africa and above 6°C in the northeast and western parts of the country (Writer, 2019; Climate Change SA, 2019).

2.11.5.1 Impact on South Africans

In addition to the overall changes in temperature and rainfall (Writer, 2019), the report outlined the vulnerability of key socio-economic sectors in South Africa to climate change. Some of the biggest concerns include:

- An increase in "direct wave impacts" and coastal flooding/inundation;
- Flooding of low-lying areas and erosion;
- The quadruple burden of disease;
- Poor housing, infrastructure and service delivery;
- High water demand – highly problematic as current water usage already exceeds reliable yield (Writer, 2019); and
- Deteriorating water quality in river systems, water storage reservoirs and groundwater (Writer, 2019; Climate Change SA, 2019).

2.11.6 Travel Documents/ Visa Access

SABCNewsOnline (2019) reported that travel documents for leisure tourists have been raised as one of the core challenges at the Annual World Tourism Conference in Johannesburg. While South Africa has the main tourism economy on the African continent, competition nevertheless exists, according to Independent Tourism Hospitality's Gillian Saunders (SABCNewsOnline, 2019). Most countries worldwide have online visa systems which enhance the inflow of international visitors in those countries, and there is a need for visa system improvement and waivers for some countries in order to increase tourism in South Africa (SABCNewsOnline, 2019). The NTSS (2017) highlighted that the NTSS strategy for 2016 to 2026 emphasises addressing the obstructions that limit the ability of potential international tourists to visit South Africa, thus facilitating ease of access to increase tourism numbers rapidly (NTSS, 2017). Table 2.6 below details the strategy that was structured to enhance the facilitation of travel through top practice access management for international visitors, including movement systems, visa regulations, and passenger and airport data (NTSS, 2017).

Table 2.7 Facilitation of Ease of Access

OBJECTIVE	ACTIONS	PARTNERS	KEY DELIVERABLE
Facilitate increased travel through the application of a tourist-friendly visa management and automated passenger movement and monitoring systems monitor	Monitor and highlight any visa processing-related challenges within precedence markets for a timeous response	Lead: NDT and Industry Contributing Partners: ➢ SA Tourism country offices ➢ Trade ➢ DHA	➢ Monitoring and reporting process agreed upon and put in place • Quarterly reports provided to NDT
	Implement transformation initiatives in respect of visa processing for tourist travel facilitation	Lead: DHA Contributing Partners ➢ NDT ➢ DoT ➢ ACSA ➢ Industry	

Source: NTSS (2017).

The strategy should, for instance, incude interactions with the Department of Home Affairs (DHA) around arrival policies, customs officials at ports of entry and the securing of a free and safe atmosphere, and with the Department of Transport (DoT) on flight and road infrastructure development (Artal-Tur, Pallardó-López & Requena-Silvente, 2016). Studies have shown that the type of visa required by a country also influences a tourist's selection of a destination, as the application process can occasionally be costly and time-consuming (Artal-Tur et al., 2016). South

Africa introduced firmer visa regulations at the end of 2014, which may have had a negative impact on the tourist arrivals to the country (Ferraira & Perks, 2016).

2.11.7 Xenophobic Attacks

Ferreira and Perks (2016) stated that xenophobic outbreaks have happened from time to time at diverse locations in South Africa, mostly high-density residential areas such as Soweto, Alexandra, Hillbrow and Johannesburg (central business district), and that these might have led to travel cancellations and a loss of tourism business. However, the possible connection between xenophobia and travel cancellations has not been empirically researched (Ferreira & Perks, 2016). Such xenophobic attacks, social and labour strikes, terrorism and racism can be referred to as public turmoil (Asongu, 2015; Ferreira & Perks, 2016). *Business Report* (2019) stated that the most recent attacks on trucks and major access routes have had a direct effect on the South African agricultural sector, especially in terms of perishable goods, as products are not supplied on time or do not reach their destination (Business Report, 2019). Furthermore, Tommie Esterhuyse, the chairperson of the Agri SA Centre of Excellence has said that, "this has contributed to major losses in a country where food security is of the utmost importance" (Business Report, 2019).

The South African tourism industry experienced an unstable year in 2015 as a result of crime against tourists, xenophobic attacks, social and labour strikes as well as changes in visa regulations (Ferreira & Perks, 2016). However, a StatsSA report (2019) shows that in the first financial quater in 2019, there was a decline in overall figure of visitors to South Africa by 3%., with the highest decline (19.4%) experienced from the Middle East. The number of visitors from Europe where there is a traditional basis for tourists to South Africa decreased by 8.5% (The South African, 2019). With regard to xenophobic attacks in South Africa, these are not limited exclusively to the different racial groups within the country but also spread to international tourists (Ferreira & Perks, 2016a). The main danger is that people who have been victim to racism while visiting a destination would likely not want to travel to that same destination again (Ferreira & Perks, 2016a).

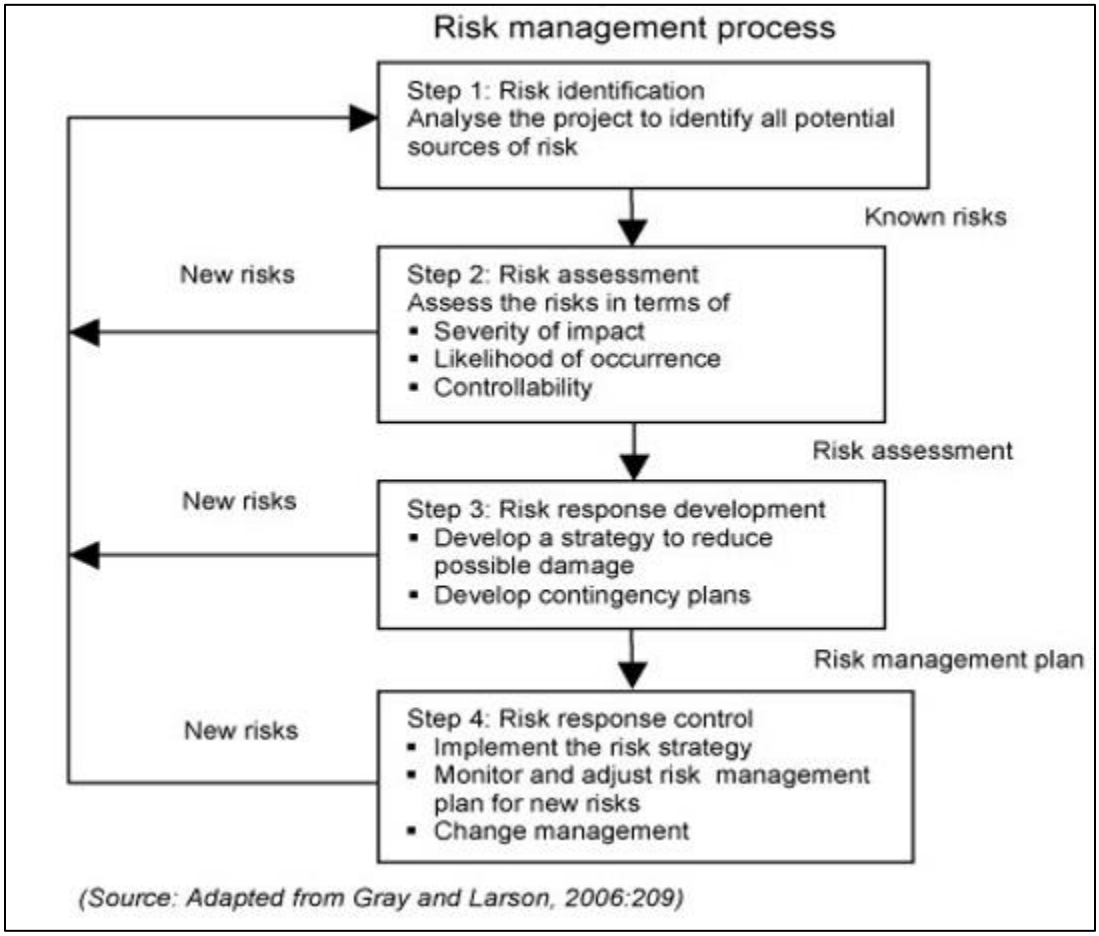
2.11.8 The Effects of Inflation on International Tourism in South Africa

The South African (2019) stated that tourists are being put off by the relatively high cost of airfares to South Africa because of inflation, although there has been a drop in price for many airlines servicing South Africa. Furthermore, the decrease in GDP of South Africa increases the risk or challenge to the tourism industry, with inflation being the justification of high labour costs (Croucamp & Hind, 2014). While inflation is beneficial to tourists or international visitors, it increases the price of business transaction costs in South Africa. In addition, Croucamp and Hind (2014) noted that the South African Reserve Bank is accountable for the monetary policy in South Africa through its Monetary Policy Committee, hence it seeks to manage the inflation rate by determining the repo rate (the rate at which money is lent to banks). An additional form of economic crisis relates to the relative value of the national currency (Rand). When the Rand is weak against those of the principal source markets, such as the US Dollar and Pound Sterling, tourist flows tend to increase because tourists receive more Rand for their money, while countries with strong currencies are viewed as uncompetitive by international tour operators and their customers (COMCEC, 2017).

2.12 Minimising Challenges

Gray and Larson (2006) stated that any risk management procedure begins with risk identification and is then shadowed by evaluation (or risk assessment) before a suitable reply is established and a strategy applied. The risk management procedure is shown in Figure 2.10 below.

Figure 2.10 ***Risk Management Process***



Source: Adapted from Gray and Larson (2006).

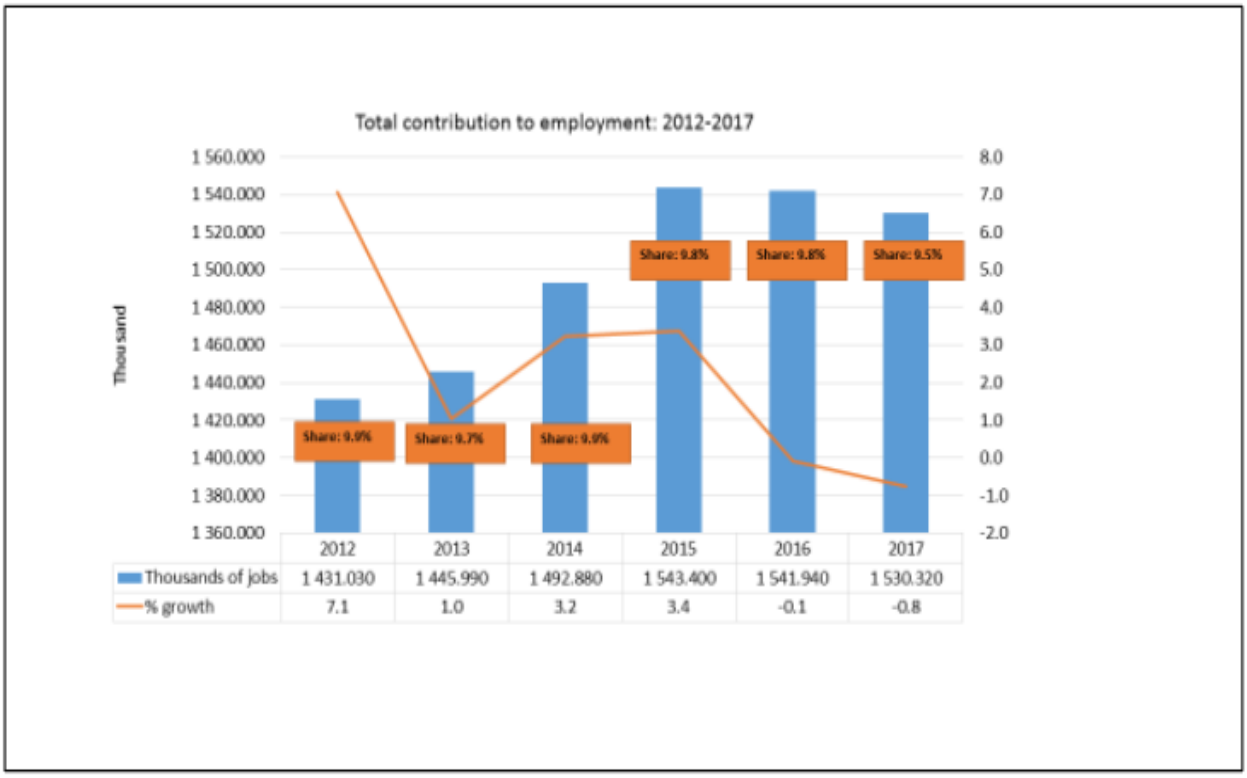
The risk management process therefore follows four stages as indicated in Figure 2.9. Shaw, Saayman and Saayman (2012) suggested that minimising the challenges being faced in the tourism industry can be done through a risk management process, which is described as an ongoing process that is not in isolation of any kind nor to be seen as a single event. This means that all risks affecting tourism should be evaluated and handled the same way (Shaw et al., 2012). In addition, to manage risk, it is critical to firstly identify the challenges before any kind of challenge management programme can be put into action, which should be drawn up in a structured, logical and well-managed manner (Shaw et al., 2012). In minimising the challenges, there are certain transformations and developments that have been established to enhance the process such as improved efforts, and resources being allocated to create an enabling environment (Shoeman, 2016) for the tourism sector to flourish and achieve its transformative potential, as per the

outcomes of the National Development Plan (NDP) 2030 (Shoeman, 2016). To nurture the minimisation of challenges, the National Department of Tourism (NDT) saw a need to develop an annual state of tourism report to act as a strategic tool to inform decision-makers and businesses on the sector's performance and developmental aspects, thus fostering the stability of international tourism growth in South Africa (Shoeman, 2016). With this in mind, certain opportunities have been created by the South African tourism industry and these are outlined below.

2.12.1 Employment Opportunities

Tourism remains one of the important sectors in terms of job creation. The tourism industry has had a positive socio-economic impact, with a special focus on job creation. In February 2019, the analysis of tourism at the State of the Nation Address indicated that there is a need for more development in the sector as it is labour intensive and supports 700,000 direct and 1.6 million indirect jobs in the country (Parliamentary Monitoring Group, 2019). The graph on the next page indicates the total employment rate from tourism from 2012–2017.

Figure 2.11 ***Total Contribution by Tourism to Employment (2012–2017)***



Source: State of Tourism Report (2016-17).

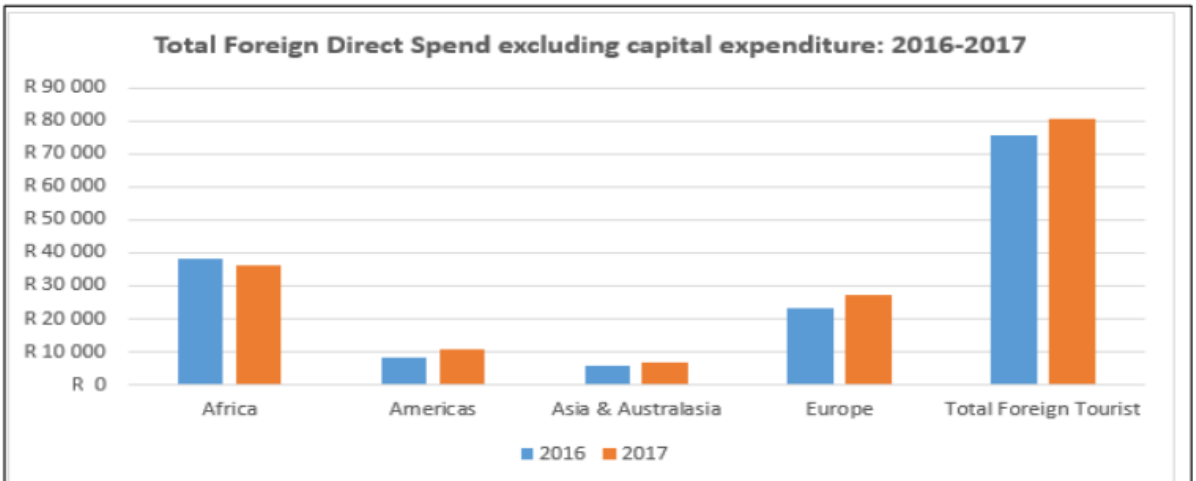
Figure 2.10 shows that in 2015, there were 1,543,400 workers employed in the tourism sector, which is 9.8% of the total employment in the country. In 2016 there was a total of 1,541,940 which contributed 9.8% to the country's total employment, while in 2017 there was a decline rate of 0.8%, with an estimated total of employment at about 1,530,320, which contributed 9.5% to the country's total employment.

2.12.2 Foreign Currency

The State of Tourism Report (2017) argues that one of the indicators that are used to measure the significance of tourism for the economy is how much visitors spend while they are touring the country, given that their expenditure contributes to the country's economy as well as job creation. In addition, South African Tourism calculated a total of foreign direct expenditure of tourists in 2017 to be R80.7 billion. Thus, there was an increase of 6.9% from the R75.5 billion in 2016 (State of Tourism Report, 2017). The increase could have been driven by the increase in

average expenditure, length of stay and the increase in tourist arrivals in general (State of Tourism Report, 2017). Figure 2.12 below shows the total direct expenditure, which excludes the capital expenditure in 2016–2017.

Figure 2.12 ***Foreign Direct Expenditure***



Region	2016	2017	%Change	% share 2017
Africa	R 38 451	R 36 244	-5.7	44.9
Americas	R 8 116	R 10 716	32.0	13.3
Asia & Australasia	R 5 842	R 6 612	13.2	8.2
Europe	R 23 137	R 27 153	17.4	33.6
Total Foreign Tourist	R 75 546	R 80 725	6.9	100.0

Source: State of Tourism Report (2017).

Figure 2.12 indicates the total expenditure by region for 2016 and 2017, and the significance of arrivals of other African countries can be seen by their contribution to total foreign direct expenditure, which was about 44.9% (State of Tourism Report, 2017). Africa's contribution is determined by volume and hence it is important to know that tourists from the continent spent, on average, less than arrivals from overseas markets (State of Tourism Report, 2017). The average expenditure for international tourist arrivals in South Africa per journey during 2017 was R8,400. In essence, it can be said that it was slightly up from 2016 (R8,100 per international tourist arrival) (State of Tourism Report, 2017). There was an increase in the air-bound markets with a higher average spending per travel. Those from the Americas spent an average of R22,700, those from Europe R19,800, African air markets spent an average of R19,100, while tourists from Asia and

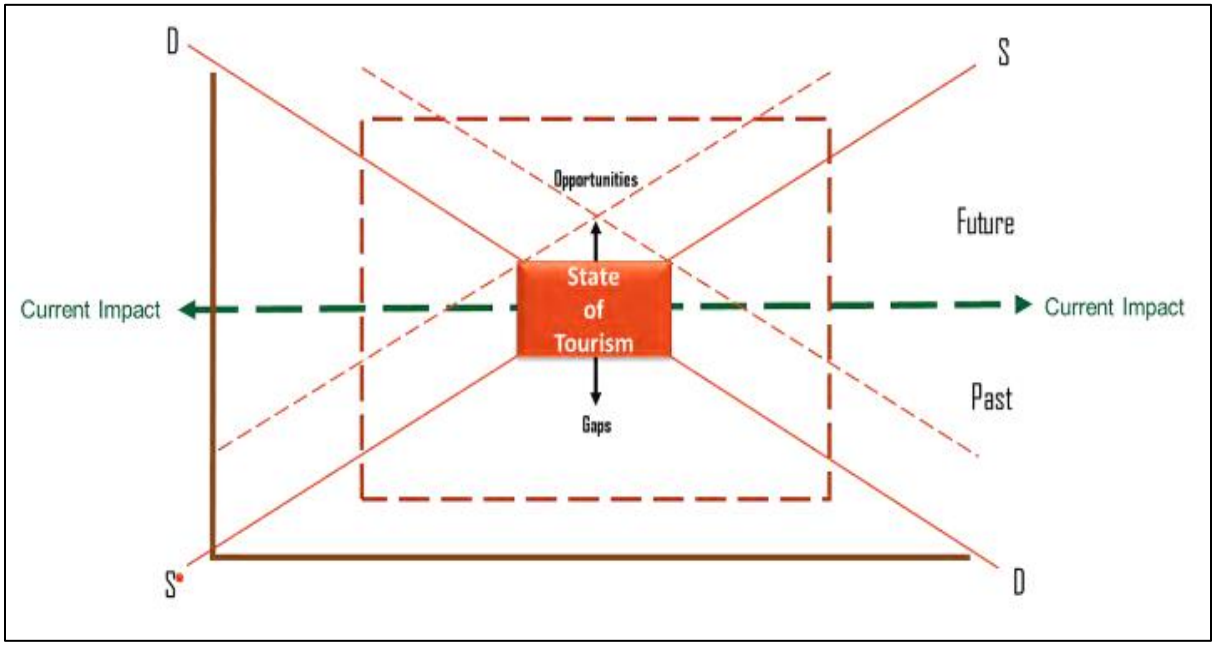
Australia spend an average of R17,200. Furthermore, the African land market only spent R4,300 per voyage on average (State of Tourism Report, 2017).

2.13 Tourism's Economic Contribution and Global Competitiveness

The WTTC (2018) noted that the travel and tourism industry contributed R425.8 billion to the South African economy, making it the biggest tourism economy in Africa. This represents 8.6% of all economic action in South Africa. In addition, the travel and tourism sector generates 1.5 million jobs, which represent 9.2% of total employment. However, the tourism sector was primarily driven by leisure travellers who contributed 64%, while business visitors contributed 36% to South Africa's GDP in 2015. The World Economic Forum (2015) confirmed that the South African tourism economy is the most competitive in Sub-Saharan Africa (WTTC, 2018).

The State of Tourism Report (2016) argued that tourism is a technical concept that is measured by available statistics on visitor movements and expenditure (demand), as well as by the number of visitor facilities (supply), which range from conference centres to resorts (Schoeman, 2016). The demand and supply model was implemented to examine the performance of the tourism sector during the 2016/2017 period, as shown in Figure 2.13.

Figure 2.13 ***Tourism Sector Demand and Supply Analysis Model***



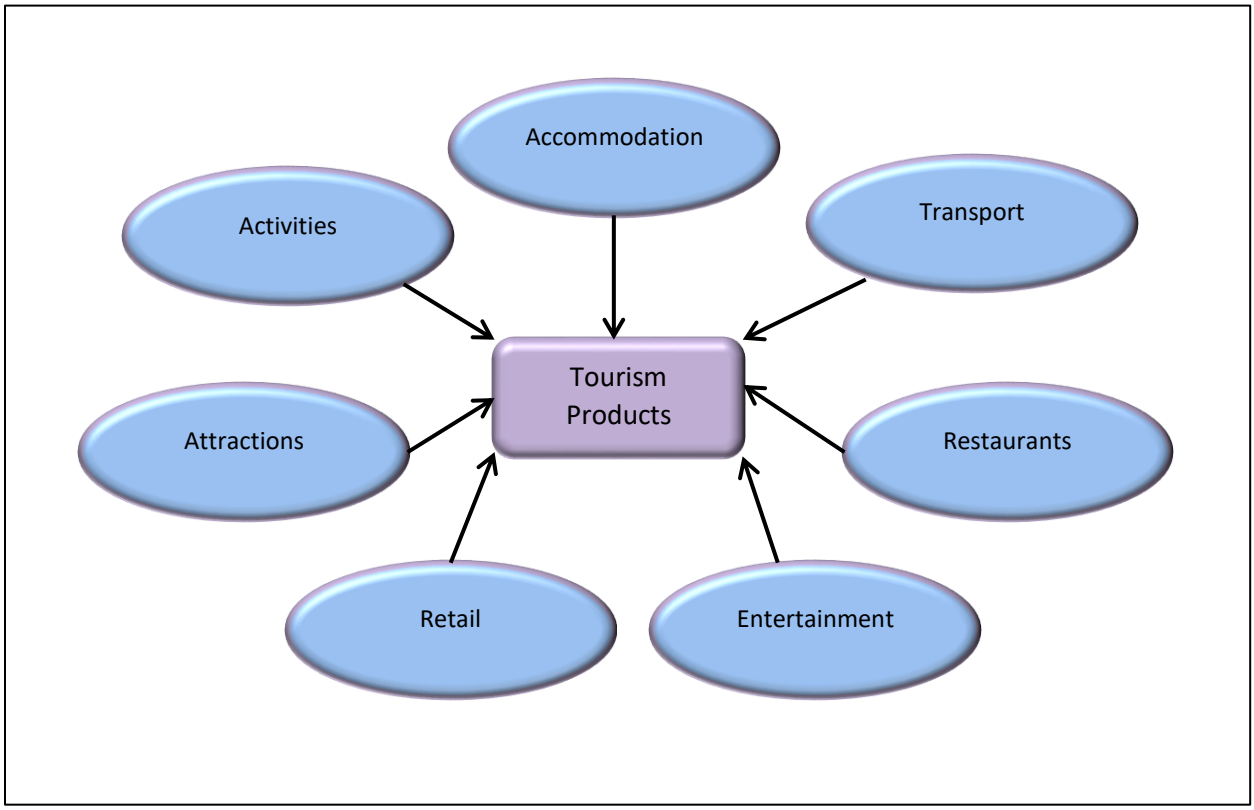
Source: State of Tourism Framework Report NDT (2017).

The demand and supply of products and services of many tourists are subjected to image, experience and push and pull motivation of the tourists towards the destination, and consequently rely greatly on the trust and satisfaction that the tourists have of the destination (Queen, 2016; Ferreira & Perks, 2016). Therefore, when there is any form of instability in politics in the country, the demand and supply of goods and services such as tourism will decrease, thereby affecting the opportunities and future competitive advantage growth of the nation, and hence affecting the overall economy and GDP of the country (Ferreira & Perks, 2016).

Attaining competitive advantage in times of rapid change requires tourism investors to have a clear understanding of the course of change and improvement in DM and destination attractiveness (Dwyer, Edwards, Mistilis, Roman & Scott, 2009). The Impact Assessment of Tourism Megatrends (2019) highlighted that "a competitive tourism destination can be defined as having the sustained ability to increase tourism expenditure and capacity to attract visitors while providing them with satisfying, memorable and unique experiences in a profitable way, while enhancing the well-being of residents and preserving the natural capital of the destination for future generations, within a changing macro environment" (Impact Assessment of Tourism Megatrends,

2019; Elmahdy, Haukeland & Fredman, 2017). The illustration below shows the key components of the tourism product (the supply side).

Figure 2.14 ***Tourism Products***



Source: SA Tourism Toolkit (2010).

The supply side of tourism products classifies the opportunities and constraints that a country such as South Africa must focus more on in attracting international visitors to the country and in developing the communities/ towns/ cities/ regions at large for tourism (SA Tourism Toolkit, 2010). In addition, the range and number of destination attractions and social activities and transportation availabilities that visitors can see and engage with are of paramount importance. A gap/ poor quality in supply or in balancing all the products will create a less attractive destination to visitors and thus will deter tourists, both local and international, from travelling to a destination (Elmahdy et al., 2017). For this to be effective, there must be an inventory of attractions with an understanding of visitors' demands and satisfaction. Hence, if demand and satisfaction are not

considered, a destination will be uncertain of whether they are meeting visitors' expectations and building the destination trust and attachment which might lead to visitors' loyalty of the destination (Elmahdy et al., 2017). Furthermore, the attraction and activity sectors are the most important aspects of tourism and therefore need to be prioritised. These are the engaging areas that attract visitors to South Africa to watch sporting events, for example, and experience the local way of life and wildlife (Elmahdy et al., 2017; SA Tourism Toolkit, 2010). The performance and continuous growth of the tourism sector are primarily dependent on the demand generated.

2.14 Ranking of South African Tourism and Awards

The SA Tourism Review (2015) noted that DM is now a highly specialised business and is constantly evolving. Connected consumers and automated visitors make mobile bookings and use on-line services such as Tripadvisor to inform product choices (SA Tourism Review, 2015). The visual world is increasing in the globalist environment and the future of tourism is thereby being modified accordingly. Tourists are now desiring to obtain a sense of the destination beforehand or before spending money to travel on a long-distance trip for tourism purposes (Traveller24, 2019). Furthermore, tourism operators' agencies and boards of directors are becoming aware of and relying on visual aids to market their services, products offerings and destination views to the world (Traveller24, 2019). Hence, for the first time in South Africa, the International Tourism Film Festival Africa (Traveller24, 2019) was launched at the World Travel Market Africa in Cape Town, which aimed to provide a platform for film producers and tourism brands to provide and showcase their works and destinations to the world (Traveller24, 2019). *Traveller24* (2019) stated that in 2008, the festival was founded in Portugal by the country's film commission. The festival purports to support and provide the competitiveness of locations, services and tourism products by stimulating innovation and originality and honouring the best of all projects, thereby enhancing the visibility of those products and services to the world at large, both nationally and internationally (Traveller24, 2019).

In 2018, South Africa won three prizes for the following at the festival:

- A Portuguese promotional film;
- An environmental surfer film called *Sea Change*; and

- A promotional video about the N12 Treasure Route.

The Africa section of the festival has been managed by the Sustainable Tourism Partnership Programme (Traveller24, 2019). The Gauteng Tourism Authority (2012) reported that South Africa was named the world's top sports tourism country at the World Travel Awards in Dohar, Qatar in 2012 and the awards paid tribute to the hard work and dedication that went into making South Africa a world-class sports and events destination (Gauteng Tourism Authority, 2012). Roshene Singh, chief marketing officer at South African Tourism said that the award positively motivated the country's strategy of developing South Africa's sports tourism offering for the global market (Gauteng Tourism Authority, 2012). These awards have given the destination a somewhat competitive advantage and marketing in the tourism industry.

2.15 Summary

The discussion in this chapter showed that South Africa regards tourism as a crucial engine for economic growth and the country has several tourist attractions that can be utilised to enhance economic growth. This study therefore sought to establish the cognitive-affective motivation elements that influence the loyalty of international visitors to South Africa as a tourist desination. An understanding of such factors will add value to the efforts that are being made in enhancing the contributions that are being undertaken by tourism towards financial progress in the country. The discussion also revealed that the country is at the top in Sub-Saharan Africa in terms of competitiveness as as tourist destination. South Africa should therefore make every effort to maintain this position by making concerted efforts to improve the destination attractiveness of the country. This study therefore provides recommendations for enhancing the competitiveness of South Africa as a tourist destination from the findings of the study. The discussion also revealed that there are several challenges that affect the attractiveness of South Africa as a tourist destination. This study seeks to offer recommendations on how these challenges can be addressed in order to enhance the loyalty of visitors to the destination. This chapter described the context of the study by expounding on the major contextual factors, namely DM, destination attractiveness, the South African tourism industry and push-pull attractions. The context was structured from, international arrivals and the risks associated with the tourism industry, as well as a brief discussion

on global health issues which have an effect on South African tourism and the employment, inflation, visas, and political and technological effects on tourism. The spheres of influence on South African tourism and the trends of a successful tourism destination were also discussed. The following chapter elaborates on the literature that offers the underpinning of the conceptual research model.

CHAPTER 3: THEORETICAL REVIEW

3.1 Introduction

The purpose of this chapter is to review the relevant theories of destination marketing (DM) and attractiveness that form the basis of the study's theoretical framework. The chapter deals with the four theories that ground this study, as highlighted in the sections that follow.

3.2 Theoretical Grounding

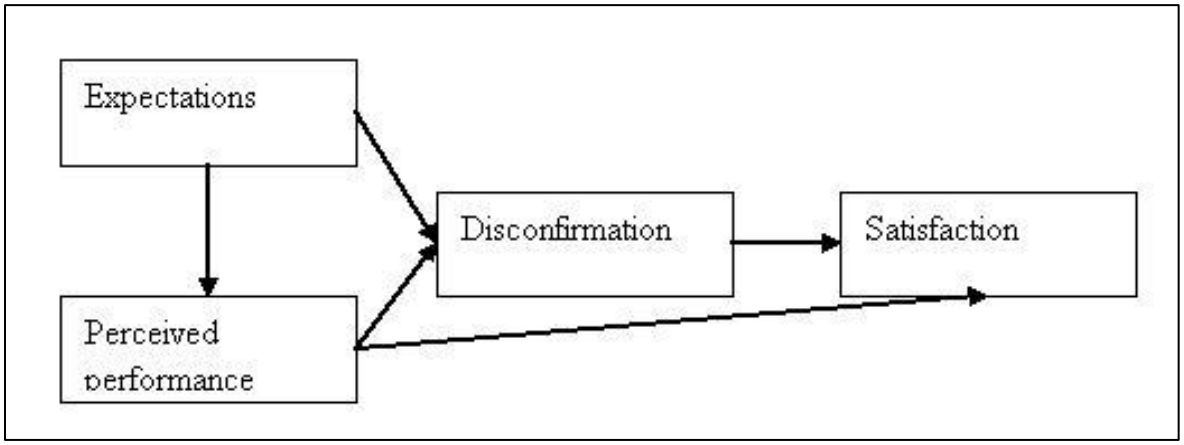
The four theories that ground this study include the expectancy disconfirmation theory (EDT) (Oliver, 1980), the neoclassical theory (Sjaastad, 1962), push-pull model (PPM) (Lewis, 1982) and the generational theory (GT) (Strauss & Howe, 1997). The theories are used as a premise to explain how cognitive knowledge (destination image, visitors' experience) and push motivation (push and pull) influence affective outcomes (satisfaction, trust and destination attachment) and in turn visitors' loyalty (intended behavioural outcome), which was the purpose of the study.

3.2.1 The Expectancy Disconfirmation Theory

The EDT denotes the point to which an experience follows or diverges from visitors' expectations (Hunt et al., 1985). Furthermore, the EDT proposes that visitors determine their level of satisfaction (Oliver, 1980) with a product by comparing perceptions of performance against their expectations (Elkhani & Bakri, 2012). The EDT has been examined in the marketing literature for a few years now (Oliver, 1980; Elkhani & Bakri, 2012; Augustine, 2017) and has been employed by scholars to better comprehend visitors' satisfaction, behaviours and intention to revisit (Schwarz, 2011; Augustine, 2017; Elkhani & Bakri, 2012). Elkhani and Bakri (2012) defined the EDT as a theory for measuring consumer satisfaction from the apparent quality of products or services and that it affects tourists' satisfaction. The EDT has two components, which are desire or expectation, and experience or perceived performance (Elkhani & Bakri, 2012). Thus, if disparity occurs between perception and expectations from the destination services,

disconfirmation outcomes occur, which in turn may affect the level of visitors' satisfaction (Oliver, 1980). Measures that conform to prospects are thought to involve little cognitive effort to explain, mainly because visitors can depend on a learning form of analysis from previous knowledge which gave rise to expectencies initially. Oliver (1980) developed the EDT as a reasoning theory of tourist satisfaction that was based on consumers' making post-purchase evaluations regarding a specific buying decision (Schwarz, 2011). The EDT came from a subject of study for antecedents of satisfaction and occurs in three states: 1) positive disconfirmation (Schwarz, 2011), where perceived performance exceeds expectations; 2) confirmation, or simple disconfirmation where perceived performance meets expectations; and 3) negative disconfirmation, where supposed performance falls below expectations (Schwarz, 2011). The EDT assumes that customers purchase goods and services with pre-purchase anticipations about expected performance. The expectation level then becomes the standard in contrast to which the product or service is judged (Augustine, 2017). Thus, once consumers have used the product or service, they compare the outcomes against the expectations. This concept defines the significance of visitors' satisfaction of a destination as a trust response to his or her attachment towards the destination in future as well as their loyalty (Oliver, 1980; Augustine, 2017). The basic model of the EDT is provided in Figure 3.1.

Figure 3.1 ***Basic Model of the EDT***



Source: Elkhani and Bakri (2012).

According to Elkhani and Bakri (2012), expectations are described as the consumer's perception of the performance of products and services. Visitors have an initial expectation according to their previous experience with the destination using a specific product or service at

the destination. Perceived performance specifies visitors' experience after the visit, which can be good or bad compared to the visitor's expectation (Elkhani & Bakri, 2012). Disconfirmation is the difference between the visitor's initial expectation of the attractiveness of a destination and the observed actual performance of the attributes of the destination (Elkhani & Bakri, 2012). In other words, the tourist will make an optimistic evaluation of the attractiveness of the destination. This will show if the visitor is satisfied or not (Augustine, 2017). It can be said that this theory incorporates all the variables in the conceptual model with regard to cognitive knowledge, affective outcomes and the behavioural outcomes of tourists.

Oliver (1980) argued that expectations, together with observed performance, will lead to post-service satisfaction. The EDT was centred on the cognitive dissonance theory that was presented in 1957 by Leon Festinger. The post-service satisfaction is dictated over positive or negative disconfirmation between performance and expectation (Adrian, 2016). If a service offering of a destination outperforms the expectations of the visitor, then there is a positive disconfirmation and post-service satisfaction as a result. If a service offering of a destination falls short of visitors' expectations, there will be an undesirable disconfirmation and the customer is likely to be dissatisfied (Oliver, 1980; Adrian, 2016).

The desire or expectations are connected to the pre-tourism time period when a tourist has initial expectations about a particular performance of a service or product (Grimmelikhuijsen & Porumbescu, 2017). Perceived performance or experience is related to the after-tourism period, whereby the visitor gets to reflect on their experience regarding the real performance of a specific service (Elkhani & Bakri, 2012). Thus, the difference between the initial perceived experience and expectation is known as the disconfirmation of expectation (Bhattacherjee & Premkumar, 2004).

The EDT suggests that visitors' satisfaction is not only the outcome of the objective performance of the destination but is also determined by the inherent prior performance expectation of that service from the tourism destination (Morgeson, 2012). This theory has been considered as the primary foundation for satisfaction, trust and expectations. Visitors' expectations of the service encounter can be shaped by many factors such as destination image and a previous experience, which might involve the visitor's psychological condition (pull motivation) at the moment of travelling to the destination (Adrian, 2016). Adrian (2016) suggests that with an

excellent service from a provider of a destination to the visitors involving destination images, push and pull motivation of the destination can lead to positive satisfaction.

The satisfaction of the visitor can stretch to the visitor's trust of the destination and destination attachment, in essence leading to the visitor's loyalty of the destination (Adrian, 2016). Therefore, variable expectations of the performance of a tourism service are said to play a vital role in clarifying differences in visitors' satisfaction (Augustine, 2017). The EDT posits that a visitor will behave in a specific way because of the expectation that a certain result has given (Grimmelikhuijsen & Porumbescu, 2017). Disconfirmation is a visitor's anticipation of the performance, which can be ascribed to the enhancement of a visitor's travel experience such as the attractions of a destination (Oliver, 1980; Augustine, 2017). For instance, the aesthetics of South Africa is comprised of beaches, Table Mountain, theme parks, monuments, the Nelson Mandela museums, lion and safari parks and some major attractive locations, to name just a few (Bojanala Edition - January, 2019).

Augustine (2017) argues that visitors' experience can be caused by the satisfaction from the enjoyments of perceived expectations of the destination, which tend to cause visitors to have a positive mind to revisiting the destination. Moital, Diaz and Machado (2013) concur that such attributes can lead to visitors' loyalty to the destination and positive disconfirmation of loyalty towards the destination. Elkhani and Bakri (2012) suggested that the EDT has been theoretically used by several scholars in different fields to enhance the understanding of consumers' expectations and necessities for appealing to their satisfaction, such as in marketing, tourism and psychology fields.

Therfore this study adopted the EDT theory that if a visitor's cognitive knowledge and motivation factors comply with previous satisfaction of the destination, the visitor will have a positive evaluation of service trust, developing an attachment which signifies loyalty of the visitor to the destination (Augstine, 2017). In addition, the EDT can be vital in understanding the crucial role that tourist satisfaction, trust and attachment play in a visitor's ability to remain loyal to the destination and for the destination to increase in revenue (Augustine, 2017; Ridderstaat, Croes & Nijkamp, 2014). For instance, the current study proposed that the degree of visitors' satisfaction was influenced by cognitive and motivation factors within the destination environment.

The EDT approach proposes insights into what stages of expectations the tourists anticipate to obtain from a destination and also allows the locations to identify areas of strengths and weaknesses (Wang, 2016). Tourists may form their ideas about product performance built on various types of expectations, for example, the tolerable, ideal, expected and deserved (Wang, 2016). Table 3.1 below shows the various types of visitor expectations.

Table 3.1 Types of Expectations

a) The Ideal describes what a visitor desires of the services from the destination	b) The (Expected) Anticipated is the predictive prospects and reflections of what the performance should be in the mind of the tourist
c) The Minimum Tolerable can be referred to as the bottom acceptable performance level replicating what the product must perform	d) The Deserved will be the expectation that the visitor believes a service ought to deliver upon, based on the investment the visitor made (waiting time and price)

Source: Researcher's own (2020).

The level of visitors' satisfaction was measured by destination image, push and pull motivation and visitors' experience, and in turn trust and destination attachment with respect to visitors' loyalty (Sukiman, Omar, Muhibudin, Yussof & Mohamed, 2013). Hypothetically, attractiveness and services motivate tourists in satisfaction of their needs for loyalty, thus the sustainability of the destination's competitiveness advantage among its rivals and also differentiating it from other destinations (Sukiman et al., 2013; Ridderstaat et al., 2014).

Furthermore, Correia, Kozak and Ferradeira (2013) argued that normative theory establishes the traveller's need for meeting a standard. The normative theory permits travellers to compare their existing experience of a destination with a substitute or different experience (Correia et al., 2013; Sukiman et al., 2013). A study by Cheng, Fang and Chen (2015) suggests that perceived performance was used to measure the overall satisfaction centred on the real

performance, irrespective of the tourist's previous expectation. According to the expectation model, visitors have expectations about a service before using it (Elkhani & Bakri, 2012). Consequently, they match actual performance with those expectations received from the destination (Elkhani & Bakri, 2012). Augustine (2017) stated that Oliver's (1980) EDT, which measures consumer satisfaction centred on tourists' experience, differs from Correia et al's (2013) normative theory, which places the emphasis on tourists' perceptions.

The similarity between these theories is that tourists take decisions based on the original perceived expectations of their destination experiences (Augustine, 2017; Correia et al., 2013). Overall, satisfying tourists is key from different viewpoints. Investigation has revealed that satisfaction can affect visitors' destination trust and attachment and also lead visitors to recommend the services to others, which later leads to loyalty (Montero et al., 2010). Clearly, this can only be beneficial for the tourism sector. It is therefore fundamental to investigate which elements are important to boost tourists' satisfaction and reduce their dissatisfaction (Montero et al., 2010). Conforming to economic theory in tourism management, maximising the level of travel satisfaction is vital for a prosperous business (Grimmelikhuijsen & Porumbescu, 2017). In concurrence with the above EDT, tourist satisfaction usually adds to increased degrees of tourist support, loyalty and acquisition retention, which in turn helps to achieve economic objectives such as growing the number of tourists and revenues towards the destination (Elkhani & Bakri, 2012).

3.2.1.1 Limitations of the EDT

Despite the important insights that the EDT offers in understanding customer satisfaction, there are a number of reasons that make its validity and reliability in evaluating customer satisfaction within the tourism and hospitality industry questionable (Yüksel & Yüksel, 2001). The industry is characterised by services that are experiential in nature. For experiential services, the use of expectations might be less meaningful than for tangible consumer goods that can easily be purchsed and evaluated (Hill, 1995). The EDT predicts that there will be customer satisfaction or dissatisfaction when the intial hopes of the consumer are met or not met. However, this does not apply in every situation, since some customers may be satisfied (Hill, 1995) with a service

experience even when its performance does not meet their predictive expectations, but is above the lowest level that can be tolerated (Hill, 1995).

Furthermore, in line with the conservative EDT the majority of studies have used predictive expectations as the relative standard (Crompton & Love, 1995). However, there is no adequate research indication on whether consumers use only prognostic expectations in their pre-purchase product evaluations. It is possible that consumers may use other standards such as minimum tolerable level, ideals or desires (Crompton & Love, 1995). They may also use other criteria that may emerge after the purchase, such as what others have expected (Crompton & Love, 1995).

The EDT is also limited by the fact that it fails to accommodate the unique nature of expectations (Hill, 1995). The initial expectations of consumers regarding a product or service might differ substantially from their expectations if examined after a service experience that involves several encounters, as is the case with many tourism and hospitality services (Wang, 2016). If consumers make post-purchase evaluations using these retrospective expectations, the reliability of suggesting that a positive or undesirable disconfirmation (Wang, 2016) occurs on the initially measured expectations is disputable (Hill, 1995).

For this reason, this research used the antecedent destination image, push and pull motivation and visitors' experience to investigate the influence on visitors' satisfaction towards destination trust, attachment and loyalty with South Africa as the case study. Accordingly, Oliver's EDT was appropriate for this study.

3.2.2 The Neoclassical Theory: Macro and Micro

The derivation of neoclassical theory starts from a generation anticipated income (utility) maximisation method, as stated in the traditional work on the human capital model of movement (Sjaastad, 1962). This a comprehensive theory that puts emphasis on supply and demand as the motivating forces behind the making, pricing and consumption of goods and services (Kenton, 2019). One of the key assumptions of the neoclassical theory is that the most significant factor that determines the value of a service is utility to consumers as opposed to the cost of production

(Kenton, 2019). The first concern of the consumer therefore is to maximise personal satisfaction. Furthermore, according to the neoclassical theory, a product often has value beyond its production costs. The consumer's perceptions of the cost of the product therefore affects its price and demand (Kenton, 2019).

With regard to tourism, the fundamental assumption of neoclassical theory is that tourism is stimulated primarily by costs (Kurekova, 2011) and rational economic contemplations of relative benefits, which are mostly financial but also psychological (Kurekova, 2011). The neoclassical theory was also used in the study which headed the 2004 eastern expansion of the EU. This theory incorporates the macro and micro framework which has been determined by the differences in proceeds to labour across markets; that is, the geographical difference in labour demand and supply and resulting differentials in wages between capital-rich countries and labour-rich countries (Kurekova, 2011; Borjas 2008).

The theory argues that the ability of a tourist to visit a destination is related to costs; hence, it is not the poorest countries that send the most labour, nor the poorest individuals who travel (Kurekova, 2011; de Hass, 2008). FutureLearn (2020) stated that the neoclassical theoretical framework was developed to explain labour tourism, which sees tourism as a result of geographical differences between labour supply and demand. Furthermore, these differences can exist at the international or national level (FutureLearn, 2020). Differences in wage levels between countries and labour markets is caused by labour tourism (Hochleithner & Exner, 2018), hence if wage differences were eliminated, then labour tourism would halt according to this theory.The critique of the neoclassical theory has been framed around the following: firstly, tourist rates increase with the growth of the country's capital as more households or individual are thereby able to fund travel; and secondly, that as the development of the country increases, the tourism rates diminish and there would be a change in the incentives to travel (Kurekova, 2011; de Hass, 2008).

Todaro (1976), cited in Porumbescu (2018), proposed that the basic premise of neoclassical theory is geographical differences in resources and demand for labour. According to Hochleithner and Exner (2018), there are two neoclassical approaches, namely macro and micro. The macroeconomic methodology is complemented by the microeconomic theory of decision-making of tourists, which adopts that visitors travel to a destination where they anticipated to gain

monetary value for their human capital (Hochleithner & Exner, 2018). In a similar manner, a recent study by Neumann and Hermans (2017) highlighted that the satisfaction of tourists might be slanted by post-factor rationalisations. For example, a tourist might travel to a destination for tourism purposes but might experience a form of push motivation after the visit due to the economic diversification from the host country and job opportunities that might offer him or her better economic stability than the home country (Cissé, 2012).

Once these motivations are recognised, the affective and cognitive responses are followed, which eventually lead to visitors' loyalty to the destination (Cissé, 2012; Neumann & Hermans, 2017; Hochleithner & Exner, 2018). The preceding empirical research signifies that it is vital to keep developing destination tourism while keeping tourist demand and supply in mind (Mitze & Reinkowski, 2010). In agreement with this line of reasoning are Sage (2012) and Mitze and Reinkowski (2010), who stated that the neoclassical economic understanding of tourism is that visitors travel in search of higher earnings, though this can be said to be an incomplete explanation of why visitors travel (Sage, 2012). The macro and micro level of the neoclassical theory have been characterised by the human capital theory of tourism introduced by Saadstad (1962). This theory incorporates the socio-demographic characteristics of individuals as a crucial cause of visiting at the micro level (Mitze & Reinkowski, 2010). Individuals visit with the goal to maximise benefits and gains in the area of leisure and satisfaction of the destination (Kurekova, 2011; de Hass, 2009a). Bonin et al. (2008) argued that human capital endowments such as marital status, age, occupation, skills, gender, preferences, labour markets and expectations strongly affect tourism (Kurekova, 2011; de Hass, 2009a; de Hass, 2009b). The theory argues that tourists' decisions are not made by individuals in isolation but are influenced by factors such as households or families which are formed by situations in the home country (Mitze & Reinkowski, 2010). The risk aversion of poor households in developing countries can lead to negative tourism; for example, the inflow of Zimbabweans into South Africa (Stark, 2003).

Stark (2003) argues that tourism can provide a meaningful strategy in the dealings of market failures and employment if focused on. Montero et al. (2010) suggested that the neoclassical theory can be incorporated from the EDT; in essence that tourist satisfaction can be seen as a connection between the costs of what the tourist spends and the rewards (benefits) that he/she anticipates to gain (Grimmelikhuijsen & Porumbescu, 2017). In conjuction, price, benefits,

time and effort are the main factors in determining the destination of choice (Grimmelikhuijsen & Porumbescu, 2017). Thus, it can be said that if tourists obtain benefits based on their time, effort and money for travel, the destination is worthwhile (Grimmelikhuijsen & Porumbescu, 2017). The table below describes the neoclassical macro, micro and meso analysis. The meso aspect will not be discussed in this theory.

Table 3.2 ***The Neoclassical Theory Analysis***

MICRO **Individual and his values, desires and expectations**	**MESO** **Collectives and social networks**	**MACRO** **Macro-level opportunity structures**
Individual values and expectations - improving and securing survival, wealth, status, comfort, stimulation, autonomy, affiliation and morality	***Social ties*** - strong ties: families and households, - weak ties: networks and potential movers, brokers and stayers; ***Symbolic ties*** - kin, ethnic, national, political, and religious organizations; symbolic communities	***Economics*** - income and unemployment differentials ***Politics*** - regulation of spatial mobility through nation-states and international regimes; - political repression, ethnic, national and religious conflicts ***Cultural setting*** - dominant norms and discourses ***Demography and ecology*** - population growth; - availability of arable land, water - level of technology

Source: Olejarova (2007).

3.2.2.1 The Macro Analysis of Neoclassical Theory

In the above table, the emphasis is on the objective and structural conditions. Push and pull factors come into play in the macro neoclassical theory in terms of the objective conditions (Grimmelikhuijsen & Porumbescu, 2017). For example, Olejarova (2007) argued that conditions of the ecology, demography, economy, politics and culture in the home country as well as the destination function as “push” and “pull” factors for tourism. The push-pull model (PPM) by Lee

(2019) is concerned with individualistic tendencies and as such it is a micro approach (Grimmelikhuijsen & Porumbescu, 2017). Subsequently, in countries where remunerations are higher than labour, as compared to where the ratio of labour to capital favours labour, then incomes are low; hence, the triggering factor of travelling (O'Reilly, 2015). For example, this may be the reason why the international movement of visitors renders a distinct pattern of travel that may be the opposite of the unskilled workers (Olejarova, 2007).

According to O'Reilly (2015), nations with more work, higher wages and fewer workers attract workers from countries with lower remuneration and less work. The neoclassical theory assumes that in the absence of income, there will be no tourism between countries; thus, labour markets are the key instruments by which global flows of tourists are induced (O'Reilly, 2015). Therefore, for the government to control and increase the flow of tourists in the countries of origin as well as the destination, it needs to regulate and influence the labour markets (Grimmelikhuijsen & Porumbescu, 2017). Hence, this study proposed that it was crucial that both large and small and medium-sized enterprises enhance destination attractiveness to create more jobs and enhance destination image, satisfaction, trust and attachment to gain tourist loyalty.

3.2.2.2 Micro Analysis of Neoclassical Theory

This theory focuses on the factors that influence visitors' decisions and their analysis of a particular destination in terms of the costs and benefits that are thereby associated based on their expectations and values (Olejarova, 2007; O'Reilly, 2015). Micro theories mostly pull from rational choice theory, which assumes the rise of thoughts about how and why visitors make a decision (Grimmelikhuijsen & Porumbescu, 2017). Furthermore, this theory takes the macro and meso perspectives into consideration while analysing how visitors decide on a destination based on relational and objective factors (Olejarova, 2007). In short, visitors' decisions according to this theory are taken by the visitor and stem from differences in labour markets. Costs of visiting include emotional and social costs (Grimmelikhuijsen & Porumbescu, 2017). It is imperative that the government is able to influence arrivals primarily through policies that influence expected earnings in thedestination (Grimmelikhuijsen & Porumbescu, 2017). The neoclassical micro theory is associated with human capital investment, whereby the tourist calculates the cost and

benefits of travelling beforehand (O'Reilly, 2015). In other words, travelling is determined by the cost benefit which leads tourists to expect value for the cost (Grimmelikhuijsen & Porumbescu, 2017). Therefore, it is imperative for destination marketers to offer value for money and, if possible, to exceed the expectations of tourists, in turn enhancing the growth of revenue for the country and enlarging the tourism sector (loyalty).

3.2.2.3 Limitations of the Neoclassical Theory

The neoclassical theory has been subject to conceptual criticism and empirical testing. The major limitation of this theory is its focus on labour markets as the major determinant of the intention to visit. It has been noted that migration in most developing countries is not necessarily voluntary. There are several other factors such as civil conflicts, poverty and restraining state policies that influence decisions to migrate to or visit another country. The assumptions of the neoclassical approach can therefore be challengedespecially in the setting of developing countries. Despite having unfavourable household conditions and the availability of greener pastures abroad, people may choose to stay at home for socio-cultural reasons that include hierarchical power relations within the family, gender and kinship systems. Women may remain at home due to gender norms that regard leaving the family behind as inappropriate, while men may be forced to stay behind to fulflil a perceived security role in the family. However, despite these limitations, the neoclassical theory provides relevant insights into some of the factors that cotribute to the drive of persons from their countries of origin to other nations and is therefore relevant for this study.

3.2.3 Push-Pull Model

The push-pull model (PPM) proposes that there are factors involved in people leaving their original location or environment, which are called push factors. There are also elements that attract a person to a destination, and these are called pull factors (Jung et al., 2017). A negative factor that causes an individual to leave their home country is a push factor, while the pull factor is a positive factor attracting a person to the new or host country/destination (Bansal et al., 2005; Jung et al., 2017). According to Yousefi and Marzuki (2015), push aspects are based on "socio-psychological

needs that predispose a person to travel". Pull factors are the tangible features of the destination's attributes and features; in essence the attractiveness of the destination itself rather than characteristics related to the tourists (Bansal et al., 2005; Jung et al., 2017). Pull factors in the destination satisfaction research into leisure tourists and the leisure field are mainly classified by the essential roles of pull factors on travel motivation and attractive alternatives (Khuong & Ha, 2014; Swanson & Hsu, 2009). Therefore, if a tourist feels attracted by the recreation facilities of the destination, then the motivation to travel is developed and plays a crucial role in the destination choice of the tourist (Khuong & Ha, 2014).

Tourism motivation has been the most investigated subject in tourism literature. The growth in research on the PPM in recent times has also seen an upsurge (Agyeiwaah, 2013; Otoo, 2013; Dayour, 2013). Literature suggests that tourists travel because they are pushed into making travel decisions by mental forces that are distinctive, and pulled by the destination attributes (Dayour & Adongo, 2015; Prayag & Ryan, 2010). Therefore, travel satisfaction with tourism experiences, built on this PPM, contribute to visitors' loyalty (Pratminingsih, Lipuringtyas & Rimenta, 2014).

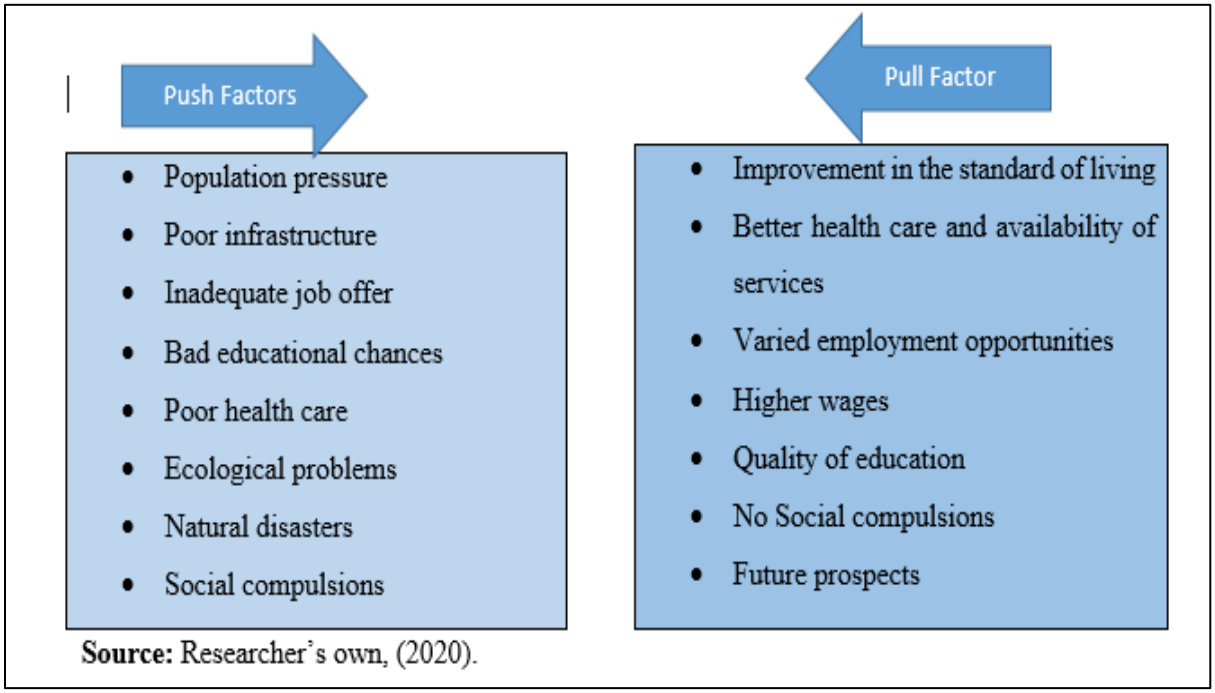
A recent study conducted by Dayour and Adongo (2015) on international tourists to northern Ghana explored the interrelationship between motivations, satisfaction and revisit intentions. From their study, it was found that most visitors who visit northern Ghana are repeat visitors, hence displaying loyalty to the destination. Dayour and Adongo (2015) asserted that destination tourism comprises visitors travelling from their home country to the host country (internationally), and that those travelling from rural areas into the cities (rural-urban mobility) comprise what is known as domestic tourism. Tourism is mostly controlled by push and pull factors (Dayour & Adongo, 2015).

Another recent study by Tsai and Sakulsinlapakorn (2016) stated that there are positive and negative pull motivations. Pull factors in the form of driving forces which boost visitors to travel to a destination are described as positive motivations. On the other hand, negative pull motivations are fears and aversions which lead people not to travel to a destination (Tsai & Sakulsinlapakorn, 2016). Furthermore, the permanent deterioration of the living conditions in a country and the demands of the visitors (push factors) as well as their expectations, especially with regard to

employment in the city (pull factors), thus coax individuals to leave the rural or home country, the unattractive area, and to accept the city or host country as their home and workplace (Jung et al., 2017). Both factors are mutually dependent. For example, the current study proposed that visitors' motives to remain loyal to a destination are based on the satisfaction, trust and attachment that they will develop during their first visit and the motivations that made them travel at the first occurrence.

However, according to the PPM, the adoption of motivators is influenced by motivation scale, while Popp (2013) acknowledged three geographical elements of travel, namely: the generating region, the destination region and the transit region. These elements are only mentioned but are not explained in this study due to their insufficient relation to the study (Popp, 2013). Understanding how visitors move through space and time has important practical consequences for service development, destination planning and new destination attraction (Kassean, 2013; Popp, 2013). Pull motivations are cognitive, situational aspects of the tourist that encourage the tourist to travel to a destination (Tsai & Sakulsinlapakorn, 2016). In essence, a tourist is enticed by the destination qualities stemming from publicity, thereby providing a perceived image of the destination in question (Kassean, 2013). Kassean (2013) argued that pull factors such as sunlight, a relaxed environment and welcoming natives can be associated with responding to and strengthening the push factor motivation. Figure 3.2 below illustrates the push and pull factors influencing tourism and travellingin some instances.

Figure 3.2 Push and Pull Factors that Influence Tourism

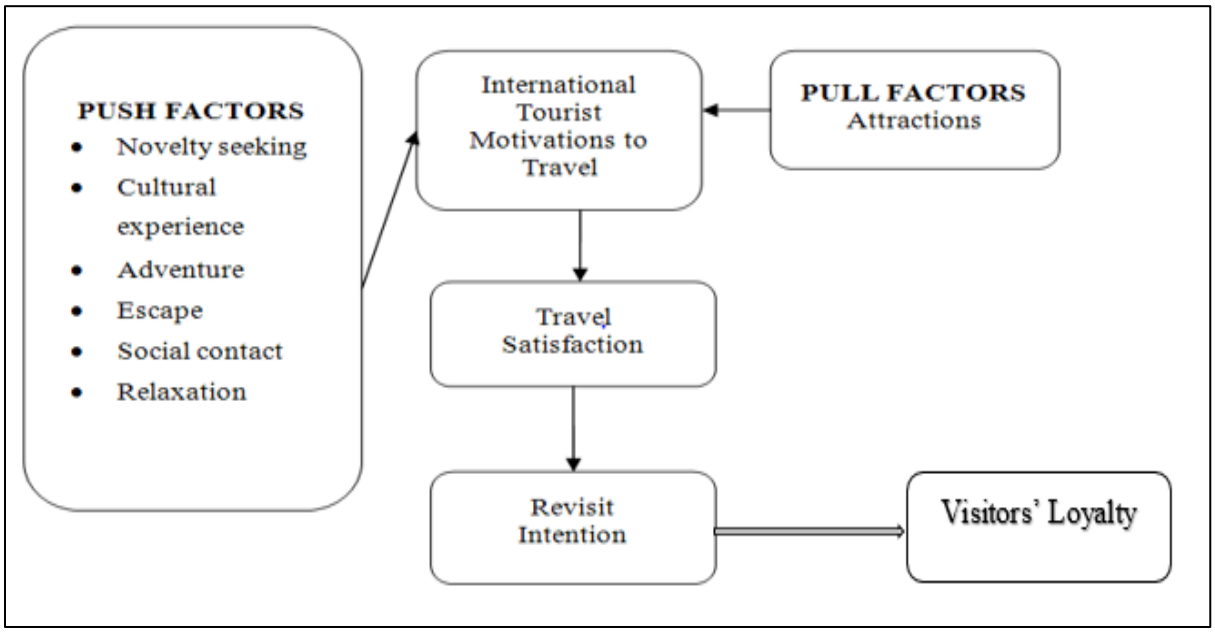


Source: Researcher's own, (2020).

Destination tourism was described by Naushin and Yuwanond (2016) as "the smokeless industry" and is one of the most important multidimensional and multinational commercial activities in the world. From the, figure 3.2 above, poor infrastructure, poor health care natural disiter can lead to travellers leaving their home country for another to experence peace and so on. Natural disaster and unexpected events can cause the arrival of tourists for humanitarian reasons **(**Rosselló, Becken and Santana-Gallego, 2020). The authors further stated that "the repercussions of a disaster are likely to affect tourism directly at a destination country, but indirect consequences for travel to and from the affected region are also conceivable (Rosselló et al., 2020. p.1). The general concept of push and pull motivation describes the reasons why visitors are pushed towards travelling (Naushin & Yuwanond, 2016). To be more explicit, the concept shows the relation between visitors pushed by internal factors and at the same time pulled by the external factors of destination attributes. Push factors are origin-related and are intangible or intrinsic desires of the tourists regarding the destination (Jung et al., 2017). On the other hand, pull factors are the attractiveness of a destination as well as the tourists' perceptions and expectations, and the appearance of the destination (Jung et al., 2017). This means that visitors' experiences of the destination are as important as the satisfaction and trust that they thereby acquire, which if positively perceived can lead to attachment and in turn to visitors' loyalty (Jung et al., 2017).

The study therefore proposed that it is important that tourism destination marketers should spend more time in understanding visitors' intention to visit, that is, what makes them want to visit (either push or pull motives), and to enhance visitors' expectations, which can lead to loyalty to the destination. Figure 3.3 depicts the push and pull factors with regard to international tourists' motivations to travel.

Figure 3.3 ***Push and Pull Motivation Factors of International Tourists***



Source: Dayour and Adongo (2015) and modified by the researcher (2020).

With regard to Figure 3.3 above, Dayour and Adongo (2015) suggested that push and pull motivations can lead to international tourists wanting to travel and result in positive satisfaction and in turn lead to revisiting and visitors' loyalty.

3.2.3.1 Limitations of the Push and Pull Framework

The push and pull framework has been criticised by some researchers such as Nyamnjoh (2013), Hochleithner and Exner (2018), de Haas (2010b; 2008; 2007), Mastrorillo et al. (2016) and Romankiewicz and Doevenspeck (2015). According to Nyamnjoh (2013), "there is abundant

evidence that many tourists move out of their free will, and in tune with predominant philosophies of being and becoming that provides for flexible mobility and flexible identities". Recently, studies by Glick, Schiller and Salazar (2013) and Porumbescu (2018) have been done on the PPM. Glick, Schiller and Salazar (2013) investigated the influences of push factors in migration with a societal transformation and development study, while Porumbescu (2018) examined PPM in and from the rural Sub-Sahara Africa region.

Despite its limitations, the pull and push framework offers valuable insights into the motivations of tourists to visit. A number of studies have applied the framework in their investigations. Lu (2011) worked on the push and pull motivation factors to find out the reasons behind Chinese tourists wanting to visit Canada. Naushin and Yuwanond (2016) endeavored to discover the push and pull elements that motivate Bangladeshi tourists in the light of reviewed literature (Naushin & Yuwanond, 2016). According to Naushin and Yuwanond (2016), the research was conducted to identify the push and pull factors that motivate tourists to visit Cox's Bazar. Based on the results, the four push motivations found to be the most influential were: (a) to escape from a monotonous environment, (b) physical rest and relaxation, (c) to visit a new destination and new attractions, and (d) to enjoy the sea and the beach. However, pull motivations comprising (a) beautiful nature such as the beach, sea and forests, (b) active cultural and historical sites, (c) the most famous beach location in Bangladesh, and (d) good service quality were the top four pull motivations of these two groups of tourists (Naushin & Yuwanond, 2016).

From the examination of literature above it can be concluded that there are many reasons which push and pull tourists to visit a tourism destination. In this study, the researcher adopted the PPM and argued that visitors' satisfaction and destination trust affected attachment and in turn visitors' loyalty to South Africa as a tourist location.

3.2.4 Generational Theory (GT)

Glover (2010), Li et al. (2013) and Pendergast (2010) argued that distinctive patterns and unique values, behaviours and attitudes that a generation possess have crucial implications on how a generation sees and handles both social and public life while travelling. Strauss and Howe (1997)

created the GT, which describes people based on their birth year; thus belonging to a specific generation. The GT is a dynamic (Li et al., 2013) socio-cultural theoretical framework that defines propensities and patterns at an aggregate level across groups rather than individuals (Li et al., 2013; Pendergast, 2010). Generational analysis or theory is useful in understanding travel attitudes and preferences. The four major generations identified are generally known as: a) The Silent Generation, b) Baby Boomers, c) Generation X, and d) Generation Y (Pendergast, 2009, 2010; Strauss & Howe, 1997; Li et al., 2013). Generation Z are classified under the youth generation, which were given birth to by generation Y (Robinson & Schänzel, 2019). Those born prior to 1945 are considered as the Silent Generation; those born from 1946 to 1964 are considered as the Baby Boomers; those from Generation X are born from 1965 to 1980; while Generation Y are born from 1981 to 1990, according to Li et al. (2013).

Researchers and tourism practitioners have acknowledged the validity of using the GT to study travel behaviours. Due to sheer size and material comfort, Baby Boomers have been considered the most productive tourism market among the generations (Li et al., 2013). The Silent Generation tend to take longer trips and are likely to travel out of their region and state (Li et al., 2013). Generation X travel with children more than the other generations and Generation Y, which have the lowest household income as many are just beginning their career, have been proclaimed as the next big traveller and expenditure group (Harrington, Ottenbacher, Staggs & Powell, 2012). The Tourism Industry Aotearoa (2006) found that Generation X and Y travellers are active travellers, whereas the Silent Generation and Baby Boomers spend more on travel (Tourism Industry Aotearoa, 2006; Li et al., 2013).

Table 3.3 ***Summary of Generational Theory Analysis of Tourism***

Author(s) & year	Generations under study	Major findings
Furr et al. (2002)	Mature travellers, Baby Boomers, Generation X (in1997,1998 &1999)	Growth in internet use in all generation groups; mature travellers are less likely to use the internet to search for statistics or make a purchase than Baby Boomers and Generation Xers
Pennington-Gray et al. (2003)	GI Generation, Silent Generation, Baby Boomers, and Generation X (in1983&1995)	GI Generation graded "first class accommodation", "nightlife and entertainment," and "amusement and theme parks" less important than Gen-X; GI Generation felt that "beaches for swimming and sunning" was less important than Baby Boomers
Beldona (2005)	Baby Boomer, Generation X (in1995 and2000)	Increases in tourism information search behaviour across both cohorts; older Baby Boomers reported a greater increase than Generation Xers
Lehto et al. (2008)	Silent Generation, Baby Boomers	Baby Boomers favoured "quality time with the family away from home", "intimacy and romance", and "adventure and excitement"; while the Silent Generation preferred "to visit casinos and gamble", "to experience the good life with fine cuisine, good wine, being pampered", "to escape winter weather", and "to experience different cultures and way of life"
Beldona et al. (2009)	Seniors, Baby Boomers, Generation X (in 2000 & 2004).	Increases in the likelihood of travel purchase for all the generations, but the greatest aggregate increases in comparison with Generation Xers and the seniors
Li et al. (2013)	Baby Boomers, Generation X and Y, and Silent Generation	The four cohorts do not differ significantly in the use of paid commercial content and books/movies/news, but they do differ in the use of professional advice, word of mouth, and online sources. Interestingly, their results showed that both Baby Boomers and Generation X consider online

		sources of travel information more important than Generation Y
Guedes (2017)	Generation Y (1982 and 2002) travel consumers and experiences	Increases the market of leisure tourism and statistically substantial differences of classifications preferences between genders
Robinson & Schänzel (2019)	Generation Y	Increases in the likelihood of travel purchase for all the generations

Source: Researcher's own (2020).

Any successful tourism destination player requires the ability to recognise change and effectively implement this change (Robinson & Schänzel, 2019). Generational modification is one such occurrence that brings about challenges and opportunities for tourism destinations (Robinson & Schänzel, 2019). Some extant generation studies have concentrated on planning consumption patterns to develop actual marketing strategies (Schewe & Meredith, 2004; Li et al., 2013; Robinson & Schänzel, 2019). Robinson and Schänzel (2019) indicated that future tourism behaviours will vary between the generations. There is therefore need for continuous studies on each generation in order to increase the growth of the economy and meet the demands and supply of each generation. In the new generational context, destination attractiveness and image, experiences, trust, satisfaction and loyalty are vital factors that tourist DM should consider.

3.2.4.1 Generation Y in Context

According to Bochert, Cismaru and Foris (2017) there are two elements defining Generation Y to support the statements above:

1. Generation Y is the most frequent active group at a tourist destination; and
2. Generation Y can be grouped as the "champion generation", meaning that the generation is expected and have the ability to influence society and industry, and produce social change toward tourism.

In a time when destination attractiveness is flourishing globally, it is paramount that the South African tourism sector looks into this aspect and focuses on what can boost the industry within this generational era (Bochert et al., 2017). Considering the influence that the generation

has, the sustainability of the tourism sector is important for maximising the visitors' loyalty from Generation Y (Robinson & Schänzel, 2019). Furthermore, Generation Y might be the most cognitive, affective and behavioural-oriented generation compared to former generations (Bochert, Cismaru & Foris, 2017).

Most recent researchers such as Bochert et al. (2017), Harrington et at. (2012) and Robinson and Schänzel (2019) argue that Generation Y is very educated, self-confident and expect their opinion to be valued. Currently, the affiliates of Generation Y, also named the Millennials, are significant in all fields, tourism included (Harrington et al., 2012; Bochert et al., 2017). In this regard, the best approach to improve such visitors' loyalty is to transform young people into satisfied tourists and create more attractive and trusted tourist destinations in South Africa (Harrington et al., 2012). The existential trust, attachment and satisfaction are the most crucial concepts that influence and are more relevant to Generation Y, and in this context it is critical that destinations should exploit and also profit from these concepts (Bochert et al., 2017). Gaming "gamification" is another concept created by this savvy generation, which is becoming a major trend affecting most industries. The tourism sector therefore requires marketing decision-makers to formulate and establish a gaming tourism experience for Generation Y (Bochert et al., 2017). The major external drivers of international change are economic, political, environmental, technological, social and demographic factors (Robinson & Schänzel, 2019). In contrast, Robinson and Schänzel (2019) argued that demographic changes can affect tourism both indirectly and directly. The indirect influences relate to jobs within the service sector industry and services, while the direct tourism impacts relate to capacity and structure (demand) and the work market.

From the above, another key driver for future tourism demand is demography, which is the study of statistics such as births, deaths and income (Robinson & Schänzel, 2019). Therefore, in this current study, demography was calculated statistically on the sex and ages of those who participated in the data collection. Destination decision-makers need to match up the supply to tourists' needs and strategies towards the external environment (Robinson & Schänzel, 2019). In so doing, this will enhance the visitors' satisfaction, trust, attachment and loyalty to the tourism destinations (Li et al., 2013).

Guided by GT theory, Bochert et al. (2017) investigated how sustainable marketing of traveller location, from the standpoint of primary and cultural pillars of sustainability, can connect a destination's product to generation Y and X. In addition, using the GT Robinson and Schänzel (2019) investigated the effect of understanding the tourism experiences of inbound Generation Z tourists with the tourism system in New Zealand. Following the GT framework, a study by Bernardi (2018) investigated the Millennials (Gen Y), whereby the Chinese Millennials were found to be the leading spenders, and the most budget conscious were idetified as Singaporeans and Indonesians.

3.2.4.2 Generation Z in Context

Most recent studies such as those by Robinson and Schänzel (2019) and Southgate (2017) have suggested that Generation Z is the offspring of Generation Y, which were referred to as "centennials", "digital natives", "postmillennial" and "pivotal", and have been important during changes caused by smartphones, freely available networks, the internet, laptops and digital media. According to Robinson and Schänzel (2019) and Hertz (2016), Generation Z is that group who feel profoundly distrustful and anxious, mainly because of their lack of life skills and personality development in the socio-economic setting characterised by volatility, chaos, complexity and uncertainty (Bernardi, 2018). In the above circumstance, building destination image, pull motivation and visitors' experiences regarding a destination could help in building strong trust and attachment for this generational group (Bernardi, 2018).

3.2.4.3 Generation Z's Decline in Tourism

Read and Truelove (2018) stated that the cause of the decline of tourism from Gen Z is due to several reasons such as increased inequality, social media presence and job insecurities. Because they have grown up in an era of economic decline, terrorism and war, safety and financial security are critical for this generation (Robinson & Schänzel, 2019). Moreover, the GT establishes a theoretical underpinning for the decline in zeal for tourism among this generation, including marriage equality, recession and ISIS, to name but a few. Even though some of the other generations might have experienced some of these cohorts, no generation has experienced and

been exposed to such through social media and internet 24 hours a day (Robinson & Schänzel, 2019). Generation Z is said to be very energetic, inquisitive, creative, able to multi-task, educated and innovative overall (Corbisiero & Ruspini, 2018).

Consequently, Generation Z has been found to comprise travellers without a set destination. In essence, the attractiveness of a destination with the necessary amenities such as digitalisation and internet access would attract this generation to the destination and thus their loyalty towards the destination. Recent outcomes, for instance, point out that the less technically-enabled (Robinson & Schänzel, 2019) tourism destinations can benefit by engaging modern ideologies and practices to meet the needs of the new generation of tourists who seek rich gamified and digital tourism experiences (Robinson & Schänzel, 2019; Skinner, Sarpong & White, 2018). The crucial aspect of Generation Z is that it has a wider youth market that represents the future of tourism, hence the need for more research to be carried out in this regard (Yeoman et al., 2013; Skinner et al., 2018).

3.2.4.4 Generation Z's Reasons for Travel

Present studies have focussed on the intrinsic-extrinsic model for travelling. Skinner et al. (2018) and Robinson and Schänzel (2019) suggested that Generation Z's multiple reasons for travelling can be classified into intrinsic and extrinsic factors. The intrinsic factors are novelty and adventure; while the extrinsic factors are escapism, generated by external conditions such as unwanted events in the country of origin (Haddouche & Salomone, 2018). Another factor in this regard could be the hedonic-utilitarian continuum. Hedonic aims have to do with experiential and emotional facets, while utilitarian aims are reward driven (Haddouche & Salomone, 2018). According to Robinson and Schänzel (2019), Generation Z's travelling time comprises a period of socialisation, conviviality and empowerment where friendship is made, and then a period where deeper meaning in terms of self-awareness and development is sought. A survey by Smith (2018) supports this in reporting that 82% of Generation Z regretted losing out on chances to travel (Robinson & Schänzel, 2019). Another study shows that the 15–24-year-old age cluster is more likely to tour for educational commitments when compared to older age sets (Huh & Park, 2010).

In regard to the above, more emphasis was on Generation Z in this study as it promises a future for the tourism industry.

3.2.4.5 Limitations of the Generational Theory

A number of criticisms have been levelled against the GT. According to Benckendorff and Moscardo (2010), there is no adequate empirical research to support the GT. Most of the understanding of the groups mentioned in the theory is based on stories and assumptions that are neither accurate nor useful. It was established by researchers in the United States at George Washington University that there are no meaningful differences among the generations in the workplace. The research revealed no significant differences across generations in relation to job satisfaction and organisational commitment and concluded that learning interventions designed to address generational differences are unlikely to be effective (Benckendorff & Moscardo, 2010). Kriegel (2015) argued that the characteristics and stereotypes attributed to different generations are often qualities attributable to stages in life and these qualities come and go. However, this is not correct. The theory assumes that personality is determined by cultural events more than by life experience and circumstance, an assumption that prevents the viewing of people as the individuals that they really are. In contrast, the personality of individuals is shaped by different life experiences rather than the period during which they were born (Kriegel, 2015). Despite these limitations, the GT assisted in this study in investigating how these generations share certain core values and act in a predictable way towards tourism. The study also assessed how each generation is influenced by income and the desirability of the destination, which influence travelling patterns to the destination which leads to visitors' loyalty to the destination.

3.5 Conclusion

This chapter delivered an in-depth discussion on the four theories that grounded this study, namely the EDT, neoclassical theory, the PPM and the GT. The present study adopted the GT to investigate whether generational cohorts have the same or different core values and act in a predictable way towards tourism, and if a change in generation can affect the behaviour of tourists. Recognising generational behaviours helps in implementing strategies to satisfy them and

increases opportunities for tourism sustainability. The neoclassical theory is affected by cost, including psychological and financial cost. The PPM is involved with the attractions of a destination which influence travelling patterns to the destination and can in turn increase visitors' loyalty to the destination. The EDT suggests that visitors measure their satisfaction of services or products based on their experiences and that they develop an expectation before visiting a tourism destination. Furthermore, it can be concluded that the four theories mentioned in this study are intertwined and necessary for the study. From the above, the GT helps in defining the generational cohorts and disects the different extrinsic and intrinsic motives that make them want to travel, as well as the behavioural equilibrium of their cognitive and affective (EDT) factors in moderating their loyalty towards a destination. Finally, wages, networks, families and friends can have an effect on the travel decisions of a tourist (neoclassical theory). The four theories are combined to help investigate the cognitive and affective motivation of international visitors' loyalty towards South Africa as a tourism destination.

The presentation in this chapter was preceded by a short discussion on DM and destination attractiveness.

CHAPTER 4: LITERATURE REVIEW

4.1 Introduction

This chapter provides an in-depth discussion of the empirical literature that relates to motivation factors influencing international visitors' loyalty to tourist destinations. The following constructs are covered: destination image, push motivation, pull motivation, visitors' experience, visitors' satisfaction, destination trust, destination attachment and visitors' loyalty. Tourism is currently transitioning from a service (Wang, 2016) economy to a knowledge economy where visitors are more experienced, have higher expectations, demand more personalised services, and anticipate greater flexibility in the service offering (Wang, 2016).

4.2 Destination Image

In the context of visitor destinations, the destination image is said to significantly influence visitor loyalty and satisfaction (Wang & Davidson, 2010) as it "moulds the expectations that the individual forms before the visit" (Wang, 2016). For instance, Wang and Davidson (2010) liken visitors' pre-trip perception (expectation) to post-trip perception (performance) with regard to a list of destination image attributes in their study to understand satisfaction/dissatisfaction with Australian tourists at the destination (Wang, 2016). From the push-pull model (PPM), tourists' perceptions as a whole relate to the image that they have of the destination. The image of a destination is a vital factor in stimulating tourists' destination choice. A positive image perception of a destination leads to the destination becomming the most favourite (Said & Maryono, 2018) choice among other tourism destinations. A negative image perception therefore lessens the number of visits. A recent study identified tourist destination image as geographical localities which involve all infrastructures and services needed for the influx and stay of people while rendering experiential prospects (Su & Swanson, 2017).

Marinao et al. (2017) and Su and Swanson (2017) described a visitor destination as "a holistic construct", which means a domicile to which visitors travel and where they choose to stay for a while in order to experience certain features. On the other hand, Papadimitriou, Kaplanidou and Apostolopoulou (2015) and Kirillova et al. (2014) concured that a tourist destination is where

visitors travel for pleasure and are likely to rely on overall destination image perceptions when forming behaviour intentions (loyalty). Therefore, to compete productively in the tourism business, destinations should be catered for and managed as single entites, as a unique positive impact perceived by tourists in turn shapes their attitudes and channels their support towards destination loyalty (Papadimitriou et al., 2015). Destination image can be said to be an emotional experience which sells unknown experiences, excitement and a sense of discovery to tourists (Su & Swanson, 2017).

Previous studies have examined destination image as an emotional response to corporate social responsibility; customer loyalty (Perez & Rodriguez del Bosque, 2015); positive word of mouth (Xie, Bagozzi & Gronhaug, 2015); consumers' emotional responses to perceived destination social responsibility; and environmentally responsible behaviour as the outcome (Su & Swanson, 2017). For example, a study by Kirillova, Lehto and Cai (2014) focused on the aesthetic attributes of destination image which have played a dominant role in the outcome of a tourist's stay at a destination.

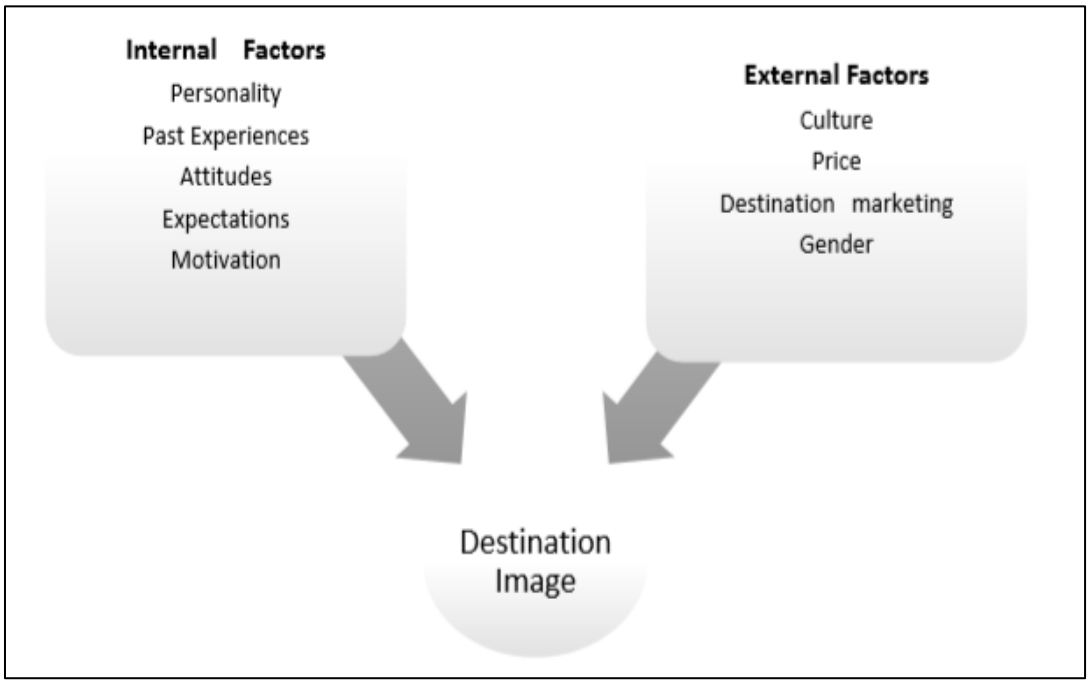
In addition, these attributes and aesthetic properties are connected to the tourists' overall experience, satisfaction and destination loyalty, which adds to the formation of the cognitive component of destination image (Kirillova et al., 2014). Destination choice is determined by the qualities that a destination offers, and also by the physical appearances of the tourist (Haarhoff, 2018; Lopes, 2011). Identifying possible differences between repeat and first-time travellers might be useful when developing marketing and management strategies towards destination attractions (Haarhoff, 2018).

This study makes use of a comparative analysis of both the repeat and first-time tourists to South Africa as the destination. Therefore, the destination image is the sum of views, knowledge, affective feeling and the overall impression that a tourist holds regarding a destination, and thus plays an important role in determining visitors' choices in the destination choice process, and the attractiveness of a destination (Haarhoff, 2018). However, recent studies such as Perez and Rodriguez del Bosque (2015), Kirillova et al. (2014) and Haarhoff (2018) have examined the formation of destination image, which is determined by the characteristics that a destination has to

offer and by the clarification of information that the visitor receives, which are external factors that pertain to the destination (Papadimitriou et al., 2015).

Other studies such as Haarhoff (2018) and Lopes (2011) stress that a destination with a strong image can be easily differentiated from its competitors, and that visitors are more likely to consider and choose destinations with stronger and more positive images. For instance, a destination with an affirmative image, strong infrastructure, sufficient investment and various services gains much more share from tourism that those which are lacking in the above. The neoclassical theory supports the notion that people travel to places where there is strong infrastructure and investment (O'Reilly, 2015; Grimmelikhuijsen & Porumbescu, 2017). Haarhoff (2018) highlighted some of the elements that influence destination image. Figure 4.1 below depicts the factors that influence the destination image.

Figure 4.1 ***Factors that Influence Destination Image***



Source: Haarhoff (2018).

Destination image, as described by Baloglu and McCleary (1999) and cited in Haarhoff (2018), is shaped by a combination of external and internal factors, as outlined below.

- Internal factors are the tourist characteristics and psychological factors such as visitors' experiences, motivations to travel, push-pull motives and personality that influence the formation of visitors' destination image.. Haarhoff (2018) suggested that tourism entails "how people seek psychological benefits that arise from expectations, new places and new situations that are of a temporary duration, whilst free from constraints of work, or normal patterns of daily life at home".
- External factors are the stimulus features that affect tourists' decisions to travel including socio-economic factors, for example, price, culture and gender, which affect the formation of the destination image.

4.2.1 Internal Factors

Personality, according to Haarhoff (2018), refers to the internal factors of the psychological elements that determine people's reactions to environmental influences. Aksoy and Kiyci (2011) add that personality is formed by mental structure and the behaviour patterns and history of people's current behaviour.

The second factor, past experiences, is where visitors' experience is gathered through a variety of sources at a destination, which may comprise of good and bad, and is then stored and used as a reference in the near future for the next tourism destination (Haarhoff, 2018; George, 2008). However, previous experiences are also strongly linked with everyday life and can influence a visitor's choice tomorrow. In essence, affirmative experiences can influence tourists' destination loyalty (Lopes, 2010; George, 2008).

The third factor is attitudes. Aksoy and Kiyci (2011) described attitude as a mixture of knowledge and positive and negative feelings about a place; in other words, a predisposition formed by experience and learning about a destination (Haarhoff, 2018).

The fourth factor is expectations. Cohen, Prayag and Moital (2014) suggested that expectations are the perceived ideas that tourists have conceived about a destination and entail

expecting the actual performance of the expectation. Failed expectations cause dissatisfaction and successful expectations cause tourist satisfaction, which results in loyalty (Haarhoff, 2018).

The last factor is motivation. Ivanovic, Keyser and Wakelin-Theron (2010) argued that motivation is the dynamic force that pushes tourists to seek for the satisfaction of needs. These internal factors combined lead visitors to the desired destination.

4.2.2 External Factors

The first external factor is culture. Lopes (2011) terms culture as values, ideas, attitudes, meaningful symbols and artefacts created by humanity, and which can thus be transmitted from generation to generation to shape human behaviour.

The second external factor of destination image is price. Studies such as George (2008) and Haarhoff (2007: 2018) have found that tourists opt for the service offerings of a destination not because of the actual value of the services but due to the price that relatively matches the perceived value of the service. In addition, when tourists are considering tourism offerings, they often use price as an indication of quality. Haarhoff (2018) added that price is generally linked to the perception of prestige and quality, performance, a satisfaction of needs, an increase in trust, expectations, and perceived benefits of attachment.

The third factor is destination marketing (DM), which is the ability of marketers to understand how visitors acquire information and make decisions towards a destination. Tourism destination marketers communicate tourism offerings to tourists through DM, which plays a vital role in informing, persuading, educating and reminding visitors about attractions and resorts (Lopes, 2011). Destination image formation is facilitated by the marketing-mix tools. Through this mix, tourists form judgments and evaluate the destination (Mohammad, 2014).

The fourth factor is gender. The knowledge about the activities and importance of prospective visitors from a gender perspective is vital to the planning and marketing of tourism at a destination (Haarhoff, 2018). Studies by Meng (2008) and Mottiar and Quinn (2004) indicated that women are the prime vacation gatekeepers and planners of domestic tourism decision-making

in mostly Western families and couples compared to men. Haarhoff (2018) stressed that male and female tourists positioned different importance on certain push and pull motivational factors. Meng (2008) indicated that women were more likely to be inspired by culture and prospects for family bonding, while men added more importance on sports and exploit pleasure travel experience. Therefore, in the marketing and planning of a tourism destination the interests and activities of potential tourists from a gender perspective have to be considered (Haarhoff, 2018).

This study therefore sought to ascertain the perceptions of tourists regarding the image of South Africa as a destination. Even though some research has been done in this study area, it can be noted that the business environment and consumer demands are continously evolving and there is need to have up-to-date views and perceptions of tourists about the image of the destination. The competitive environment for trades is rapidly changing. As such, the tourism sector never stands still and continuously needs to monitor its performance in service delivery (Wang, 2016), as satisfaction with the destination can increase the gross domestic product (GDP) of the nation and either create employment or decrease it (Wang, 2016). Therefore, as proposed by Said and Maryono (2018), it is significant to primarily identify and understand the target market before presenting and promoting destination attractiveness.

4.3 Push Motivation

Yousefi and Marzuki (2015) noted that push motivations are grounded on "socio-psychological" needs that prompt a person to travel. The push motives explain tourists' desire to travel (Dayour, 2013). Jung et al. (2017) argued that the search for novelty is one of the reasons why holidaymakers visit a destination. As mentioned above, the push-pull framework is used extensively in motivation examination. However, it is not without criticism (Petrick & Durko, 2015). Several of these criticisms arise from the needs-based tactic on which the push factor constituent is based (Petrick & Durko, 2015). Criticisms of needs-based motivational theories include the inability to envisage behaviour based on needs alone, and that the purposes that are included in an effort to cover a wide selection of needs are too common (Whyte, 2016). Dayour and Adongo (2015) refer to novelty as the grade of contrast between the unknown and known.. Novelty seeking is an inner impulse that arouses individuals to participate in observation,

exploration and questioning, which then develops into trust and satisfaction of the destination (Dayour & Adongo, 2015).

In line with the above, it is imperative to have an understanding of the motives of international visitors for the South African tourism sector to develop on-site experiences and marketing materials that are likely to entice such visitors (Petrick & Durko, 2015). The need to acquire new knowledge and sensual experiences is dominant for tourists in search of novelty. Park, Mahony and Kim (2011) cited in Dayour and Adongo (2015) examined various sources of novel experiences and came up with the following: nature-based attractions, events and activities, innovative physical places, and the gaining of respect and attention from others, among other novel experiences.

However, the psychometric tourists, that is, tourists who are not open to new experiences, tend to favour destinations that they are acquainted with, unlike their allocentric tourists, that is, tourists who are risk takers and searching for new experiences or history and who want to experience the unknown. This indicates that people vary in terms of their destination-seeking behaviours (Dayour & Adongo, 2015).

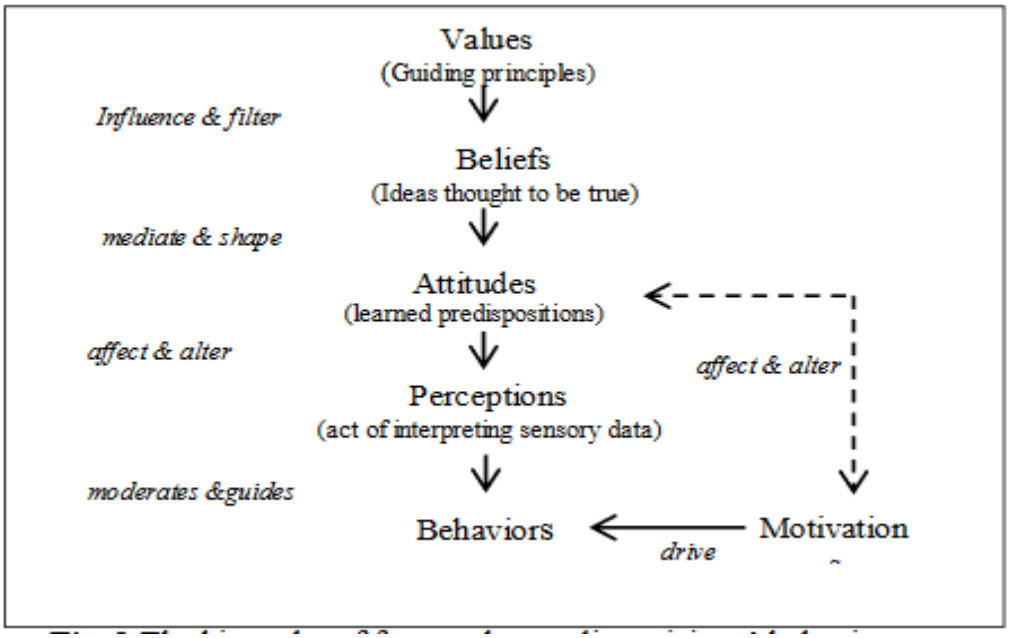
Kassen (2013) further suggests that push motivations are the emotional and inner aspects of a tourist which lead to travel decisions. Tsai and Sakulsinlapakorn (2016) and Kassen (2013) recommended two factors as push motives for tourism, namely anomie and ego-enhancement. Anomie is defined as the desire to surpass the feeling of isolation obtained in routine life. In other words, tourists wish to run away from their monotonous routine. Ego-enhancement originates from the need for recognition and status which is derived from travelling (Jung et al., 2017). According to Jung et al. (2017), push motivation is regarded as a negative factor that causes an individual to leave the original place and, while that push motivation can be a positive factor, in essence, a visitor wants to be recognised and gain status conferred by travelling (Kassean, 2013).

4.3.1 Related Studies on Push Motivation

It is vital for the tourism sectors to note that tourists' motivation starts with decision-making about the destination based on the perception and information that is available to them (Dayour, 2013). A study by Park, Mahony and Kim (2011) investigated the influence of the various sources of novelty experiences on tourists' decision-making to travel to a destination. Dayour and Adongo (2015) underlined the importance of key factors on the influence of push motivation on international decision-making to visit northern Ghana. Various studies have been conducted on push motivation from different sectors, namely the wine industry (Popp, 2013), destination brands (Seebaluck et al., 2015; Bochert, Cismaru & Foris, 2017) and wedding destination (Seebaluck et al., 2015). Several studies have been conducted on push and pull motivation together, but not in isolation; namely, motivation as push factor and pull factor as perception (Said & Maryono, 2018); push and pull motivation in tourism for wedding purposes (Seebaluck et al., 2015); and the relationship between motivation and satisfaction (Dayour & Adongo, 2015).

Kim et al. (2003) and Cha, McCleary and Uysal (1995) worked with variations of push factors that impacted tourists visiting only the national parks in South Korea, while a more recent study by Said and Maryono (2018) also found that push motivation (perception) can affect visitors' inclination to embark on tourism events in a national park. In this current study, the data collection was done at the Lion & Safari Park in Johannesburg, South Africa. Hypothetically, Said and Maryono (2018) provide details in a conceptual hierarchy model of the factors that mediate visitors' behaviour when they visit a national park. Figure 4.2 below depicts the hierarchy model.

Figure 4.2 The Hierarchy of Push Factors that Mediate Visitors' Behaviour in the Parks



Source: Said and Maryono (2018).

From the above figure, situated between the guiding principles (values) and ideas thought to be true (beliefs) are the influence and filter that push visitors to the destination park (Reihanian et al., 2015). Beliefs and attitudes (learned predispositions) are the mediate and shape (Said & Maryono, 2018). The attitudes and perceptions (an act of interpreting sensory data) are affect and alter, then, perception and behaviour are the moderates and guides; where motivation drives behaviour and attitudes influences (affect and alter) motivation (Reihanian et al., 2015). The PPM theory was adopted in this study to ascertain the influence of push motivation on satisfaction and loyalty (Chen, Huang & Petrick, 2016). Said and Maryono (2018) streamline the sum of motivation into four main characteristics or domains, namely: climate, relaxation, adventure and personal. These four push motivation domains are briefly discussed below.

a) The environment or climate is described as the temporary desire to move to a dry and warm environment. Such can be established in the data analysis of the present investigation, which shows that most international visitors visiting South Africa for tourism purposes were from colder climatic conditions such as from Europe, the Americas and Asian countries compared to those from African countries. Therefore, visitors tend to visit a physical environment that is different to their normal climate (Said & Maryono 2018).

b) Relaxation/ escape is referred to as a reason to get out of the daily humdrum activity and have a fun time and enjoyable experience including sports activities and entertainment.
c) Adventure can be viewed as the socio-cultural motive that involves new things and interests, such as interacting with a different culture in a destination and to experience a new scene. Adventure is culture-oriented and provides attraction to the destination which leads to push motives.
d) The personal reason involves strengthening a relationship and social interaction, which involves visiting relations and families at the destination.

These four domains of push motivations can be incorporated with the four leisure motivation scale categories that were developed by Beard and Ragheb (1983), as cited in Kassean (2013), namely: the intellectual, which suggests the extent to which visitors are willing to engage in leisure; social, which is the degree to which tourists are open to engage in social activities; complete mastery, which is the extent to which visitors participate in leisure deeds; and stimulus avoidance, which denotes the degree to which a tourist desires to escape from routines (Kassean, 2013). This study therefore sought to make an initial step towards closing this gap and consequently investigated the influence of push motivation on satisfaction and trust within the tourism destination attractiveness context in Gauteng, South Africa.

4.4 Pull Motivation

In the destination satisfaction research on leisure tourists (Jung et al., 2017) and the leisure field, pull factors are mainly explained by the essential roles of pull factors in travel motivation and attractive alternatives (Khuong & Ha, 2014; Swanson & Hsu, 2009). Therefore, if a tourist feels attracted by the recreation facilities of the destination, the motivation to travel is then developed and plays a crucial role in the destination choice of the tourist (Khuong & Ha, 2014; Dayour, 2013). According to Jung et al. (2017), pull motivation is an affirmative factor attracting a person to the novel destination. In order to thrive in today's competitive tourism environment, the South African tourism industry must strive to provide exceptional services to tourists, so that when tourists are deciding on a destination South Africa will more likely come to their mind before other destinations, and also to retain their loyalty (Dayour, 2013; Jung et al., 2017). Furthermore,

pull motivation has significant meaning in tourism business strategies, as it encourages the sector to increase the value to tourists and reduce the cost of visiting (Khuong & Ha, 2014).

The perceptions and expectation of a tourist can be classified according to the features and attraction (attributes) of the specific destination. Furthermore, focussing on strategies for pull motives provides tourism firms with techniques to improve on the attraction of South Africa as a destination, with the result that profit and revenue will increase (Bansal et al., 2005; Park, Mahony & Kim, 2011). Pull factors are the peripheral forces associated with the natural and historic. These include food, people, recreation facilities and the marketed appearance of the destination (Khuong & Ha, 2014).

4.4.1 Related Studies on Pull Motivation

Given the breadth of the motivation concept, it was anticipated that push and pull factors have been examined separately. However, upon investigation, studies have only been done on push and pull motivation together but not in isolation to one another. Naushin and Yuwanond (2016) investigated the extrinsic and intrinsic factors related to activities in the national parks in Bangladesh, and Khuong and Ha (2014) investigated satisfaction and intention to return to Vietnam. In relation to pull motivation, destination image studies (Khuong & Ha, 2014; Jung et al., 2017) have been criticised for focusing too much on attribute lists and failing to report on the more holistic and distinctive components of destinations. This research pulls on the wider destination literature, for instance, motivation, destination attributes, destination competitiveness and destination image to develop a more wide-ranging concept that highlights the pulling effect of both tangible (attributes) and intangible (imagery) components (Whyte, 2016).

Motivation has been the subject of extensive study in many fields such as consumer behaviour, psychology, sociology, education and tourism (Jones, 2011). This study describes pulling motivations as the intangible and tangible core attractors and attributes of a destination that influence visitors to prefer one destination to another (Jones, 2011; Whyte, 2016); for example, atmosphere, history, market ties, destination activities, culture and image. These destination attractors are pulling motives of visitors' vacations to a destination of choice (Teye & Paris, 2011).

Thus, destination marketers in the service sector industry should keep in mind the significance of travel motivations, and make more marketing efforts towards matching the main attributes of a target market with the needs and expectations of potential customers.

4.5 Visitors' Experience

Haddouche and Salomone (2018) described experiences as lived information gained over a period of time. The researchers Cutler and Carmichael (2010) referred to experience as a noun and verb, with two distinctions made between them in German with the words "Erfahrung" and "Erlebnis". Robinson and Schänzel (2019) noted that both words are related to tourism in that visitors partake in events while travelling and throughout their trips. Robinson and Schänzel (2019) described visitors' know-how as the generated motivations to the senses, heart and mind, which occur due to undergoing or encountering certain situations. Across all disciplines, experience is widely studied and is considered as an important phenomenon for destination competitiveness (Jensen, Østergaard & Lindberg, 2015).

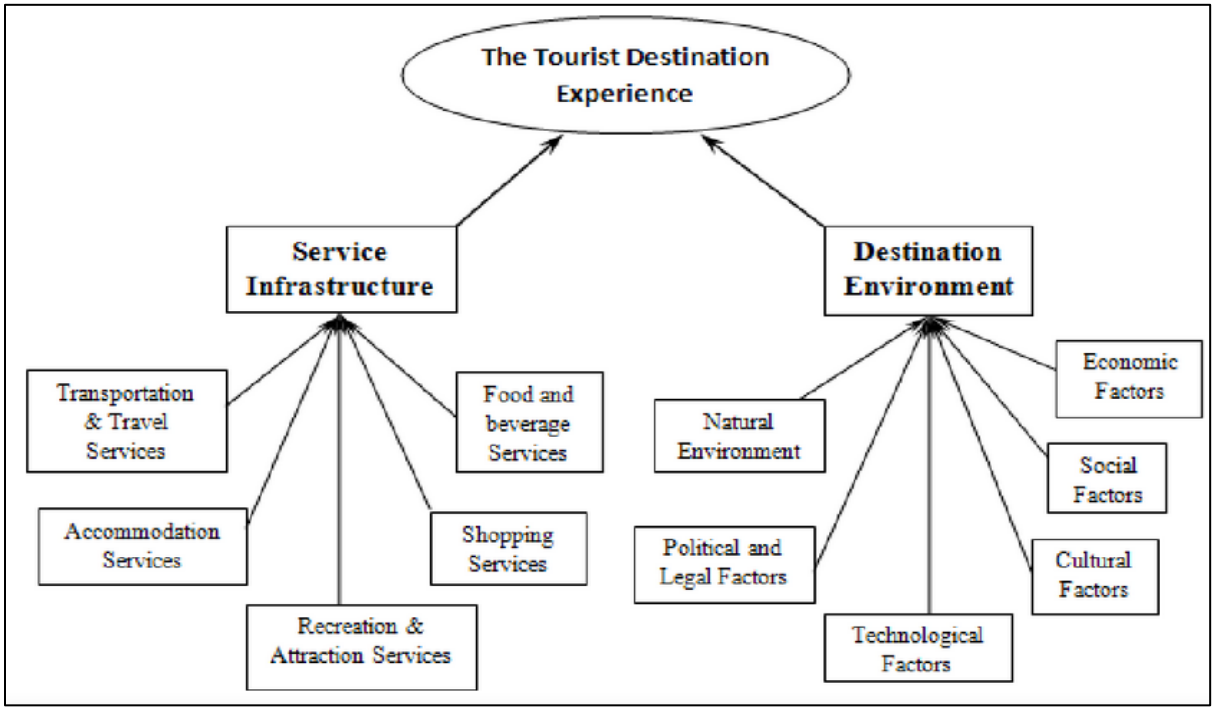
Studies of visitors' experience are mainly based on marketing/management and the social science approach (Cong, 2016; Volos, 2009). Furthermore, experience is regarded as a communication between the visitors (actors) and the destinations (theatres) (Robinson & Schänzel, 2019). It has been suggested that destination attractiveness attracts people but that places do not attract people to a destination; thus, the tourism sector is considered an actor in staging, generating and consuming experiences of culture (Wu, 2016; Cong, 2016; Robinson & Schänzel, 2019). In this regard, tourism is more about visitors and their experiences than things and places. From the integration of the generational theory (GT) investigations in New Zealand, Robinson and Schänzel (2019) fit experiences into three realms, namely:

- The physiological realm, which deals with the sensory experience of the visitor which connects to the body;
- The psychological realm, which involves the expectancy disconfirmation theory (EDT), and the cognitive, affective and conative experiences, linking to the soul of the visitor; and
- The spiritual realm, which involves the spirit (spiritual experience, relating to the spirit) (Robinson & Schänzel, 2019).

In concurrence to the above, Walls (2013) defined visitors' experience as a "blend of many individual elements coming together and involves the tourist's emotional, physical and intellectual being". In other words, the whole experience that travellers go through at a destination can be experienced emotionally, behaviourally or expressed (Walls, 2013; Robinson & Schänzel, 2019). For instance, although patterns of Generation Z travellers may be similar to, or not significantly different from, those of other generations when they were at the same age, it is crucial to understand that, for example, the advances of technology in this era have raised internet-based tourism services, consequently modifying visitors' expectations and subsequent travel experiences (Robinson & Schänzel, 2019; Walls, 2013; Cong, 2016).

The norm theory practices some form of "comparison standard". Travellers can equate current travel destinations with other alternative destinations and their experiences in the past (Montero et al., 2010). The dissimilarity between the present and past experiences can be the norm used to assess tourist satisfaction (Montero et al., 2010). Therefore, it is crucial for destination marketers and local businesses at the destination to put in place the essence of tourism and recognise the vital information from the first-time visitors and use it to market the destination both online and offline for future tourists (Montero et al., 2010). Figure 4.b below illustrates the tourist destination experience as founded by Crouch et al. (2004).

Figure 4.3 ***The Tourist Destination Experience***



Source: Crouch et al. (2004).

An attempt from Kassen (2013) to carefully summarise the various factors that together contribute to a tourist destination attractiveness hence emphasised that the service infrastructure and destination environment are imperative categories for building the tourist destination experience. A more recent study by Said and Maryono (2018) examined the importance of visitors' perception, which is defined as how the person feels, processes mentally, and actions the information that is received from the immediate environment (Said & Maryono, 2018). Service infrastructure comprises recreation and attraction services, shopping, food and beverages, accommodation, transportation and travel services, while destination environment includes technological, cultural, social, political, legal, economic and natural environment factors (Kassean, 2013; Said & Maryono, 2018). The aforementioned encompass the tourist destination experience as described by Crouch et al. (2004).

Kassean (2013) examined the PPM and its relationship with visitors' experiences in visiting Mauritius as a tourist destination. Kassean (2013) stressed that conveying motivation power to pull factors is complicated as these qualities are often interpreted into socio-psychological

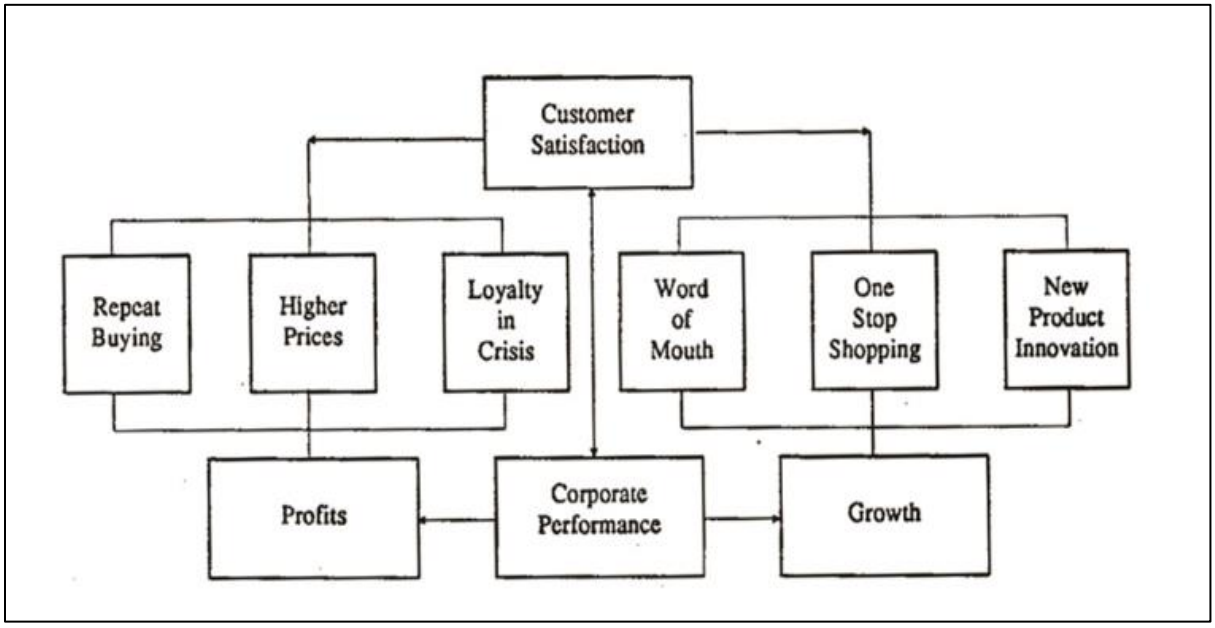
push-based motives. For instance, a visitor may find scuba-diving to suit his or her needs for adventure and enjoyment, while another visitor may find it as a form of novelty and the third as an escape from an unexciting environment (Kassean, 2013). Finally, prior investigation has identified several key differences in the effect of experience on the visitor's decision to return (Moris & Lin, 2010; Li, Cheng, Kim & Petrick, 2008) and travel motivations (Fuchs & Reichel, 2011; Hsu, Wang & Haung, 2014). In this research, the GT and PPM have been used in identifying and examining visitors' experiences in influencing visitors' loyalty.

4.6 Visitors' Satisfaction

Tourism destinations and service providers need to give more attention to visitors' satisfaction in the modern era due to the fast-evolving economic scene consequential from recent tourist and technological trends, which makes consumer satisfaction more vital than ever (Confente, 2015; Wang, 2016). Visitors' satisfaction is key to the long-term benefits of the destination, the industry, the visitors and locals at large (Wang, 2016).

Wang (2016) suggested that there are six major competitive advantages that visitors' satisfaction provides, hence a tourism destination gains a competitive advantage when it delivers visitors' satisfaction. Figure 4.4 below indicates six competitive advantages attained through customer satisfaction.

Figure 4.4 Six Competitive Advantages through Customer Satisfaction



Source: Wang (2016).

Wang and Davidson (2010) and Wang (2016) have offered understanding into the six outcomes of customer satisfaction, which consist of:

a) Continuance,

b) Consumers' irritable behaviour,

c) Brand loyalty,

d) Word of mouth,

e) Recommendation, and

d) Visitors' loyalty/Re-visit intention.

Tourism destinations that emphasise the attractiveness of the destination achieve growth in the area of tourism (Wang & Davidson, 2010). It is therefore important for the tourism sector to understand whether the visitors are satisfied and to identify the key component/s of satisfaction and dissatisfaction, and the cause/s of each (Wang, 2016). In so doing, it will better inform strategic planning for future tourism development, DM, attractiveness, experience, designs and delivery (Wang, 2016).

4.6.1 What Satisfaction Conveys

Visitor satisfaction of tourist destinations leads to a high level of visitors' loyalty and encourages attachment to the destination (Confente 2015). Satisfied tourists also tend to trust the destination when the services are of high quality and are what was expected from the destination. As confirmed by Yu and Goulden (2006) and Wang (2016), visitor satisfaction has the capability to generate foot traffic (attraction visitors) towards the destination and help promote travel to the destination.

In line with the above, the four theories used in this study tend to revolve around the satisfaction of tourists. The neoclassic theory talks about cost of travelling of tourists to the destination (Kurekova, 2011) and the EDT suggests that visitors tend to have expectations of the destination before travelling, which can be experienced or not experienced (Moital, Diaz & Machado, 2013). The GT and the PPM suggest that socio-psychological needs and perceptible elements have an influence on the tourist to travel within the generation age in terms of their attitudes and patterns of travel (Li et al., 2013).

Wang (2016) asserted that visitor satisfaction is indicative of destination performance. Visitors' expectations, behaviours and decisions are increasingly motivated by experience and formed by electronic word of mouth (eWOM) on Web 2.0 podiums, denoting internet sites such as review sites and social media, for example, Facebook, Instagram and others, emphasising user-generated content and interactivity (Wang, 2016). The competitive environment for trades is rapidly changing. As such, the visiting of attractions sector never stands still and continuously needs to monitor its performance in service delivery, as satisfaction can increase the GDP of the nation and create employment or decrease it (Wang, 2016). However, Ennew et al. (2015) unveiled that visitors' loyalty, attachment and trust rest on the visitors' satisfaction. Therefore, the purpose of this research was to assist in closing the gap and consequently investigated the influence of visitors' satisfaction on destination trust, destination attachment and loyalty within the South African tourism sector and economy.

4.6.2 Definition of Visitors' Satisfaction

Visitor's satisfaction by Oliver (1997 cited in Wang (2016) was defined as the tourist's overall affective response to a service user and the visitor's conclusion of whether a service delivers a pleasurable level of tourism-related fulfilment (Chen, Huang & Petrick, 2016). Hence, numerous studies have defined visitors' satisfaction as having a close link with destination choice and trust as well as having an influence on loyalty through favourable recommendations to others (Wu, 2016; Hultman, Skarmeas, Oghazi & Beheshti, 2015; Chen & Phou, 2013; Wang, 2016). Similarly, tourists may be satisfied and dissatisfied with some aspects of their trips, thus, a tour to a visitor destination, particularly an international destination as in the case of this study, is a complex experience (Chen & Phou, 2013). In essence, visitors' satisfaction at a location is at a totally different level to the satisfaction at the pre-trip transactional state due to a visitor's experience. The visitor's experience is the total amount of experiences that occur throughout the visit at the destination (Wang, 2016).

It is therefore important not to consider visitors' satisfaction in isolation. For example, Ma, Gao, Scott and Ding (2013) raised the need "to incorporate a psychological perspective in the study of customers' emotional outcomes of a tourist experience that is often characterised by pleasure and indulgence" (cited in Wang, 2016). According to Chen and Phou (2013), visitors' satisfaction is described as the cognitive give-and-take relationship with the tourist destination in rewarding the visitors through satisfaction and also as an affective condition. A study conducted by Chen and Phou (2013) demonstrated that the appeal of a destination and services contributes to satisfaction and future trust towards the destination. Furthermore, in their study, they looked at destination satisfaction as the tourists' responsive reaction to the level at which the destination meets the tourists' expectations and needs (Chen & Phou, 2013).

In other words, visitors' satisfaction is crucial for a prosperous DM, which enhances and influences the next choice of destination, the consumption of services and decisions with regard to loyalty (Chen & Phou, 2013). Another model by Kano, known as Kano's model of product attributes, suggests that visitors' satisfaction distinguishes satisfiers from dissatisfies; however, this approach adopted a one-dimensional approach to satisfaction (Gregory & Parsa, 2013). Hence,

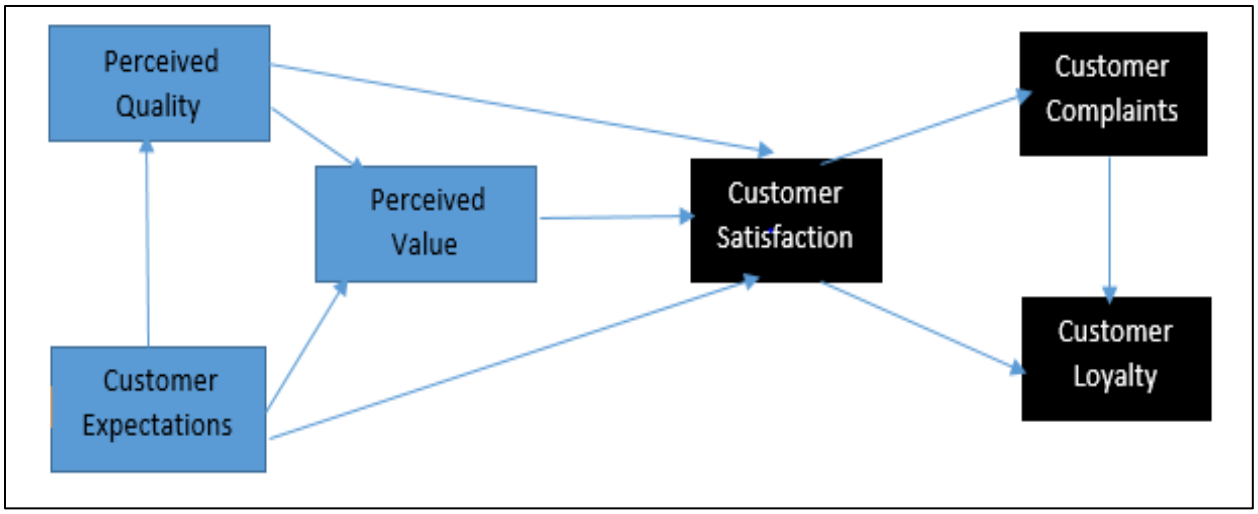
it is not adequate to use Kano's model to examine satisfaction, as dissatisfaction can be caused by a set of factors different to basic factors, such as performance factors, excitement factors and indifferent quality (Gregory & Parsa, 2013; Wang, 2016).

Therefore, visitor satisfaction research needs to expand into destination attractiveness, as not doing so can expose a destination to the risk of losing tourist foot traffic and competitive advantage over other attractive destinations. For this study, the definition adopted for visitors' satisfaction was that of the following scholars: Chen and Phou (2013), Wang (2017) and Chen, Huang and Petrick (2016).

4.6.3 Satisfaction Framework

According to Wang (2016) justifies the importance of visitors' satisfaction as a determinant factor of tourist expectations, quality, perceived value and experience. Figure 4.5 depicts the theoretical approach to satisfaction. The main constructs in this framework are accepted as the crucial contributing factors of visitors' satisfaction in hypothetical literature.

Figure 4.5 ***Model of Visitor Satisfaction***



Source: Adapted from Wang (2016)

From the above figure, perceived quality and customer expectations lead to perceived value, which is the value that the visitor has perceived that he or she might obtain at the destination,

when all these factors are concluded (Wang, 2016). Visitors' satisfaction can be negative or positive leading to visitor complaints or visitor loyalty (Wang, 2016). Said and Maryono (2018) established that the degree of fulfilment influences the intention to re-visit the destination, which is loyalty.

4.7 Destination Trust

Destination trust is a critical factor to consider in influencing the attachment of a destination and visitors' loyalty. Jung et al. (2017) argued that trust comprises the capabilities and skills to affect another party. In essence, visitors believe the service provider at the destination to be honest (Roodurmun & Juwaheer, 2010). For example, tourists' trust of the destination results in constructive behavioural intentions such as building a practical relationship and reassuring attachment and loyalty (Jung et al., 2017). Presently, the search for ground-breaking strategies and competitive advantages, such as loyalty, has become an indispensable task within highly and medium competitive global market surroundings as a strategy that elicits benefits which emerge from referring and loyalty (Shirazi & Som, 2011; Campón-Cerro, Baptista Alves & Hernandez-Mogollon, 2015).

Moreover, as stated by Shirazi and Som (2011), it is necessary to understand how holidaymakers become loyal to destinations and what influences their loyalty. These authors (Shirazi & Som, 2011) defined loyalty as tourists' perception levels at recommended places, pointing out that studies that consider re-visitation as the only indicator of loyalty are inadequate (Campón-Cerro et al., 2015). In addition, Phillips et al. (2013) supported the notion by stating that re-visitation is not the only indicator of loyalty, as visitors sometimes do not return if they are searching for new experiences in new places (Phillips et al., 2013), even though they are still loyal to places they have visited before. This is another reason why it is relevant for DM to continue to create new attractions at the destination to promote visitors' loyalty.

4.7.1 Related Studies on Destination Trust

Past empirical research on destination trust, such as Christou (2011) and Chatzigeorgiou and Christou (2016) focused on the context of trust as the expectation of the parties in a deal and the risks related with presumptions and acting on such expectation. Aschauer (2010) stated that trust is an anticipation set within certain particular restrictions and constrictions. Trust is comprised of self-assured positive expectation of visitors towards the tourism destination with respect to any uncertainty that the tourist might expect or experience at the destination (Hernández et al., 2016). In tourism marketing, the concept of trust is established on a restricted basis, although much effort has been spent in finding ways to build and conserve it (Hernández et al., 2016). In that context, trust is constructed on person-to-person relationships. Trust in a destination differs from interpersonal trust, as a destination can be classified as a symbol (Marzano & Scott, 2009; Hernández, Talavera & Parra López, 2016).

A study has shown that visitors are more likely to travel to a location that they perceive as trustworthy and reliable (Roodurmun & Juwaheer, 2010). While a significant number of studies have been done on the destination attractiveness, there is little consensus on what constitutes destination trust with destination tourism, particularly those operating within the South African economy. Owing to the concurrent nature of service manufacture and consumption of travel services and products, destination marketers must guarantee the distribution of promised service promotion (Abubakar & Ilkan, 2016). The truth and transparency of service offerings result in the trust that visitors develop for such destinations.

4.8 Destination Attachment

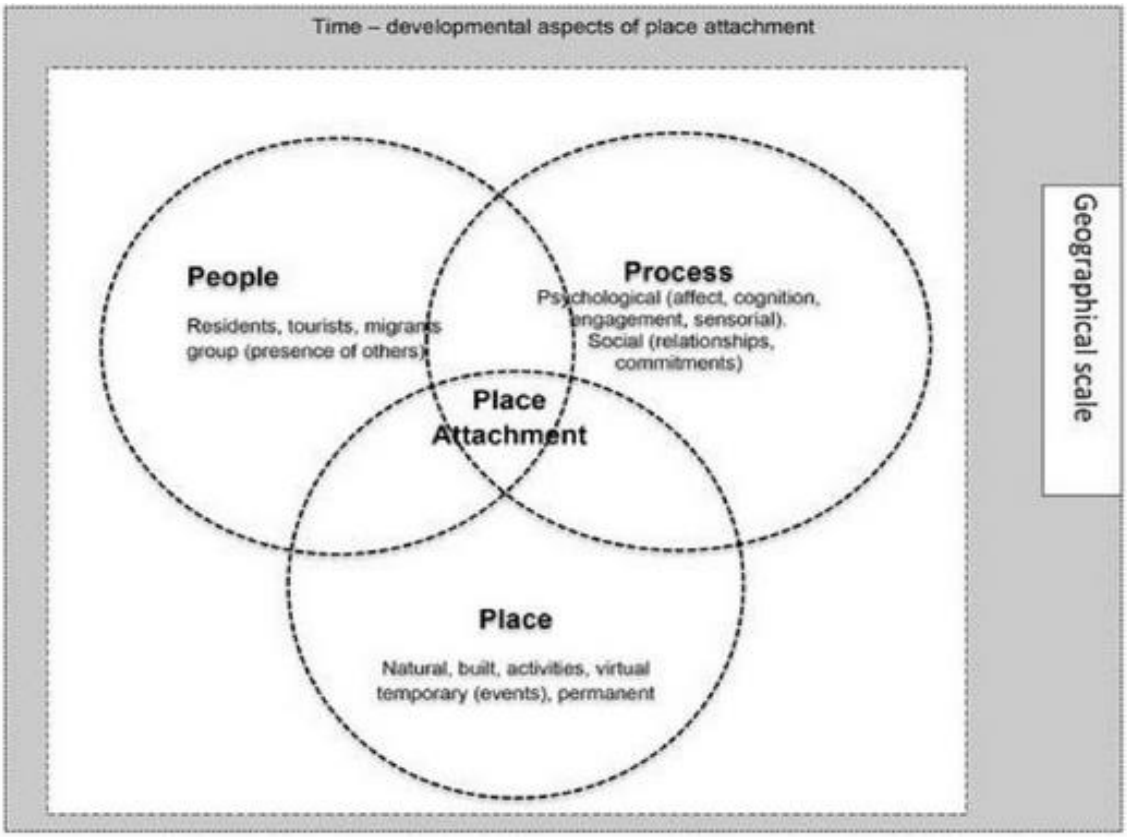
Tourist destination attachment is a vital concept in marketing literature as it describes the strength of the connection that visitors have with the destination (Jing Theng So et al., 2013). This connection successively affects their behaviour and promotes tourism profitability and visitors' lifetime loyalty to the destination. The concept of visitors' emotional destination attachment was taken from psychology's attachment theory invented by Bowlby (1982). Bowlby's attachment

theory asserts that a tourist's desire to form strong destination attachment serves as a basic human need (Bowlby, 1982). Visitors' destination attachment is supported by destination connection, affection, destination trust and destination satisfaction (Jing Theng So et al., 2013).

The tourism sectors must therefore understand that tourists with stronger destination attachment are more likely to be dedicated to the destination and visit for longer terms (Jing Theng So et al., 2013). Other studies such as Prayag and Ryan (2011) and Prayag, Hosany and Soscia (2014) focused on environmental psychology, leisure and tourism and proposed that tourists develop a strong attachment to recreation activities and places. Visitors tend to associate with destinations which facilitate their leisure experiences and images (Reitsamer et al., 2016) and hence develop a cognitive, affective and functional connection to such destinations (Prayag & Ryan, 2011). Therefore, destination attractiveness and management can enhance tourists' sensation of belongingness to that destination, thus creating attachment through uniqueness and salient services such as culture and historic monuments (Prayag & Ryan, 2011).

Research has noted the significance of destination attachment and former studies (Prayag & Ryan, 2011) have investigated, for example, destination source credibility (Veasna, Wu & Huang, 2013), destination image (Prayag & Ryan, 2011), and tourist involvement and the relationship between tourist motivation to travel and attachment (Prayag, Hosany & Soscia, 2014). Research exploring destination attractiveness factors as antecedents of tourists' cognitive evaluations towards a destination remain limited however. Reitsamer et al. (2016) investigated the destination attributes and attachment and the mediating role of a tourist's attitude. Attitude and destination image, along with tourism motivation were further shown to drive future behaviour and tourist satisfaction (Lee, 2009). Interestingly, little effort has been made to examine the possible effect of destination attractiveness on satisfaction, trust, attachment and in turn visitors' loyalty in the South African context (Jr, 2014). Figure 4.6 below shows the further developments of destination attachment of place such as natural attractions, virtual temporary events and permanent attractions. Place attachment comprises people and process, where these three components are intertwined to produce a positive destination attachement (Jr, 2014; Gursoy & Chi, 2018). The diagram below of the developments of destination attachment was adopted from Gursoy and Chi (2018).

Figure 4.6 ***The Developments of Destination Attachment***



Source: Gursoy and Chi (2018).

Of particular relevance to destination attachment are undecided feelings attached to a place, given that visitors can relegate the importance of negative experiences at the expense of positive experiences (Gursoy & Chi, 2018). Therefore, ascertaining how and which aspects of the tourist experience generate ambivalence and negative feelings would be necessary to advance the conceptualisation of destination attachment on loyalty (Marketing Dynamism & Sustainability, 2014). Satisfaction is both cognitive and affective; hence, it contributes to the formation of destination attachment (Gursoy & Chi, 2018). Jr (2014) suggested that destination attachment is a multi-faceted concept and requires studies on other groups to find out how it impacts other constructs such as destination reputation and loyalty. Thus, for the purpose of this study, destination attachment was explored to determine its degree of impact when it comes to optimistic outcomes such as visitors' loyalty within the South African tourism context.

4.9 Visitors' Loyalty

A hierarchical approach has been used in defining visitors' loyalty as a multidimensional state. For example, Yuksel et al. (2010) found that there are three types of loyalty in the tourism perspective, namely: conative, affective and cognitive. Affective loyalty has the best influence on conative loyalty compared to cognitive loyalty (Cong, 2016). Therefore, destination authorities need to capitalise on the affective constituents of a destination such as inducing positive affection towards a destination, which can result (Cong, 2016) in visitors' loyalty in future. The significance of tourist re-entering has been extensively acknowledged at the level of individual attraction (Troung & King, 2009).

4.9.1 Related Studies on Visitors' Loyalty

Destination marketing organisations are facing major pressures as prospective visitors become more incentive-prone (Chatzigeorgiou & Christou, 2016; Engl, 2011; Gartner, 2014) or deal-loyal. Early research concentrated on loyalty behaviour and brand loyalty was constructed to be a subsection of visitation in tourism destinations (Pike, Bianchi, Kerr & Patti, 2010; Alford 1998). Furthermore, Chatzigeorgiou and Christou (2016) insisted that loyalty provides tourism destinations with many benefits, such as recommendations of the destination to friends, family and repeat visits.

Chatzigeorgiou and Christou (2016) stated that Kelly (1993) claimed that loyalty has two constituents: visitors' loyal behaviour and visitors' loyal attitudes. The attitude behind the destination visit is paramount because it motivates visitors' behaviour (de Almeida Ramos & Fernandes, 2016). However, visitors' loyalty behaviour is partially determined by situational factors such as availability (de Almeida Ramos & Fernandes, 2016; Chatzigeorgiou & Christou, 2016). Regrettably, despite the importance of visitors' loyalty attitudes, the construct has not enticed a consistent degree of research interest. de Almeida Ramos and Fernandes (2016) insisted that fundamental loyalty is always based on trust, that is, the willingness to act without computing immediate benefits and costs. Therefore, visitor loyalty to a destination can involve trust.

In recent studies, Martins (2016) and AbuKhalifeh and AlBattat (2015) established that to win loyalty in today's competitive markets, destination management organisations (DMOs) have to clasp what is becoming second nature to commercial marketers (AbuKhalifeh & AlBattat, 2015) and focus on structure and sustaining trust in the visitor–destination relationship (Chatzigeorgiou & Christou, 2016). The aim of this study is to examine the factors influencing visitors' loyalty towards tourism destinations, and explore how satisfaction, trust and destination attachment relate to visitors' loyalty. By applying the present interpretation of destination attachment and trust to visitors' loyalty, this research strives to approach visitors' loyalty differently and develop insights into motivations and the cognitive and affective reasons behind visitors' loyalty towards a destination.

4.9 Conclusion

This chapter presented a complete investigation of the empirical literature of the concepts of the research, namely: destination image, push motivation, pull motivation, visitors' experience, visitors' satisfaction, destination trust, destination attachment and visitors' loyalty. In the following chapter, the theoretical model is conceptualised for the effects of destination factors on visitors' loyalty within the tourism perspective. Thereafter, the proposed hypothesised relationships between the study variables are discussed.

CHAPTER 5: CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

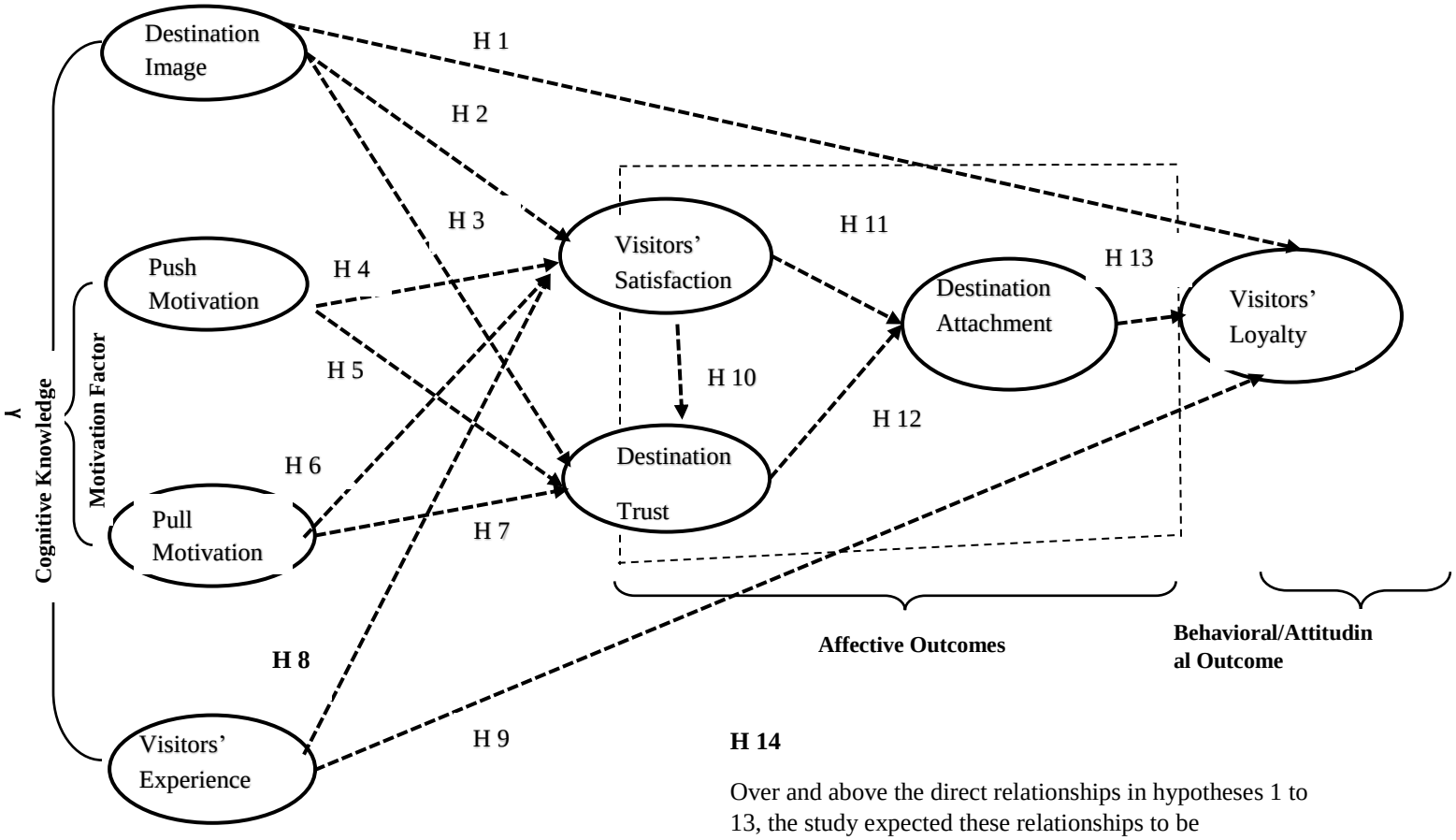
5.1 Introduction

The purpose of this chapter is to present an in-depth discussion of the proposed conceptual model and the hypotheses development.

5.2 Conceptual Model

Figure 5.1 below depicts the model of the study. Several theories, including the expectancy disconfirmation theory (EDT), neoclassical theory (NT), the push-pull model (PPM) and the generational theory (GT) were used as a foundation to support the examination of the proposed relationships in the model. Moreover, the reviewed theories and empirical literature on destination image, push motivation, pull motivation, visitors' experience, visitors' satisfaction, destination trust, destination attachment and visitors' loyalty directed the conception of the study model.

Figure 5.1 ***Conceptual Model***



H 14

Over and above the direct relationships in hypotheses 1 to 13, the study expected these relationships to be significantly and positively moderated by the young and older age groups. ***Note: The study did not show moderation arrows for aesthetic reasons.***

Source: Researcher's compilation (2019).

Figure 5.1 demonstrates that destination image and visitors' experience have a direct influence on visitors' loyalty (outcome); however, there is also a role played by destination trust in mediating the relationship between visitors' satisfaction and destination attachment. Destination image, as proposed by the model, has a direct positive influence on visitors' loyalty, as does visitors' experience. However, the model anticipated that the effect of destination image and visitors' experience on visitors' loyalty can also be measured through other relationships that act as a direct effect to measure the level of influence on visitors' loyalty. This denotes that for visitors to be loyal to the tourism destination, various measures need to transpire before the development and sustenance of this relationship.

First, destination marketers need to be more creative in the development of images and great experience attractions in order to satisfy and increase the destination trust of tourists. Second, the level of destination image, push and pull motivation and visitors' experience has to influence in one way or the other visitors' satisfaction and destination trust for visitors to experience an attachment towards the destination and for visitors' loyalty. However, the study model also suggests that visitors' satisfaction has an influence on tourists' destination trust, which increases tourists' attachment to the destination in turn influencing visitors' loyalty. Lastly, destination attachment has to play a role in influencing visitors' loyalty for tourists to be loyal towards the destination.

5.3 Hypothesised Relationships between Constructs in the Conceptual Model

Drawing on the EDT, NT, PPM and the GT, this section discusses the conceptualisation of the proposed model.

5.3.1 The Relationship between Destination Image and Visitors' Loyalty

The important key to survival and to maintain a competitive edge over others in the tourism sector is the capability of the destination to provide an attractive image and services that are tailored to meeting visitors' changing needs (Haarhoff, 2018). It is said that given the data possessed about a destination, visitors will form an image of it (Haarhoff, 2018; Bajs, 2011). However, Kim and Brown (2012) note that this image is a depiction of the visitors' attitude towards several indications associated with a destination's attributes. Haarhoff (2018) asserted that the physical attributes of a destination act only as stimuli inducing certain associations, and thus the image is not what the service is, but what the tourists' beliefs tend to create (Kim & Brown, 2012). Ultimately, scholars agree that destination image is an important notion with regard to the tourist destination of choice (Haarhoff, 2018; Pan & Xiang, 2011). In this study, tourism marketing requires that Brand SA, for example, fathom not only what visitors do on a trip, but also how they

make vacation tourism decisions (Oni & Fatoki, 2013). It is vital that tourism sectors consider tourists' preferences when making decisions regarding the infrastructure and service characteristics of the tourism destination (Haarhoff, 2018). Oni and Fatoki (2013) stated that visitors' loyalty is a behavioral response from committed tourists who show repeat visit tendencies towards a destination. This, in turn, provides the tourism destination with an opportunity to form and create relationships with visitors as they visit the destination more; thus, visitors' loyalty is established (Pan & Xiang, 2011; Kim & Brown, 2012). Additionally, it is significant for destinations to attract visitors through distinguished experiences and maintain them (loyalty) by meeting their demands and needs (Oni & Fatoki, 2013). Zhag, Fu, Cai and Lu (2014) and Haarhoff (2018) have revealed the linkage between destination image literature to the tourism loyalty literature; in essence, destination image had a direct relationship with satisfaction and intention to return.

Zhang et al. (2014) identified loyalty in three main forms, namely: behavioural loyalty, attitudinal loyalty and composite loyalty. In this study, the composite loyalty combines the identification of the intention to recommend (Zhang et al., 2014) and intention to re-visit. Gengqing (2005) developed and examined the theoretical model for constructing destination loyalty by using destination image and satisfaction. Destination image is known to be a determining factor of visitors' loyalty, as the overall destination image impacts on the antecedents of tourist loyalty (Prayag, 2012). Prayag (2012) stated that a country's image features such as infrastructure and safety, shopping, tourist attractions, ambience, comfort facilities, cultural attractions and variety, and convenience affect tourist loyalty (Klaus & Maklan, 2013; Haarhoff, 2018). Based on these premises, it was hypothesised that:

- H1: Destination image has a significant positive relationship with visitors' loyalty.

5.3.2 The Relationship between Destination Image and Visitors' Satisfaction

According to Alcocer and Ruiz (2019) the growth in international tourism in recent times and growing competition between destinations has sparked interest in improving, managing and presenting a positive destination image. Destination image is a major factor in travellers' selection of a destination as it impacts their behaviour and satisfaction (Carballo, Araña, León & Moreno-Gil, 2015). A destination image triggers successful visitors' satisfaction, therefore, the destination image is referred to as a set of relations held by tourists about a destination (Sun, Chi & Xu, 2013). Images can be distinct as considerations of certain mutual meanings, beliefs and value systems (Mohammad shafiee et al., 2016), hence, tourism destinations can benefit from activities that increase visitors' satisfaction.

Tourists are developing sophisticated terms of greater demands on services rendered at the destination, thus destination marketers need to step up to the demand to maximise tourists' satisfaction (Alcocer & Ruiz, 2019). Destination image is a collaborating system of thoughts, beliefs and intentions towards a destination which can be perceived differently according to the culture and nationality of tourists (Alcocer & Ruiz, 2019). On the other hand, an appraisal of the tourism literature has discovered a positive relationship between destination image and tourist satisfaction (Alcocer & Ruiz, 2019; Sun, Chi & Xu, 2013; Mohammad shafiee et al., 2016).

Ramseook-Munhurrun et al. (2015) indicated that satisfied tourists have been shown to return to a destination and recommend it to their friends and family. Furthermore, satisfied travellers constitute important sources of information for satisfying potential tourists and play a vital role in tourism marketing (Ramseook-Munhurrun et al., 2015). The idea of visitors' satisfaction has attracted considerable attention from scholars due to its positive impact on loyalty and repeat business in the future (Ramseook-Munhurrun et al., 2015; Kim & Lee, 2015; Han & Hyun, 2015). Kim and Lee (2015) have shown that the more attractive the image of the destination is, the greater the level of satisfaction.

Alcocer and Ruiz (2019) stressed that the significance of general destination image lies in its impact on satisfaction. The study conducted by Prayag, Hosany, Muskat and Del Chiappa (2017) showed that visitors' emotional experiences (measured through the three dimensions of joy, positive surprise and love) influence destination image and that the evaluation of that image also influences their satisfaction (Prayag et al., 2017). Several studies demonstrate that destination image positively affects tourist satisfaction (Mohammad shafiee et al., 2016; Prayag et al., 2017; Ramseook-Munhurrun et al., 2015). Building a positive mental image of a destination through the internet and other media such as social media leads visitors to have positive assessments with regard to their expectations being met (Alcocer & Ruiz, 2019; Carballo, Araña, León & Moreno-Gil, 2015).

In other words, creating a positive attitude towards a destination will lead to higher tourist satisfaction (Lee, Lee & Lee, 2014). Gunn (1972) was the first to study image formation, as cited in Alcocer and Ruiz (2019), and observed two dimensions of the formation process: the organic image and the induced image. The organic image is described as the non-commercial information sources, such as families' opinion, newspapers, news and reports (Tasci & Gartner, 2007). In contrast, the image is induced by uncontrolled information sources, such as marketing efforts in promotion of the attraction of a destination (Tasci & Gartner,2007; Alcocer & Ruiz, 2019). Therefore, in the field of tourism research, the destination image is seen as a direct antecedent of satisfaction (Chen & Phou, 2013; Lee, Lee & Lee, 2014; Mohammad shafiee et al., 2016). From these observations, the study hypothesised that:

- H2: Destination image has a significant positive relationship with visitors' satisfaction.

5.3.3 The Relationship between Destination Image and Destination Trust

In destination tourism, some studies have demonstrated that trust towards a visitor's destination is the outcome of destination image, measured as a cognitive consciousness of the visitor destination (Chen & Phou, 2013; Loureiro & González, 2008). Destination image is a substantial issue for the hospitality and tourism industry, as this destination image is an important

antecedent of the destination trust and loyalty (Lien, Wen, Huang & Wu, 2015; Marinao et al., 2017). The improvement of destination image strengthens visitors' destination trust, which reflects the attractive and valuable images that tourists trust, such as the services and product offerings associated with the destination (Lien et al., 2015). Improving the destination image of a destination enhances visitors' perceived trust, which will eventually strengthen their loyalty towards the destination. To build a strong destination image, a destination should strive to constantly develop its own distinctive image that distinguishes itself from its rivals and communicates the major benefits such as attractions, leisure and infrastructures to their target tourists, thus establishing trust which in turn determines the success of a destination provider (Kim, Xu & Gupta, 2012). Destination image is a determinant affecting visitors' affective and cognitive perception/ behaviours (Lien et al., 2015). The more favourable the destination image, the more affirmative the loyalty and trust towards the destination (Aghekyan-Simonian, Forsythe, Suk Kwon & Chattaraman, 2012). Destination image is a variable that is subjective and affected by different measures such as satisfaction, loyalty and perception, as well as internal and external elements. For example, Haarhoff (2018) highlighted in his investigation that the perception of the resorts has an influence on the visitation levels of the resorts. Haarhoff proposes a relationship among destination image, satisfaction and loyalty (Haarhoff, 2018). Furthermore, Endah et al. (2017) also conducted research on the influence of satisfaction and destination image towards trust and behavioural intention in the tourist village in Selman, Yogyakarta. These scholars propose a relationship amongst variables such as destination image, satisfaction, trust and behavioural intention. Their study established that destination image had a significant influence on trust (Endah et al., 2017). They found that the level of destination image determines the visitor's trust; for tourists with a low trust level, the image of the destination influences the trust level positively (Endah et al., 2017).

Taking the above into consideration, a trustworthy tourist destination has a strong competitive advantage compared to other visitors' destinations by increasing the level of visitors' loyalty to the destination (Srivastava, 2013). Destination image is the overall description that the visitor has in mind about a destination, which is a vital factor that encourages visitors' trust to make a decision with regard to that destination (Srivastava, 2013). In essence, destination image is a communicating system of opinions, visualisation, feelings, thoughts and intentions towards a

destination (Tasci et al., 2007), which enhances visitors' trust in minimising visitors' uncertainty in the way that they feel and think about the destination (Endah et al., 2017).

To achieve visitors' favourable perception of destination image, the destination must be able to provide trusted services in both the private and public tourism sectors (Marinao et al., 2017), characterised by safety of the destination such as comfort and convenience of the facilities at the destination (Aghekyan-Simonian et al., 2012; Marinao et al., 2017). Therefore, it is vital for tourism business managers to have knowledge and understanding of the impact that destination image could have on the destination trust of visitors (Nunkoo & Smith, 2013).

An improvement in destination image builds destination trust of visitors, which thereby enhances the growth of the tourism industry in providing job opportunities and ventures for the locals in order to improve the local economy and communities (Nunkoo & Smith, 2013). Furthermore, Keller and Kotler (2009) described trust as key in creating a strong bond with tourists' perceived destination image. Dabholkar and Sheng (2012) note that product providers gained tourists' trust when the visitors believe that the image of the destination is equal to their thoughts and feelings about the destination, and that the services that they receive from the destination will be of benefit to them. According to Abubakar and Ilkan (2016), across the tourism industry destination image functions through word of mouth to build trust which institutes travelling or repeat visits to the destination. For tourists, destination image is very important in determining visitors' trust towards the destination, as visitors will choose a destination to visit only when they can trust it (Abubakar & Ilkan, 2016).

For a destination image destination trust is important, because a trusted destination by tourists brings about tourist loyalty and growth in the industry (Endah et al., 2017). While emphasis is made on destination image and its influence on destination trust, it is important that tour managers understand the vital role that destination image plays in visitors' trust and ensure proper safety for tourists to feel safe and enjoy their visit to the destination (Yerizal & Abror, 2018; Srivastava, 2013). Marinao et al. (2012) did their research on components of trust in the local

inhabitant of Chile and tested attributes on the influence of trust and found that perceived image assists as a background influence of trust, while the image is affected by both the familiarity (Baloglu, 2001) and reputation of the destination. In their study, Marinao et al. (2012) found that the better the perceived image of a tourist destination, the greater the tourists' trust in the destination.

In the study by Marinao et al. (2012), it was found that appearance accounts for more than 70% of the variability of trust. Since the decision to visit a destination depends on the image that tourists have of it, the characteristics of the destination, such as safety or the comfort of its facilities (Marinao et al., 2012) will project a better image and allow the traveller to feel more confident in selecting one destination over another (Marinao et al., 2012). In other words, a decent image will increase a visitor's trust, thereby decreasing risk and uncertainty (Yerizal & Abror, 2018). Therefore, based on the findings, it is hypothesised that:

- H3: Destination image has a significant positive relationship with destination trust in a tourism destination.

5.3.4 The Relationship between Push Motivation and Visitors' Satisfaction

With regard to sport tourism, Tucker (2011) examined the effects of motivation and satisfaction of college football tourists using three constructs of satisfaction. Tucker (2011) found that push motivation significantly influences satisfaction. Push motivation motivates prospective tourists towards a tourism experience of a specific destination, of which satisfaction is the most sought-after experience (Lee & Hsu 2013). According to Lee and Hsu (2013), motivation directly influences satisfaction and indirectly affects loyalty; consequently, cognitive involvement is a predictor of both affective involvement and satisfaction (Popp, 2013). Furthermore, Tsai and Sakulsinlapakorn (2016) stressed that push motivation helps visitors with travel decision-making, in turn leading to satisfaction of the internal needs.

A study was conducted by Reihanian, Hin, Kahrom, Mahmood and Porshokouh (2015) on push and pull factors that cause tourists to decide to visit the national parks in Iran and their overall satisfaction thereof. These scholars found that push factors strongly correlated with and significantly influenced visitors' satisfaction. Furthermore, in this present research, the PPM is used to measure the push and pull motivations, which concurs with the study done by Reihanian et al. (2015) where they used the push-pull theoretical framework to assess the motivations underlying visitors' behaviour and satisfaction. Studies (see Khuong & Ha, 2014; Tang, 2013) have defined push motivation as the factors which generate the intangible needs of the visitor to travel to a destination. In the study by Khuong and Ha (2014), the push motive is postulated to positively and directly affect tourists' satisfaction. Shukor, Salleh and Idris (2017) stressed that the satisfaction of tourists is divided into two fragments, namely push and pull. The push assesses the basics of satisfaction and tourists' demands. This is because such tourists set goals, days, the type of tourism that they want to experience and their travel needs in that respective destination before visiting (Shukor, Salleh & Idris, 2017).

According to Khuong and Ha (2014), the push factor consists of seven socio-psychological motives, namely: escape, self-exploratory, relaxation, prestige, regression, kinship enhancement and social interaction, and two cultural motives, namely novelty and education. These features are known as the first stage and as a useful tool in clarifying the desire for travel and understanding tourists' satisfaction and behaviour (Tang, 2013). Tourist satisfaction is the extent of contentment felt by the visitor, resulting from the trip experiences, expectations and needs in relation to the destination (Tang, 2013). Reihanian et al. (2015) further investigated the influence of internal factors of motivation on satisfaction and found that internal sources, which are the push factors, were those of psychological motivations or forces. On the other hand, push motivation is one of the driving strengths behind the tourism decision-making behaviour of tourists and its satisfaction (Reihanian et al., 2015). Accordingly, satisfaction with visitors' experiences, based on push factors, contributes to destination loyalty. Huang et al. (2015) also examined the effects of motivation, perceived value and satisfaction on tourist recommendations and considered visitors' satisfaction as one of the important components of sustainable tourism. Huang et al. (2015) in their study found that tourist satisfaction is significantly influenced by push motivation. Furthermore, Lee (2009) stated that for any tourism destination to succeed, it must rely largely on the extensive

analysis of travel motivation, satisfaction and loyalty. In destination management (DM), visitors' satisfaction is crucial for the sustainable development of business (Tang, 2013). Another study conducted by Said and Maryono (2018) also investigated motivation as a push factor in visiting a tourist destination and found that push motivation has a strong positive influence on visitors' satisfaction.

According to Tsai and Sakulsinlapakorn (2016), in their study of international tourists travelling to Thailand, which included the top three tourist nationalities in its survey (United States of America, United Kingdom and Australia), they found that gaining experience in a foreign land is an important push motivation among international visitors, which in turn leads to visitors' satisfaction at the destination (Lung Ming Tsai et al., 2016). Yoon and Uysal (2005) developed a model to test the relationship among push and pull motivation, satisfaction and destination loyalty through a structural equation modelling approach. Their research established that push motivations directly influence visitors' loyalty to a destination and not their satisfaction (Yoon & Uysal, 2005). Thus, the subsequent hypothesis was reached:

- H4: Push motivation has a significant positive relationship with visitors' satisfaction in the tourism destination.

5.3.5 The Relationship between Push Motivation and Destination Trust

Lee et al. (2014) suggested that the focus of tourism destinations is to constantly meet the ever-changing expectations and needs of international visitors to ensure their satisfaction and to increase destination trust through the process. In this regard, travel motivation such as push motivation is perceived as the fundamental reason for destination trust (Khuong & Ha, 2014). There is little tourism literature that explores how trust is built and what features determine a tourist's trust towards a tourist destination (Artigas, Yrigoyen & Moraga, 2017). For example, some studies argue that trust is the result of the disposition of the tourist destination (Chen & Phou, 2013; Artigas et al., 2017). On the other hand, some studies have validated that destination trust from a tourist can be a result of destination image (which comprises push motivation) measured

by cognitive awareness of the visitors' destination (Chen & Phou, 2013; Artigas et al., 2017). Abubakar (2016) added that push motivation leads to a positive attitude towards destination trust. In the tourism literature, there is yet to be a proper research on push motivation and its effect on destination trust. This current study therefore contributes to the tourism destination and DM literature by connecting push motivation factors to destination trust. To the researcher's understanding, there has so far been no effort to link potential push motivation with the importance of visitors feeling relaxed and safe (trust) at their choice of tourism destination. A study conducted by Okello and Gilson (2015), on exploring the impact of the trust relationship on motivation in the health sector, found that intrinsic (push) motivation leads to a high trust culture in the character of a health worker. The organisational literature, in particular, also suggests that intrinsic (push) motivation has an important influence on trust (Okello & Gilson, 2015). Furthermore, Jensen and Svendsen (2016) contributed to the destination literature by associating the possible motivation factor, safety, to social trust of safety for the choice of destination. Therefore, when the intrinsic needs of visitors is high, such as the desire to escape, rest and for relaxation, it results in destination trust.

Jensen and Svendsen (2016) claimed that the motivation factor for tourists is the new social trust choice of destination. Marzuki (2015) acknowledged that the success of tourism marketing programmes started with understanding travel motivation and trust. Additionally, this author indicated that factors such as push motives are ever-changing and would alter over time in response to destination trust (Marzuki, 2015). Therefore, the creation and strengthening of this tie between tourists' push motivation and trust must involve the tourists' experience with the related destination service (Artigas et al., 2017). It is critical that destination marketers take cognisance of tourists to know what motivates them and how to enhance destination trust towards those motives to achieve satisfaction, attachment and in turn loyalty towards the destination. For these reasons, the study proposed the following hypothesis:

- H_5: Push motivation has a significant positive relationship with destination trust.

5.3.6 The Relationship between Pull Motivation and Visitors' Satisfaction

Khuong and Ha (2014) and Battour et al. (2012) have found a significant relationship between pull motivation and visitors' satisfaction. Yiamjanya and Wongleedee (2014) argued that extrinsic motivation is the physical resources and visitors' perception and expectation towards the attractions of the destination (Kassean, 2013). A study done by Yiamjanya and Wongleedee (2014) indicated that Thai food and local markets were the main pull motivations which attracted international travellers to consider Thailand as a tourist destination; as such, they have increased the satisfaction of international tourists in Thailand. According to Tsai and Sakulsinlapakorn (2016), a study of international leisure tourists returning to Ho Chi Minh City, Vietnam stated that the pull motivation had a more significant impact on tourists' satisfaction and return intention than push motivation.

Pull factors are features of the destination that awaken the desire for travel and attract tourists to desired destinations, which in turn leads to satisfaction (Yiamjanya & Wongleedee, 2014). Reihanian et al. (2015) examined the external factors of motivations on satisfaction and found that pull factors significantly influence overall satisfaction. It was ascertained in their study that for every upsurge in the item "enjoying natural resources", there is a corresponding increase in the satisfaction of visitors. Shukor et al. (2017) stated that the satisfaction of the pull factors is based on the tourism destination. This evaluation includes factors such as the cleanliness of the destination and the service and product diversification in tourism (Shukor et al., 2017). These are attributes such as unique natural landscapes and events at a location (Tsai & Sakulsinlapakorn, 2016). A study done by Shukor et al. (2017) also supports this and found that pull motivation has a strong significant relationship with satisfaction of the "availability" group in their study. Tourist satisfaction can also be classified as mental evaluation and the contrast between what customers expected to receive and what they receive amidst the natural and cultural activities at the desired destination (Kassean, 2013). A destination that offers fascinating services at their destination is able to facilitate and arouse the satisfaction of visitors and continue to address their needs (Kassean, 2013).

Destination attractiveness as pull motivation enhances the motives of tourists to visit the destination and increases the level of tourists' pre-satisfaction and post-satisfaction (Chen & Chen, 2010). Tourists' destination satisfaction is based on the pull motives comparison of their pre-travel expectations and images about the destination and their post-travel experiences at this destination (Chen & Chen, 2010). Based on the EDT, Montero et al. (2010) stated that if the definite performance is better than the customers' expectation, this leads to positive disconfirmation and high satisfaction. On the other hand, if the actual performance (Montero et al., 2010) is not what they expected, this leads to negative disconfirmation and dissatisfaction (Elkhani & Bakri, 2012). Another study by Kassean and Gassita (2013) of tourists visiting Mauritius found that climate, beaches, landscape, weather and the exotic scenery of the island are the top pull motivations which attract and give satisfaction to tourists who visited the destination. The study found that pull motivation significantly influenced the satisfaction of tourists in Mauritius. Yoon and Uysal (2005) also identified that travel motivation is the main aspect of visitors' satisfaction in a destination. The study found that pull motivation had a strong influence on tourist satisfaction. Based on the preceding insights, it is hypothesised that:

- H6: Pull motivation has a significant positive relationship with visitors' satisfaction.

5.3.7 The Relationship between Pull Motivation and Destination Trust

Seebaluck et al. (2015) indicated that physical factors such as marketing campaigns through brochures and tour workers also prompt the desire to travel. The management perspective suggests that good pull motives will sustain visitors' trust at the destination better in the long term (Artigas et al., 2017). Pull factors are as a result of the attractiveness of the destination arising from mass publicity or any other means, thereby giving an image to that destination (Kassean & Gassita, 2013). Seebaluck et al. (2015) conducted an analysis of push and pull motives for choosing Mauritius as "the" wedding destination and highlighted the positive outcomes of pull motivation, which include beaches and biodiversity that bring exoticism to the destination. Pull motivation determines destination trust; thus, it indicates the belief the tourists will develop towards the capabilities of the services that they will receive at the destination, which is an attribute of pull motivation. On the other hand, this belief drives tourists' commitment to the destination and

ultimately leads to destination trust (Seebaluck, Naidoo & Munhurrun, 2013). Therefore, having a marketing campaign that would meet all the interests of the different stakeholders involved in the process will aid visitors to decide on the choice of destination and influence their trust towards the destination for a future visit.

Furthermore, pull factors entail the information that visitors gather and process about the destination, and if these attributes are a true reflection and have a positive influence on the tourist it leads to destination trust (Said & Maryono, 2018). Therefore, positive pull factors acquired from the destination by the visitors from visiting to the destination affect the visitors' satisfaction and thus enhance destination trust and, accordingly, repeat visits (loyalty). In the tourism literature, proper research on the effect of pull motivation on destination trust is still lacking; however, if affective motivation has a direct effect on trust towards the destination (Su, Hsu & Marshall, 2014), then affective motivation positively influences destination trust. When a visitor trusts a destination's attributes and is willing to visit the destination, then there is a positive pull motivation influence on the trust towards the destination. Subsequently, the study can propose the following hypothesis:

- H7: Pull motivation has a significant positive relationship with destination trust.

5.3.8 The Relationship between Visitors' Experience and Visitors' Satisfaction

Khuong and Ha (2014) argued that visitors' experience is formed from past expectations from a destination visited. Moreover, a study conducted by Chi, Lun, Hsu, Lu and Ji Lin (2015) found that tourist satisfaction is affected by the level of education of individuals. Kim and Brown (2012), on the other hand, insisted that new experiences, adventure experiences and environmental attractions have the potential to enhance tourists' experience and influence visitors' satisfaction. It is crucial for tourism businesses and policy makers to consider both potential and past tourists' recommendations while seeking information on the enhancement of the attractions of a tourism destination (Mohammad shafiee et al., 2016). Additional findings by Mohammad shafiee et al. (2016) indicated that visitors' former experience with the place and length of stay were important determinants of the overall satisfaction. In addition, previous experiences from relatives and

friends can affect the potential visitors' experience with a potential destination (Mao & Zhang, 2014).

Furthermore, Jamilena, Garcaí and Moreno (2012) stated that repeat visitors relied primarily on their own experience in terms of expectations for their visit. Tourists generally observe what is expected of the service, which is normally based on experiences and values (Mao & Zhang, 2014).

Haarhoff (2018) indicated that travellers' perceptions of a destination can be more significant than its tangible characteristics, and that "the tourist goes to a destination to experience the reality". Therefore, positive experiences that are reinforced in similar situations may generate strong preferences towards the destination which in turn influences visitors' satisfaction (Chi et al., 2015). Baker and Crompton (2000) cited in Mohamad, Babba, Ghani, Halim, Loganathan and Awang (2017) proposed the definition of visitors' satisfaction specifically in the context of the tourism sector and described satisfaction as the visitors' emotional state after experiencing the tourism. Recently, Mohamad et al. (2017) defined visitors' satisfaction as the pleasure of the visitor after visiting any particular visitor destination, following their assessment of visitors' satisfaction after feedback from visitors on their experience, particularly on the extent to which their expectations were met (Mohamad et al., 2017).

Measuring visitors' satisfaction was considered necessary in order to improve aspects of services such as destination attractiveness and images in meeting visitors' expectations, thereby increasing the overall competitive advantage of the visitor's satisfaction (Mao & Zhang, 2014). Alcocer and Ruiz (2019) referred to the excitement that the visitor feels as a magnitude of the experience in fulfilling their expectations relating to their experience towards satisfaction. Positive experience leads to satisfaction and motivates visitors to be campaigners and offer positive recommendations (Shailesh & Reddy, 2016). Based on these studies the following hypothesis was formulated:

- H8: Visitors' experience has a significant positive relationship with visitors' satisfaction.

5.3.9 The Relationship between Visitors' Experience and Visitors' Loyalty

Chatzigeorgiou and Christou (2016) emphasised that to initiate a relationship with visitors, the destination must be enjoyed by visitors and must be liked (Christou & Nella, 2014). Destination experience is about a visitor's past encounters with the destination; experience is likely to increase visitors' loyalty at the destination because, as a visitor gains more experience with a tourism destination service, the tourist tend to understands it better and grows to trust it more, which in turn leads to visitors' loyalty (Chatzigeorgiou & Christou, 2016). Furthermore, this experience is not limited to positive encounters during the visitation, as any experience progresses the visitor's ability to predict the performance of destination services and attractions (Mendes, Valle, Guerreiro & Silva, 2010). However, in a study conducted by Lee, Jeong and Qu (2019), on exploring theme park visitors' experience on satisfaction and revisit intention (loyalty), they found that experience has a strong significant impact on theme park visitors' loyalty (Lee et al., 2019). Therefore, a positive visitors' experience is key for attractiveness and sustainable destination tourism, as positive and memorable experiences lead to visitors' loyalty. Destination loyalty is referred to as a visit or repeated visitation prompted by strong internal dispositions (Nella & Christou, 2014). Many benefits occur through loyalty (Pike et al., 2010), including revisitation and recommendations of the destination to friends (Mendes et al., 2010). Hapsari (2019) commented that while services end with the performance, the value of the experience is cognitively kept by the visitor. Hapsari found in his study that the significant interrelationship between experiential marketing and visitors' loyalty indicates that the higher the emotional experience of a visitor the higher the visitor's loyalty towards the destination (Hapsari, 2019). Therefore, Hapsari found visitors' experience to have a strong significant influence on visitors' loyalty at the theme park. Moreover, the experience felt by visitors begins before going to the destination and ends with reminiscences of the experience and plans for future visits (Nella & Christou, 2014; Mendes et al., 2010). Zaalen (2016) conducted a study on experiencing a museum through tourists' eyes, and the effect of the experience on brand image and loyalty. In the study, Zaalen (2016) found that visitors' experience positively influences loyalty. The overall experience that a tourist perceives and consumes at a destination is multifaceted and complex due to various players involved in providing the experience (Mendes et al., 2010). Consequently, Hapsari (2019) concluded that the general experience of a destination is derived from the tourism experience, detached by space and time,

from the early departure of the tourist to the return home, which if positively experienced leads to visitors' loyalty.

Yu and Goulden (2006) investigated visitors' satisfaction and experiences and their effects in terms of destination loyalty, which is the commitment of visitors to a destination based on a positive attitude that is reflected in the form of consistent repeat visitation. These scholars found that visitors' experience had a significant influence on visitors' loyalty. Therefore, businesses that supply tourism services would benefit by providing package deals, such as a mix of physical items, services, interactive experiences and images in order to enhance the overall experience of visitors (Hapsari, 2019). Progressively, the way that packages are conceived and carried out influences the tourist experience at the destination (Hapsari, 2019; Mendes et al., 2010). Research conducted by Mendes et al. (2010) suggested that service marketing recognises that what is acquired by tourists is the experience, which is the interpersonal interactions that were established between the visitors and the providers during a visit. Hapsari (2019) emphasised that understanding visitors' levels of experience in the destination is therefore essential to destination managers for improving services and effectively promoting target markets for new and repeat tourists, in turn achieving visitors' loyalty. In line with this observation, the following hypothesis was proposed:

- H9: Visitors' experience has a significant positive relationship with visitors' loyalty.

5.3.10 The Relationship between Visitors' Satisfaction and Destination Trust

Artigas et al. (2018) stated that since the trust that a tourist places in a specific destination is based on the destination's integrity and reliability, this trust will be tied to the tourist's cognitive perception of facilities, the environment and attractions. In this sense, research affirms that trust towards a destination is influenced by individual behaviour, such as satisfaction (Chang, 2014). A tourist's overall satisfaction with the tourism experience is proposed to have a positive impact on his or her trust in the service provider (Leninkumar, 2017). Yerizal and Abror (2018) stated that trust is all the knowledge possessed by consumers about objects, attributes and benefits, where objects are products and tourists, attributes are features that objects may or may not possess, while

benefits are positive results provided by the attributes to the tourist (Artigas et al., 2018). Favourable visitors' satisfaction encourages visitors to trust the destination, in that the tourism destination will meet their expectations through satisfying them by fulfilling service deliveries as promised (Jing Theng So et al., 2013).

Mihaela (2013) examined satisfaction and stated that there are two types of visitor satisfaction, namely the episodic satisfaction (also known as transaction-specific satisfaction) and the cumulative satisfaction (which occurs through a long-term relationship between a visitor and a destination). Cumulative satisfaction is the same as the overall satisfaction that is derived from the quality assessment of all past interactions between the tourist and the destination (Mihaela, 2013). From the above definitions, two conclusions can be drawn. First, satisfaction is an affective concept that is based on emotions and feelings (Leninkumar, 2017). Second, satisfaction is a dynamic construct that develops over a period of time (Mihaela, 2013). Therefore, it can be deduced that trust allows the formulation of several generalisations of satisfaction (Mihaela, 2013). When visitors perceive the destination to be a reliable destination, this increases their trust towards the destination. Therefore, destination uniqueness together with attractions become further factors affecting overall satisfaction, which in turn influences destination trust (Meleddu, Paci & Pulina, 2015). Geysken et al. (1999) found satisfaction to be an antecedent to trust, while a study conducted by Dabholkar and Sheng (2012) found a positive significant relationship between satisfaction and trust.

On the whole, satisfaction increases the likelihood of trust towards the destination. Hence, satisfaction may be used as an indicator for destination managers to examine the level of trust and the probability of loyalty (Meleddu et al., 2015). A visitor's satisfaction received from a destination is enhanced by the trust shaped between the visitor and the service provider (Leninkumar, 2017). Tourist satisfaction is a crucial component of effective DM, as it influences the destination trust of a tourist and the decision to revisit the destination (Mihaela, 2013). Due to the fact that trust creates an important bond between the destination and tourist, it is one of the determinants of visitors' satisfaction and loyalty (Leninkumar, 2017). Research conducted by Mihaela (2013) found that trust is usually understood as a future-oriented attitude, or as a state of mind that goes beyond

experience. As such, the most effective way for a destination to satisfy tourists is to make the tourists believe in their service honesty, their benevolence and competency in providing visitors with a positive experience (Mihaela, 2013). Once visitors are satisfied, they will likely trust the destination (Leninkumar, 2017; Meleddu et al., 2015). However, some studies contradicted this proposed hypothesis and proposed that trust precedes satisfaction (Chang, 2012; Gul, 2014). Nevertheless, the present study reflects visitors' satisfaction as the predictor of destination trust and argues that if the tourists are satisfied with the destination services provided by the tourism destination then eventually they will trust the destination. Jr (2014) confirmed the relationship between satisfaction and trust, whereby satisfaction has a positive direct effect on both trust and loyalty. A careful consideration of the above findings reveals that there is a potential relationship between visitors' satisfaction and destination trust. Thus, the following hypothesis was proposed:

- H10: Visitors' satisfaction has a significant positive relationship with destination trust.

5.3.11 The Relationship between Visitors' Satisfaction and Destination Attachment

Visitors' satisfaction influences tourist destination attachment, as evidenced by studies which have been conducted on destination attachment that indicated a positive influence on satisfaction (Chen & Phou, 2013) and intention to return (Su, Hsu & Marshall, 2014), which led to retention of tourists (Lertwannawit & Gulid, 2014). In this research, the two theoretical constituents, i.e. tourist satisfaction and place attachment are related. Mlozi, Pesamaa and Haati (2013) reported that former research has tended to assume that destination attachment and satisfaction are significant equivalent constructs; however, this association was not examined in a destination context (Mlozi, Pesamaa & Haati, 2013). Visitors' satisfaction can lead to a sense of destination attachment, thus, Yuksel, Yuksel and Bilim (2010) argued that high levels of satisfaction with a destination can be based on the destination's characteristics. These characteristics enable social relations and lead to a formation of attachments towards the destination (Mlozi et al., 2013).

A study done by Yuksel et al. (2010) found that a statistically positive relationship existed between destination attachment and visitors' satisfaction. In the study by Mlozi et al. (2013), destination attachment had a positive significant influence on satisfaction. In tourism literature, destination attachment has been adopted to mirror the personal linkage visitors develop towards a destination. Generally, it has been widely accepted that destination attachment is central to tourists' intentions and behaviour (Lee & Shen 2013; Prayag & Ryan, 2012). As Stylos, Bellou, Andronikidis and Vassiliadis (2017) posited in their study, destination attachment represents the personal meaning that tourists may attribute to a destination, allowing for modified perspectives. According to some studies (Ramkisson & Mayondo, 2017; Chen & Phou, 2013), experience, involvement and satisfaction are determinants of attachment. Once destination attachment is established, individual perception and consequent behaviours towards the place, such as satisfaction, loyalty, attitude and pro-environmental behaviour will be developed (Shen, Geng & Su, 2019). These demonstrate the relationships between satisfaction and destination attachment on tourism (Shen et al., 2019). Previous findings of empirical studies by Hosany et al. (2017) revealed that satisfaction consists of cognitive and affective attributes, and thus contributes to the formation of destination attachment. Each visit that a visitor makes to a destination strengthens or weakens the attachment towards the destination.

In addition, tourists develop and maintain strong relationships with destinations when they are satisfied, as destinations are linked with attitudes, values and beliefs. Accordingly, Stylos et al. (2017) pointed out that DM and destination marketers need to adhere to the importance of visitors' satisfaction as it leads to destination attachment and may lead to visitors' loyalty. Scholars state that paying attention to tourists' needs and behaviours regarding the destination provides tourism sectors with methods of identifying the destination attachments of visitors (Stylos et al., 2017; Prayag & Ryan, 2012; Shen et al., 2019), which is determined by visitors' satisfaction (Ramkisson & Mayondo, 2017). Based on the above arguments, the following hypothesis was proposed:

- H11: Visitors' satisfaction has a significant positive relationship with destination attachment.

5.3.12 The Relationship between Destination Trust and Destination Attachment

Destination trust is affective-based, with an outcome of a common relationship with a destination; while destination attachment has been described as an affective bond, an emotional linkage of a visitor to a specific surrounding (Esch, Langner, Schmitt & Geus, 2006). In the consumer context, Chinomona and Maziriri (2017) found that consumers will trust a brand if they are satisfied with it; while in the tourism context, Jr (2014) revealed that the process of trust is developed with the evaluation of images that involve strong emotional attachment. Esch et al. (2006) confirmed the positive effects of destination trust on destination attachment. Yuksel et al. (2010) found that place attachment is an important factor in the prediction of loyalty towards a destination. A study conducted by Jr (2014) and also supported Esch et al. (2006) found that trust directly influences destination attachment and both indirectly and directly affects loyalty. Hence, trust is a significant measurement of the relationship and plays a vital role in building an emotional attachment between visitors and the destination as well as influencing visitors' behavioural intention. According to Cakmak (2016), destination trust is described as a feeling of security and safety that a tourist feels when a destination meets their expectations in this regard. Moreover, Chinomona and Maziriri (2017) revealed that trust can reduce a tourist's uncertainty about a destination and enhance the destination attachment of the visitor. The central link of the brand trust and destination attachment is when a destination is dependable, safe and honest in its delivery of the products and services on offer (Soong, Kao & Juang, 2011). Drawing interpretation from the above descriptions of destination trust, it is deducible that when tourists have trust in the destination, satisfaction will occur and the emotional and cognitive feelings will be explored, which then leads to destination attachment, and the relationship between both parties can be built up and strengthened (Cakmak, 2016; Soong et al., 2011). Destination attachment describes the strength of the bond connecting visitors to a destination, which fosters destination profitability and tourist lifetime experience (Cakmak, 2016). Gover (2011) and Chinomona and Maziriri (2017) stated that destination trust is a prerequisite to destination attachment and plays an important role in enhancing this affective connection.

In marketing literature, trust is regarded as key to destination attachment and has been acknowledged as a highly effective tool for increasing destination performance (Chinomona & Maziriri, 2017). Studies by Sorayaei and Hasanzadeh (2012) and Chinomona and Maziriri (2017) have found a positive relationship between destination trust and destination attachment. A study conducted by Chinomna and Maziriri (2017) investigated the impact of brand personality on relational consequences, namely trust, attachment and commitment to the brand. The results indicated that trust has a positive influence on attachment to the brand. Previous studies have found a positive relationship between brand trust and attachment (Jr, 2014; Sorayaei & Hasanzadeh, 2012; Kim, Chung & Lee, 2011; Chinomona, 2013). Therefore, based on the literature and the empirical evidence mentioned above, the study hypothesises that:

- H12: Destination trust has a significant positive relationship with destination attachment.

5.3.13 The Relationship between Destination Attachment and Visitors' Loyalty

Loyalty is a measure of the attachment that a customer has to a brand (Chatzigeorgiou & Christou, 2016). Destination attachment describes the affective relationships between visitors and destinations in environmental psychology (Stylidis, 2017). Chatzigeorgiou and Christou (2016) support the notion to consider a repeated visit to the same destination as true loyalty, which entails the existence of a positive attitude and attachment towards the approached destination (Miheala, 2013). A study conducted by Meleddu, Paci and Pulina (2015) reported that loyal visitors are likely to spend more time and money at a destination when the destination attachment is on the higher side, thus promoting the destination and consuming more services and goods (Meleddu et al., 2015). Yuan, Song, Chen and Shang (2019) discussed destination attachment as the result of a tourist's gathered social experiences in a specific destination. Contextual to tourism, Yuan et al. (2019) in their study argued that destination attachment has two dimensions: destination dependence and destination identity (Prayag & Ryan, 2012). Destination attachment denotes the purposeful bond that involves tourist evaluation of settings, activities or attractions in specific locations (Wong & Lai, 2015). It highlights the irreplaceability of the destinations where visitors visit and take time to rest. Destination identity according to Wynveen, Kyle and Sutton (2012) is defined as the emotional bond that tourists feel towards a destination which is formed through self-

regulation (Wong & Lai, 2015). Meleddu et al. (2015) confirmed that visitor loyalty is important in terms of business opportunities for that tourist destination. A more recent study by Yuan et al. (2019) indicated that visitors who have high place attachment to culture are likely to be loyal to the destination. Meleddu et al. (2015) and Yuan et al. (2019) noted that tourist familiarity with a destination is an indicator of how often the tourists have previously visited the destination, which can be attributed to being a key influence of destination attachment.

Evidence in research conducted by Ramkissoon et al. (2013) found that outcomes of destination attachment are various, for example, pro-environmental behaviour, positive word of mouth (Chen et al., 2014), loyalty (Chen & Phou, 2013) and positive revisit intentions (Prayag & Ryan, 2012). Visitor loyalty incorporates long-term commitment from both parties which leads to constant business patronage (Mihaela, 2013). Hence, the tighter the visitors' bonds to the functions and emotions of a destination, the more likely they are to favour tourism development, which will in turn lead to visitors' loyalty (Stylidis, 2017). Therefore, the following hypothesis is presented:

- H13: Destination attachment has a significant positive relationship with visitors' loyalty.

5.3.14 Age Group/Cohort as a Moderator

Generational change is a reality that is incurring challenges to tourism destinations. According to Robinson and Schänzel (2019), there is a generational (age) shift in global tourism such as technological, climate, security, entertainment and accessibility advancements in tourism. Age can contribute important cognitive and affective meanings to a person and especially within the tourism perspective. In this study, age was considered to have an effect on the cognitive and affective behaviour of visitors, which in turn would have an effect on the behavioural outcomes within an intergroup context of tourism. On the basis of GT, this study argued that these two age cohorts would have a different cognitive and affective behaviour, hence, this would lead to a different behavioural outcome towards the destination.

According to Garstka et al. (2004), research on age groups has shown that individuals define themselves, others and destinations based on age classifications. These authors examined the effect of perceived discrimination on age groups' identity and psychological well-being and found that older adults perceived age discrimination to be harmful to psychological well-being, while with young adults this was the opposite. Therefore, in this study, because young and older adults differ in their travel patterns, experiences and motives for tourism (Robinson & Schänzel, 2019), the generational cohorts were used to determine whether the relationships between their cognitive and affective behaviour would influence their behavioural outcome to the tourism destination.

- H14: Over and above the direct relationships in hypotheses 1 to 13, the study expected these relationships to be significantly and positively moderated by the young and older age groups.

5.4 Conclusion

This chapter provided an in-depth discussion of the conceptual model and the constructs of the hypotheses. Each construct in the conceptual model (hypotheses) was discussed in depth and elaborated on in terms of their relationship by providing literature that examined the existence, significance and importance of the proposed relationships. The next chapter discusses the methodology employed by the study.

CHAPTER 6: RESEARCH METHODOLOGY

6.1 Introduction

The previous chapter discussed the conceptual framework of the research, followed by the hypotheses' development. Chapter 6 presents the research design and methodology used in this research. The first part of the chapter provides the study viewpoint and approach. The second part provides the design and instrument for the study and elaborates on the sampling design and measurement instrument, while the third part looks at the data analysis and quality assessment method that was undertaken in the study.

6.2 Research Philosophy and Approach

The research viewpoint can be referred to in terms of ontology and epistemology. Ontology explains the philosophy or nature of reality (Petty, Thomsom & Stew, 2012), while epistemology denotes the nature of knowledge, or the routes used to obtain knowledge of the reality (Hunt, 2015). According to Petty et al. (2012), "An epistemology is a theory of knowledge of what can be known and what criteria it uses to justify it being knowledge". There are two crucial ontological viewpoints: the objective ontology and subjective ontology. According to Abu-Alhaija (2019), objectivism describes the ontological stance for the positivism perspective (Assalahi, 2015). That is, positivism is informed by objective ontology, which determines which research paradigm will be used in the research (Abu-Alhaija, 2019). Epistemology is informed by ontology (Abu-Alhaija, 2019).

The broad research approach is the plan to conduct research and includes the philosophy, research design and specific methods (methodology), which are the three critical components of a research approach (Creswell, 2014; Hunt, 2015). Therefore, it is essential for a researcher to think through the philosophical worldview assumptions that the study will include. Creswell (2014) mentioned that there are four research paradigms (worldviews), namely: a) post-positivism or

positivism, b) constructivism, c) transformative and d) pragmatism. However, Petty et al. (2012) suggested that the two main research paradigms are post-positivism (positivism) and constructionism (interpretivism) (Abu-Alhaija, 2019). Research worldviews are considered critical drivers of good research (Abu-Alhaija, 2019; Creswell, 2014).

In line with the above, this study focused primarily on the two main worldviews (paradigms), namely post-positivism and constructivism (interpretivism). Table 6.1 summarises the study methods of the philosophical worldviews which grounded this research.

Table 6.1 ***Summary of Positivism and Interpretivism Research Paradigms***

Orientation	Positivism	Interpretivism
Ontology (view of reality)	Objective scientific information	Subjective scientific information
Purpose of research	To find natural laws so society can forecast and control events	To comprehend and describe meaningful social action
An explanation that is true	Based on facts and logically connected	Feels right to those who are being studied
Research method	Quantitative research (entrenched in the philosophy of rationalism, and following a structured set of procedures)	Qualitative research (entrenched in the philosophy of empiricism, and following an open and unstructured approach to an investigation)
Data collection technique	surveys, experiments, statistics	participant observations, field research
Relevance of knowledge	hypotheses testing confirming theory	Provides interpretative explanation (revealing in-depth meanings, interpretive schemes, values and rules of daily living) Generation and discovery of theory
Scientific method/theory	Deductive	Inductive

Source: Adapted from Kumar (2014) and Sefotho (2015).

From the table above, it can be seen that the post-positivism framework used in this study explains the relations of the three constituents that are seen in Figure 6.1 below.

6.2.1 The Post-Positivist Worldview

This worldview is also called the scientific research or scientific method and is mostly labelled as positivist/post-positivist research, post-positivism and empirical science (Lincoln, Lynham & Guba, 2011). The post-positivism worldview was "developed during the enlightenment in the eighteenth century when rational thought and reason replaced religion and faith to explain phenomena" (Petty et al., 2012). The post-positivists determine results, thus, the problems studied by this worldview approach reveal the need to pinpoint and asses the causes that influence outcomes, such as those found in experiments (Creswell, 2014). In this approach, the study begins with a theory, then collects data to conduct additional tests or makes necessary revisions to support the theory (Creswell, 2014).

Therefore, based on the above, this study used the post-positivist worldview to minimise bias and to separate the researcher's experiences and knowledge from the research (Abu-Alhaija, 2019; Assalahi, 2015; Lincoln et al., 2011). This study followed a post-positivist worldview as it was expected to test and confirm the proposed hypotheses developed from existing theories (Creswell, 2014). Therefore, this study adopted a quantitative approach to collect and analyse data (Abu-Alhaija, 2019). In quantitative research emphasis is placed on testing empirical theories, which this study aimed to achieve (Petty et al., 2012).

6.3 Research Approach

Following the research philosophy is the research approach; namely deduction and induction (Zandvanian & Daryapoor, 2013). Babbie (2008) states that while induction reasons from the particular to the general, deduction reasons from the general to the specific, and usually has a greater theoretical foundation.

6.3.1 Quantitative/Deductive Approach

The quantitative approach is referred to as the post-positivist worldview (paradigm), and is used to pretest and post-test a theory with regard to the findings that will support or reject the hypotheses (Lincoln et al., 2011). An instrument was used to collect data that measures attitudes, which was then analysed using statistical software and hypothesis testing (Creswell, 2014). For example, quantitative researchers depend on specific theories such as generational theory (GT) and planned behaviour as a convenient theoretical background in explaining how the research constructs are expected to be related. Theories are deductively applied in quantitative approach; the deductive method shows that researchers test a specific theory, examine the hypotheses from the theory and operationalise the variables derived from the theory, and then select a proper instruments to measure the variables (Creswell, 2014). In short, quantitative researchers use the deductive model of thinking while qualitative researchers use an inductive model of thinking (Abu-Alhaija, 2019; Petty et al., 2012). In this study, a deductive method was used as it follows the steps mentioned above (Zandvanian & Daryapoor, 2013; Augustine, 2017).

6.4 Research Designs

Research designs are types of inquiry within quantitative, qualitative and mixed methods approaches that guide the research and procedures employed to achieve specific objectives (Abu-Alhaija, 2019; Easterby-Smith et al., 2015). The research design is the road map for a specific research investigation in answering the research questions posed. Creswell (2014) called this “the

procedure inquiry". Research design comprises several research decisions, such as the investigation types, researchers' intervention, research purpose, research setting, research measurements, unit of analysis, sampling design, time horizon, data collection and data analysis (Abu-Alhaija, 2019; Creswell, 2014). In other words, research design refers to the focal plan for the data collection, analysis, research measurement and data interpretation (Creswell, 2014; Abu-Alhaija, 2019). According to Abu-Alhaija (2019), research projects can generally be categorised into three approaches, namely: quantitative, qualitative and mixed methods (Creswell, 2014; Petty et al., 2012; Abu-Alhaija, 2019). Descriptive studies are often cross-sectional and include observations of a sample of a population at one point in time (Abu-Alhaija, 2019).

6.4.1 Quantitative Designs

This design incorporates many multifaceted experiments with many variables; for instance, factorial designs and repeated measure designs. It elaborates structural equation models that incorporate casual paths and the identification of multiple variables.

Quantitative research is an approach for testing objective theories by examining the relationships among variables used in the study. These variables can be measured with instruments in order that numerical data can be analysed using statistical procedures. In addition, the quantitative approach entails a final written report that has a set structure consisting of the introduction, literature review, theory, methods, results and discussion (Creswell, 2014). Rather than discussing all these quantitative approaches, this research focused on two designs, namely survey and experimental research.

6.4.2 Descriptive Research Design

A descriptive survey is concerned with identifying and counting the frequency of a specific population, either at one point in time or at various times for comparison (Malhotra et al., 2017). Descriptive research seeks to determine the answers to who, what, when, where and how questions.

The main purpose of using a descriptive design is to collect concise data and structure it in a way which makes the analysis uncomplicated. The study collected data from 390 respondents comprising international tourists visiting South Africa during the period from November to December 2019. Descriptive research is divided into two categories: longitudinal and cross-sectional research (Malhotra et al., 2017). Longitudinal research is used when participants' behaviour is studied over a period of time. In contrast, a cross-sectional research design encompasses the collection of data at a distinct point in time (Malhotra et al., 2017). For the purpose of this study, a cross-sectional research design was adopted, as it only required a solitary contact session with the population.

6.5 The Sampling Design

A sample design is a framework that serves as the basis for the selection of a survey sample and it affects many other important aspects of a survey. In other words, researchers need to define a sampling frame that represents the population of concern, from which a sample is to be drawn (Taherdoost, 2016). Sampling design consists of the population, sampling frame, sample size and sampling method (Taherdoost, 2016). To gather a group of participants from which the sample is drawn is the main purpose of sampling in quantitative research.

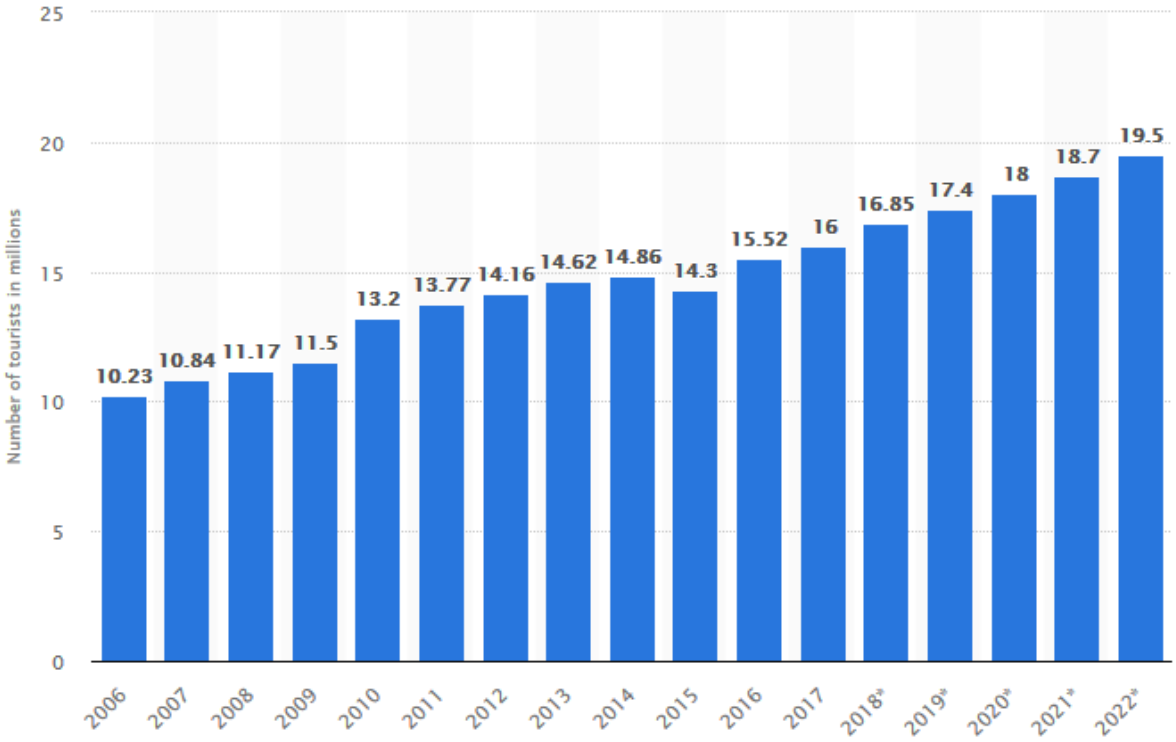
6.5.1 Target Population

The target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made (Taherdoost, 2016). A target population refers to an entire group of individuals who form the base of the study, from which a sample will be drawn and inferences of the results of the study will be made (Cooper & Schindler, 2014). Hair et al. (2015) suggest that a target population is a collection of aggregation elements, that is, people or organisations that are of importance to the research which can lead to the subject of investigation and analysis of the study. A population is defined as the totality of elements

(individuals, households, organisations, etc.) to which one intends to generalise the study results (Smit & Albaum, 2010).

Statistics South Africa (Stats SA) (2018) suggests that tourism is an important demographic process in shaping the distribution and age structure of the population of South African provinces. Over 10 million visitors visited South Africa in 2017, according to the Stats SA release (SA Government, 2018). In 2017, the number of tourists in South Africa was 16 million. This number (see Figure 6.3 below) was estimated to reach 19.5 million by 2022 (Stats SA, 2019). Figure 6.3 below shows the estimated number of tourists who visited South Africa and would visit in future from 2006 to 2022 (in millions).

Figure 6.1 ***Estimated Number of Tourists from 2006 to 2022***



Source: Stats SA (2019).

Sampling is a central element of any study and refers to a subsection of the population (Maholtra & Birks, 2012). The study investigated the cognitive-affective-motivation factors influencing international visitors' loyalty to South Africa. The targeted population for this study entailed international tourists who visited the Lion & Safari Park at R512 Pelindaba Rd, Hartbeesport, Broederstroom, in Gauteng, one of several popular tourism sites in South Africa, from October to December 2019, aged from 18 years to 65 or older. The justification for choosing Gauteng as an area of investigation is that most of the tourists' attractions are located in Gauteng such as the Nelson Mandela Square, Nelson Mandela National Museum in Soweto and the Lion & Safari Park, with tourism in Gauteng having contributed 2.9% to South Africa's gross domestic product (GDP) in 2016 (Stats SA, 2019).

6.5.2 Sampling Frame

The sampling frame is a list of all the items in the target population which consists of a set of guidelines for identifying the target population or the list from which units are drawn for the sample (Taherdoost, 2016). In a broad context, the quality of the sampling frame affects the quality of the sample, hence adequate information about the frame to conduct the sampling is needed (Taherdoost, 2016). In 2019, a total of 10,228,593 tourist arrivals was documented, which was a decline of -2.2% (-243,512) compared to 2018. The total number of international tourist arrivals to Gauteng decreased by -2.1% in 2018 to a total of 939,091 tourists (Tourism Performance Report, 2019). The sampling frame that was used was obtained from the international visitors visiting the Lion & Safari Park in Johannesburg, South Africa for tourist purposes. This sample was used because it is made up of international visitors who mostly visit or visiting South Africa for its tourism purposes or any other purpose and decides to visit Lion & Safari Park for attraction purpose. A convenience sample of 390 international visitors from 18 years of age upwards was used to collect the data for the study. A letter was written and permission was granted from the safari park to gain direct access to the participants to reduce any form of bias towards the study. The researcher made sure that the participants completed the questionnaire wherever it was most convenient to them to acquire their possible view of the attractiveness of South Africa as a destination.

6.5.3 Sampling Technique

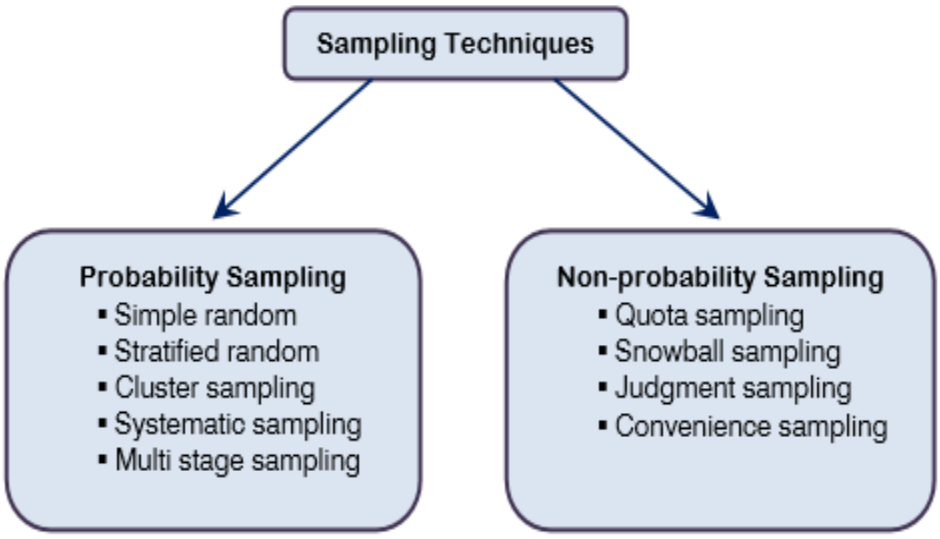
Sampling entails choosing a subset from the entire population and can be used to make generalisations concerning existing theory. In essence, it depends on the choice of sampling technique (Taherdoost, 2016).

Broadly speaking, sampling techniques can be divided into two categories:

- Probability or random sampling, and
- Non-probability or non-random sampling.

Before selecting a particular type of sampling technique, the broad sampling technique needs to be decided upon. Figure 6.4 below shows several types of sampling techniques (Taherdoost, 2016).

Figure 6.2 ***Sampling Techniques***



Source: (Taherdoost, 2016).

Wiid and Diggines (2013) suggest two types of sampling methods that a researcher can choose from, namely probability and non-probability sampling. In probability sampling, every element in the population has a known nonzero probability (chance) of being selected for inclusion in a study (Iacobucci & Churchill, 2018). In contrast, a non-probability sample is one selected based on the judgment of the investigator and convenience (Smith & Albaum, 2010). Probability samples offer a bias-free selection of sample units and permit the measurement of sampling error, with the sampling of respondents being independent of the investigator (Smith & Albaum, 2010). Therefore, in this study, a non-probability sample was used. With probability sampling, the element is selected randomly with no subjective interference (Iacobucci & Churchill, 2018). Table 6.6 below shows the selection techniques for probability and non-probability samples.

Table 6.2 ***Selection Techniques for Probability and Non-probability Samples***

Probability Samples	Nonprobability Samples
I. Equal probability for all elements. Equal probabilities at all stages. Equal overall probabilities for all elements obtained through compensating unequal probabilities at several stages	Unequal probabilities for different elements; ordinarily compensated with inverse weights. Caused by irregularities in selection frames and procedures. Disproportionate allocation designed for optimum allocation
II. Element Sampling: single-stage, sampling unit contains only one element	Cluster Sampling: sampling units are clusters of elements
	One-stage cluster sampling. Sub-sampling or multistage sampling. Equal clusters. Unequal clusters
III. Unstratified Selection: sampling units selected from the entire population	Stratified Sampling: separated selections from partitions, or strata, of population
IV. Random Selection of individual sampling units from entire stratum or population	Systematic Selection of sampling units with selection interval applied to list
V. One-Phase Sampling: final sample selected directly from the entire population	Two-Phase (or Double) Sampling: final sample selected from the first-phase sample, which obtains information for stratification or estimation

Source: Smith and Albaum (2010).

Probability sampling techniques involve simple random sampling, stratified sampling, systematic sampling and cluster sampling (Iacobucci & Churchill, 2018), while non-probability sampling techniques include convenience sampling, quota sampling, judgmental/ purposive sampling and snowball sampling (Iacobucci & Churchill, 2018). Augustine (2017) referred to convenience sampling as the availability of potential participants, which may not represent the target population (Wallace, Clark & White, 2012; Augustine, 2017). Convenience sampling permits investigators to make generalisations based on the sample studied (Agyemang, Nyanyofio & Gyamfi, 2014). Therefore, non-probability sampling which included convenience and judgmental sampling was considered in this study, as the study was descriptive in nature.

6.5.4 Sample Size

In order to generalise from a random sample and avoid sampling biases, the sample must be of adequate size (Taherdoost, 2016). Three criteria need to be specified to determine the appropriate sample size, such as the level of precision, the level of confidence, and the degree of variability in the attributes being measured (Miaoulis & Michener, 1976, cited in Ranatunga, Priyanath & Rgn, 2020). There are three bases to choose a sample size, such as cost base, variance base, and statistical power base (Singh & Masuku, 2014). Although the minimum sample size determination of SEM is more problematic various rules-of-thumb have been suggested in the SEM literature (Ranatunga et al., 2020; Nunnally, 1967). Nunnally, (1967) noted that "as a rule of thumb, but not a magical number, you should have 10 subjects per predictor in order to even hope for a stable prediction equation" (Nunnally, 1967; Wolf, Harrington, Clark & Miller, 2013). The method of minimum sample size 100 or 400 has been suggested by Boomsma (1982) and (1985). The author further study, suggested a ratio of indicators to latent variables as $r = p / k$. According to this rule, $r = 4$ requires sample size at least 100 and $r = 2$ requires 400 sample size. Lamb and Hair (2013) suggested that for every question in the questionnaire, there have to be at least 10 respondents. Tanaka, (1987) suggested the sample size of the SEM model should depend on the number of estimated parameters rather than the total number of indicators.

With this proposal, the debate of minimum sample size determination in the SEM has significantly evolved. There are three techniques with which to calculate the sample size: a) sample size calculation using the Raosoft software, b) based on previous studies, and c) the use of the rule of thumb, as suggested by Lamb and Hair (2013). Neuman (2014) elaborated that a sample will be more accurate when the sample size is larger and will be more likely to represent accurate statistics. A sample of 150 was recommended by Li (2016) as being acceptable to run the confirmatory factor analysis (CFA) model, while other studies (Karakaya-Ozyer & Aksu-Dunya, 2018; Kyriazos, 2018) have suggested that the minimum sample size should be 200 in order to perform structural equation modelling (SEM).

A good sample size should reflect the differences and similarities found in the larger body in order to make inferences from the (small) sample about the population (Hair, Hult, Ringle & Sarstedt, 2014). For this study, the use of the rule of thumb was applied by the researcher; that at least 10 respondents were solicited for every question in the questionnaire, which amounted to 400 respondents with non-response rate of 10 respondents and final 390 respondents.

6.5.5 Collect Data

As explained above, for this study the target population was made up of international visitors who were visiting South Africa for tourist attraction purposes. A convenience sample of 390 international visitors was used to collect the data for the study. The data was collected by the researcher with the assistance of the tour guides and management of the Lion & Safari park at R512 Pelindaba RD, Hartbeespoort, Broederstroom, 0240. The data collection was done in the four quarter of 2019, Oct-Dec, 2019, before the (lockdown). Participants had to meet certain criteria, which were as follows: they had to be 18 years old and above, and they had to be a non-resident visitor to South Africa or a non-citizen of South Africa visiting the Lion & Safari Park who were entering at any gate of the park, as well as those who were leaving the Lion & Safari Park in Johannesburg. A non-probability (convenience) sampling technique was used to identify participants who were international visitors at the Lion & Safari Park. The respondents were approached in different settings, for example, before going to the sight attraction or after they returned therefrom (Taherdoost, 2016). The three advantages of using paper surveys

(questionnaires) are as follows: (a) they allow participants to complete a survey anywhere, (b) they help in reducing any bias towards the researcher, and (c) paper responses achieve a higher rate than web-based surveys (Cahill, Pierce, Werner, Darley & Bobersky, 2015; Augustine, 2017). The disadvantage of using paper surveys is the high cost of printing that is not associated with using a web-based survey (Cahill et al., 2015).

6.5.6 Response Rate

Taherdoost (2016) states that the response rate is the number of cases agreeing to take part in the research, which are taken from the original sample. In other words, the researcher firstly conducts a pilot test to assess the response rate, to eradicate bias and to examine the feedback from respondents (Taherdoost, 2016). The final step of the sampling design process aims to account for sample error by screening the participants during data collection (Malhotra et al., 2017). Most scholars never achieve a 100% response rate and the reasons for this include refusal to respond by the respondents, ineligibility to respond and inability to respond (Taherdoost, 2016). In some instances, the response rate is important because each non-response is liable to bias the final sample (Taherdoost, 2016). In this study, the respondents were screened based on the attraction site and with the help of the tour guides (Taherdoost, 2016).

6.6 Data Collection Instrument

A questionnaire is designed as an instrument to collect data using a quantitative technique. The measuring instrument that was used was designed and modified from existing scales to suit the current research. All the measurement items were measured on a five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree) to express the degree of agreement. The reason for using a five-point Likert scale is that most of the studies where the scales were adapted from employed the five-point Likert scale.

The constructs employed were derived from pre-existing scales, namely: visitors' experience, destination image and visitors' loyalty were adapted and measured by seven-item scales from Wu (2016); the push motivation and pull motivation measure used the five-item scales adapted from Khuong and Ha (2014) and Tsai and Sakulsinlapakorn (2016); the destination attachment measure was adapted from Reitsamer, Sperdin and Sauer (2016); and visitors' satisfaction and destination trust were adapted from recent studies and measured by five-item Likert scales (Chen & Chen, 2010; Cong, 2016, Chen & Phou, 2013).

Table 6.3 ***Sources and Scales Adapted***

Constructs	Adapted Items	Author/s
Destination Image	The reputation of South Africa is high	Wu, 2016
	South Africa has natural attractions	
	Entertainment and events are what makes me visit South Africa	
	Historic and cultural attractions	
	Accessibility of the destination	
	Level of service quality	
Push Motivation	To learn something new and interesting	Khuong and Ha, 2014; Tsai and Sakulsinlapakorn, 2016
	To visit a place that I have never visited before	
	To fulfil my dream of visiting a foreign land/country	
	To meet new people and socialise with the local community	
	To escape from daily routine	
Pull Motivation (PUM)	Good physical amenities: accommodation, transportation and recreation facilities	
	Festivals/ special events and activities	
	Warm and sunny weather	Khuong and Ha, 2014; Tsai and Sakulsinlapakorn, 2016
	Historical, cultural, art and religious attractions	

	Variety of food Beautiful natural scenery and landscape: beaches, forests, mountains etc. Safe and easy access destination	
Visitors' Experience	My experience in South Africa was what I expected	Wu, 2016
	The visit to South Africa made me happy	
	My choice to visit South Africa was a wise one	
Visitors' Satisfaction	I have really enjoyed the visit	Chen and Chen, 2010; Cong, 2016; Chen and Phou, 2013
	I am satisfied with my decision to visit South Africa	
	I prefer this destination to other destinations	
	I have positive feelings regarding South Africa	
	This experience is exactly what I need	
	This was a pleasant visit	
Destination Trust	I am comfortable that South Africa is a good tourist destination	Chen and Chen, 2010; Cong, 2016; Chen and Phou, 2013
	South Africa is a destination that meets my expectations	
	South Africa guarantees tourist satisfaction	
	South Africa is a destination that never disappoints me	
Destination Attachment	South Africa is the best to do what I like to do during holidays	Reitsamer, Sperdin and Sauer, 2016
	I am very attached to South Africa	
	Holidaying in South Africa means a lot to me	

	No other place can provide the same holiday experience as South Africa	
Visitors' Loyalty	I would recommend others to visit South Africa	Wu, 2016
	I will visit South Africa in the future	
	South Africa is my first choice among destinations	
	I will say positive things about South Africa	

Source: Researcher's compilation (2019).

The primary goal of the quantitative analysis was to confirm that each measure represented facets of the intended construct (convergent validity) and the hypotheses were distinct from each other (discriminant validity). The subsequent goal was to examine appropriate constructs in the conceptual model and the causal relations between the constructs. The questionnaire in this study was designed following the process suggested by Wiid and Diggines (2013).

The current study was grounded on the positivist approach, which uses a deductive approach to examine the proposed hypotheses. Data was collected from 390 respondents.

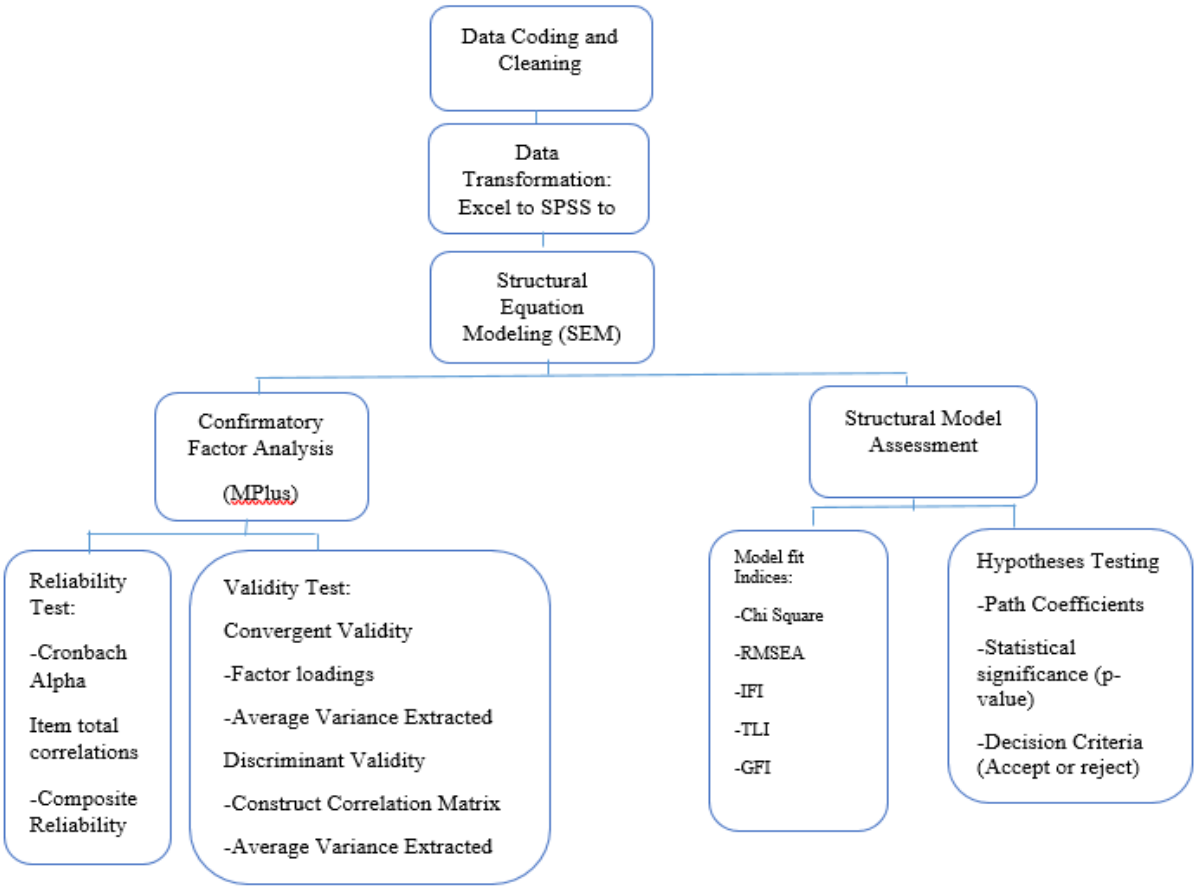
6.6.1 Pilot Study

According to Malhotra et al. (2017), pilot testing involves the administration and testing of the questionnaires on potential participants from the sample to detect any possible problems that may occur during the main administration of the study. Furthermore, Malhotra et al. (2017) stated that it is a general rule to conduct a pilot test to investigate and ascertain what participants might see as errors to enable more accurate results and a bias-free study. Hence, the questionnaire designed for this study was first administered to 30 participants sampled from the target population. The participants provided feedback on the clarity of certain questions, the vocabulary used, the nature of the questions and the time it took to complete the questionnaire. Overall, the participants provided positive feedback, however, there were minor issues regarding the countries that were omitted as international visitors. The questionnaire was modified and no problems were detected thereafter.

6.6.2 Statistical Modelling and Data Analysis

The data was coded in an excel spreadsheet and the analyses were done in Mplus. Cong (2016) found that a variance matrix can be applied as the key to constructing a structural equation modelling and path modelling. According to Chinomona and Dubihlela (2014), the standardised path coefficients are expected to be at least 0.2, and preferably greater than 0.3. Figure 6.5 below indicates the data analysis process for this study.

Figure 6.3 ***Data Analysis Approach***



Source: Compiled by Researcher (2020).

6.6.3 Cronbach Alpha Coefficient

Tavakol and Dennick (2011) suggest that a Cronbach's alpha that is 0.7 and above is regarded as acceptable and reliable; however, Nunnaly (1978) stated that a Cronbach's alpha that lies between 0.5 and 0.6 is acceptable. A Cronbach alpha coefficient was used to assess the reliability of the scales that were used in the questionnaire. According to Khuong and Ha (2014) and Tavakol and Dennick (2011), a Cronbach's alpha value above 0.6 is considered acceptable, although a more acceptable value should meet or exceed 0.7 which is considered adequate and reliable (Khuong & Ha, 2014).

6.6.4 Composite Reliability and Average Extracted Variance

Reliability of the measurement instrument is examined using the Cronbach alpha coefficient. Composite Reliability is sometimes called construct reliability, it is a measure of internal consistency in scale items, much like Cronbach's alpha (Netemeyer, 2003). Construct that has a loading factor value above 0.7 and p-value <0.50 is stated valid. However according to Hair Jr et al. (2016) loading factors values of 0.40-0.70 are stilled considered. Therefore, Chinomona and Dubihlela (2014) agree that variables can have an average variance extracted (AVE) from 0.4 and higher and composite reliability of higher than 0.7 (convergent validity). The formula for composite reliability is: composite reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (summation of error variances)}. $CR\eta = (\Sigma\gamma y_i)^2 / [(\Sigma\gamma y_i)^2 + \Sigma\varepsilon_i]$.

The AVE estimate reflects the overall amount of variance in the indicators, as accounted for by the latent variable. The formula for AVE is: AVE = {(summation of the square of factor loadings)/{(summation of the square of factor loadings) + (summation of error variances)}. $V\eta = \Sigma\lambda yi2/(\Sigma\lambda yi2+\Sigma\varepsilon i)$.

6.6.5 Validity

Validity is the ability of instruments to measure what is supposed to be measured for a variable. For each measurement model, there are two types of validity that are required, namely: convergent validity and discriminant validity (Afthanorhan et al., 2014).

6.6.6 Convergent Validity

Convergent validity is the correlation between scales in the same direction, which gives an indication of the validity (Afthanorhan et al., 2014). Convergent validity is attained when all items in a measurement model are statistically significant (Afthanorhan et al., 2014). The convergent validity was verified through the AVE. The value of AVE should be higher than 0.5 in order to achieve convergent validity (Afthanorhan et al., 2014).

6.6.7 Discriminant Validity

Discriminant validity values that ranges from 1 and up can represent a cut-off points (Hair et, al., 2016; O'Rourke & Hatcher, 2013; Chinomona, Lin, Wang & Cheng, 2010). Construct validity of the measurement model was established by assessing the discriminant validity and convergent validity (O'Rourke & Hatcher, 2013). Discriminant validity is when the measurement model is free from terminated items. Mplus will identify any pair of terminated items in the model and report these in the Modification Index (MI) (Afthanorhan et al., 2014).

6.6.8 Reliability

Reliability is the extent to which a said measurement model is reliable in measuring the intended latent construct (Afthanorhan et al., 2014). The following assessment criteria can be used for reliability:

a) Internal reliability, which is achieved when the Cronbach alpha value is greater than 0.7 or higher (Afthanorhan et al., 2014).

b) Construct reliability, which is the measure of reliability and internal consistency of the measured variables representing the latent construct. A construct reliability value of > 0.6 is required to achieve construct reliability (Afthanorhan et al., 2014).

c) The average variance extracted, which is the percentage of variation explained by the items in a construct. An AVE > 0.5 is required (Afthanorhan et al., 2014).

In this study, reliability reflects the consistency of the instrument and study; therefore, the researcher first verified the survey instrument for reliability (Augustine, 2017). Almeida, Ferreira and Cavalcante (2015) stated that reliability increases the credibility of the measurement tool and allows subsequent investigators to reach similar results in replications (Almeida, Ferreira & Cavalcante, 2015; Augustine, 2017).

6.7 Fitness of Measurement Model

Wan Mohamad (2013) and Afthanorhan et al. (2014) recommend the use of at least three fit indices, namely: absolute fit, incremental fit and parsimonious fit (Afthanorhan et al., 2014). Absolute fit has three types of indices, namely: the Discrepancy Chi-Square, Root Mean Square Error Approximation (RMSEA), and Goodness of Fit Index (GFI). Below is a brief discussion of the absolute fit that was used in this study.

6.7.1 Chi-Square

The chi-square evaluates the overall model fit and tends to assess the degree of discrepancy between the sample and covariances matrices. In accordance with Afthanorhan et al. (2014), discrepancy chi-squares are sensitive to the sample size and the level of acceptance is greater than 0.05. For the purpose of this study, a chi-square of <3 indicates a good model fit.

6.7.2 Root Mean Square Error of Approximation (RMSEA)

The RMSEA was first developed by Steiger and Lind (1980, as quoted in Steiger (1990). The RMSEA shows how well a model with parameter estimates would fit the populations' covariance matrix and is one of the most informative indices which have to do with the sensitivity to the number of estimated parameters in the model (Hooper et al., 2008; Afthanorhan et al., 2014). A confidence interval ability measures the degree of certainty or uncertainty in a sample and is the greatest advantage of RMSEA, with the recommended cut-off points of the RMSEA being 0.8 to 0.9 (Chinomona & Dhurup, 2014; Afthanorhan et al., 2014).

6.7.3 The Goodness of Fit Index (GFI)

Joreskog and Sorbom created the GFI as a substitute to the chi-square test (Hooper et al., 2008) and it tests the fraction of variance of the assessed population covariance (Hooper et al., 2008). The cut-off point of 0.9 is considered appropriate (Chinomona & Dhurup, 2014; Afthanorhan et al., 2014).

6.7.4 Incremental Fits

Afthanorhan et al. (2014) state that there are four types of indices, which are as follows: the Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI) and Normed Fit Index (NFI). According to Afthanorhan et al. (2014), all the indices should be above 0.9 to be a good fit. A poor fit below 0.9 should be addressed to enhance the fitness of the measurement model before proceeding to the structural model. The AGFI and the TLI will not be discussed in this study.

6.7.5 Incremental Fit Index (IFI)

Incremental fit indices are known as relative or comparative fit indices, which in their raw form do not use the chi-square but instead compare the chi-square value to a baseline model (McDonald & Ho, 2002; Hooper et al., 2008). The null hypothesis is that all variables are uncorrelated for these models (Hooper et al., 2008).

6.7.6 Normed-Fit Index (NFI)

According to Bentler and Bonnet (1980), this index statistic evaluates the model by comparing the X^2 value of the model to the X^2 of the null model. The cut-off point of 0.9 is considered appropriate by Chinomona and Dhurup (2014).

6.7.7 Comparative Fit Index (CFI)

The CFI takes sample size into account and is therefore most often used in SEM researches, and requires values that are equal to or above 0.9 to be considered as an adequate fit for CFI (Chinomona & Dhurup, 2014).

Table 6.4 ***Fit Indices and Recommended Thresholds***

Fit Indices	Description	Recommended cut-off value	Source
Chi-square (CMIN/DF) value (x2 /DF)	Method used to assess the general fit of the model.	Value must be below <3	Afthanorhan et al. (2014), Chinomona (2011)
Comparative Fit Index (CFI)	The (CFI) assumes that all latent variables are uncorrelated	Value must meet or exceed 0.9	Hu and Bentler (1999)
Incremental Fit Index (IFI)	The IFI's purpose is to correct the issue of parsimony and sample size related to NFI.	Value must meet or exceed 0.9	Afthanorhan et al. (2014)
Tucker-Lewis Index (TLI)	The TLC utilises simpler models and is known to address the issue of sample size associated with NFI.	Value must meet or exceed 0.9	Hooper, Coughlan and Mullen (2008)
Goodness of Fit Index (GFI)	The (GFI) is the degree of fit between the hypothesized model and the observed covariance matrix.	Ranges between 0 and 1, with a cut-off value 0.9	Hooper et al., 2008)
Random Measurement of Standard Error Approximation (RMSEA)	The (RMSEA) informs how well the model, with indefinite but optimally selected parameter estimates, would fit the population covariance matrix (Byrne, 1998).	<0.080	Afthanorhan et al., 2014).

Source: Compiled by the Researcher (2020).

6.8 Structural Equation Modelling (SEM) Approach and Path Modelling

Hair, Hult, Ringle and Sarstedt (2014) suggest that SEM is a method that allows researchers to model and test complex theories with empirical data and helps to account for measurement errors in observed variables. In other words, scholars can explain individuals' behaviours with the ability to predict their future performance and behaviours through SEM (Davcik, 2014). The SEM technique includes a combination of statistical procedures and models, and helps with examining the relationships between the research variables (Martínez-López et al., 2013). Having a grounded theory is vital to all multivariate techniques and is especially crucial for SEM, as it is regarded as a confirmatory analysis (Hair et al., 2010). In this respect, SEM is a strong technique for theory testing (Martínez-López et al., 2013). To statistically analyse the structural and measurement models, this study used Mplus with the SEM technique, which is a covariance-based approach,

and confirmatory factor analysis (CFA) on all the research (Chinomona & Dubihlela, 2014; Wu, 2016). There are two streams of SEM that are recognised by social science researchers. The first stream refers to covariance-based SEM (CBSEM), also known as latent variable analysis (LVA) or covariance structure analysis (CSA), which uses Mplus or LISREL programs (Abu-Alhaija, 2019). The second stream refers to variance-based SEM (VB-SEM), also known as a component-based SEM or PLS, which uses Smart-PLS programs (Abu-Alhaija, 2019). Researchers use either CB-SEM or VB-SEM based on the research orientation. More specifically, CB-SEM is regarded as strictly theory-driven (Abu-Alhaija, 2019). Abu-Alhaija (2019) states that researchers in this stream tend to confirm the accuracy of the theoretical assumptions and parameters, while researchers in VB-SEM tend to focus primarily on the predictive power of the hypothesised model (Abu-Alhaija, 2019). A CB-SEM is used to reject or confirm theories, that is, a set of systematic relationships between multiple variables that can be examined empirically (Abu-Alhaija, 2019). This is achieved by determining whether the proposed theoretical model can estimate the covariance matrix for a sample data set (Hair, Hult, Ringle & Sarstedt, 2014). Chinomona and Dubihlela (2014) suggested that CB-SEM can experience convergence and identification issues when formative measures are involved (Hair, Hult, Ringle & Sarstedt, 2014). Path models are established based on theory; that is, a scientific method that can be used to predict and explain outcomes (Hair, Hult, Ringle & Sarstedt, 2014).

Theories consist of multiple hypotheses that can be tested empirically and are logically linked together. For the purpose of this research, measurement theory (how each construct is measured) and structural theory (how constructs are connected to each other in the structural model) were required to develop the path models (Hair, Hult, Ringle & Sarstedt, 2014). Researchers use SEM to prove a specific theoretical model in a quantitative form (Chui, 2011; Abu-Alhaija, 2019). The SEM technique uses CFA to confirm that specified observed variables based on the research model represent specific research constructs (latent variables) (Chui, 2011). In this study, the researcher used the CB-SEM to confirm the accuracy of the theoretical assumptions and parameters of the study.

6.8.1 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is a tool used to perform the fitness of the latent measurement model or to specify the structure between latent constructs and observed metrics to test the validity of the measurement model (Chen & Chen, 2010). Convergent validity of CFA results has to be supported by item construct reliability, item reliability and AVE (Chen & Chen, 2010). Afthanorhan et al. (2014) suggested that there are two ways of measuring the CFA for the measurement model, namely: the CFA for the pooled measurement model and the CFA for the individual model (Zainudin, 2012). The reason why CFA was used for the purpose of this study was twofold: firstly, to ensure that the relationships between the observed variables and the latent variables met the unidimensionality assumption. In other words, to specify the latent measurement model for each construct that represents each exogenous and endogenous variable to conduct the assessment of the unidimensionality procedure (Afthanorhan et al., 2014). Unidimensionality is the first initial step in SEM and entails dropping the indicators that are below 0.6 and, secondly, to check the standardised factor loadings (Afthanorhan et al., 2014). The standardised factor loading values should be greater than 0.6 to indicate a strong association. The threshold value of 0.6 is usually used in social science to identify the significance of indicators that represent each item of the developed questionnaire (Afthanorhan et al., 2014).

Steps that should be emphasised while testing the CFA analysis on the reflective measurement model using SEM are as follows:

1. Obtain the factor loading for all items in a measurement model.

2. Delete items with factor loadings less than 0.6 (choose the lowest factor loading to delete first).

3. Delete one item at a time.

4. Re-specify and run a new model after the item is deleted (repeat step 2 and 3).

5. Obtain the fitness indices to assess how well the data at hand fits the model.

6. If the fitness index is not satisfied, look at the Modification Index (MI) (use this step once the unidimensionality procedure (above 0.6) has been achieved).

7. A high MI value (above 15 or 10) indicates the correlated error between items (the correlated errors indicate that a pair of items is redundant to each other) (Afthanorhan et al., 2014).

6.8.2 Use of Software

The researcher must carefully select the right statistical, econometrics and mathematical tools suitable for analysing the data for the study (Lind et al., 2008). This research used Mplus to obtain the required interpretation and conclusion for the study (Gujarati & Porter, 2008; Khalid, 2012).

6.8.3 Data Cleaning

Augustine (2017) suggested that before conducting data analysis, researchers should visually inspect the survey data for missing, incomplete or unusual information (Cai & Zhu, 2015; Zvoch, 2014). The main purpose of data cleaning is to detect and remove the errors for quality improvement (Cai & Zhu, 2015; Zvoch, 2014). Data cleaning is vital in statistical analyses (Cai & Zhu, 2015). To manage missing data, the most popular method used is the deletion of any cases that have missing data (Kim, Sugar & Belin, 2015; Punzo, Browne & Mcnicholas, 2016; Zvoch, 2014). The likelihood of missing data was minimal due to the use of a paper questionnaire.

6.9 Limitations of the Study

Hesse-Biber (2016) stated that limitations refer to potential weaknesses of the study that are out of a researcher's control and that these limitations include resources, the sample size and biased decision-making (Augustine, 2017). With regard to this study, the following limitations apply. Due to the limited funds that were available for this research, the researcher was compelled to use a convenient sample size to fit the budget. In line with this, the research was only conducted at one locality in Gauteng, the Lion & Safari Park in Johannesburg, South Africa which doesn't

represent the country as a whole, meaning that the results that were collected from the study are not generalisable throughout the entire country. A larger sample size and the inclusion of more tourist attractions in other provinces as well is recommended for any future research to be carried out in this field. There was also the potential for biased decision-making, as the research was carried out in an uncontrolled environment, meaning that the respondents' answers may have been influenced by other parties such as friends and families. Finally, the research only included certain aspects of destination attachment. Researchers might consider other aspects that can influence destination attractiveness as well, for example, emotional values.

6.10 Ethical Considerations

The respondents in the research were informed that all materials and information would be kept strictly confidential. Respondents were asked for their consent to participate and were not forced to do so. Participants were informed about the aim of the study to enhance their trust and were requested to have an open mind while completing the questionnaire. Participants' anonymity and the protection of their identity was guaranteed, such as not stating their real names, thereby not exposing them to any potential harm. In addition, the researcher ensured that all participants received and read the information on the consent form before completing the questionnaire. Due to the security levels at various ports of entry, the researcher requested and received a letter of cooperation in order to gain direct access to participants. Notification was also given to all prospective participants that to participate they must be over the age of 18 and categorised as a non-citizen or non-resident visitor of South Africa.

6.11 Conclusion

This chapter presented the research philosophy and methodology adopted for the study. This was followed by a comprehensive discussion of the research design, sampling design process, data collection instrument, data collection and analysis, the study limitations and ethical considerations. The next chapter outlines the presentation of the results.

CHAPTER 7: ANALYSIS AND RESULTS

7.1 Data collection

A convenience sample of 390 international visitors from 18 years of age upwards was used in the collection of data for the study. A non-probability (convenience) sampling technique was used to identify respondents who were international visitors at the Lion & Safari Park, Johannesburg.

7.2 Sample Characteristics

This section summarises the demographic profile and characteristics of the participants. According to Malhotra (2010: 350), Demographic information displays the socio-economic description of the participants involved in the study. Of the 390 respondents, 45.4% were males and 53.6% were females. In terms of age, 37.2% of respondents were aged between 18 and 34 years (37.2%), 34.4% were aged between 35 and 49 years, and 45.1% of respondents were aged 50 years or older. Most of the respondents had a bachelor's degree (41%), followed by those with postgraduate degrees (29.2%), and those with diplomas (15.1%). Only 12.3% of the respondents had only a high school certificate and 1% indicated that they had no schooling at all. Regarding the occupation status of respondents, a large percentage of respondents stated that they were formally employed (62.8%) and self-employed (20.3%), while 15% of respondents were students, with only 1.5% indicating that they were unemployed and others suggesting that they were involved in various activities (11.5%).

In terms of marital status, most of the respondents indicated that they were either married (43.3%) or single (42.8%). Some also stated that they were divorced (8.7%) or widowed (2.8%), with few respondents indicating that they preferred not to answer (2.3%). The majority of the respondents were American visitors (37.4%), followed by Asians and Australians (29.2%), Europeans (24.1%) and the few respondents from African origin (7.4%). Regarding the number of

visits that these respondents have embarked on in South Africa as a tourism destination, more than half of the respondents stated that they had visited South Africa only once (58.7%), followed by those who had visited South Africa two times in the past (21.5%), those who had visited South Africa three times (9.5%) and those who had visited the country four times or more (10.3%). Respondents were also asked to indicate whether they prefer to travel alone or prefer to be accompanied by family and friends. Most of the respondents indicated that they chose to be accompanied by friends when travelling (34.1%), followed by those who stated that they prefer to be accompanied by their spouse or partner (24.5%) and those who prefer to be accompanied specifically by their family (19.2%), with 11.8% of the respondents having indicated that they prefer to travel alone. Table 7.1 below shows the characteristics of the respondents with their frequencies and percentages.

Table 7.1 ***Sample Characteristics of Respondents***

Demographics	Total sample N = 390	< 35 years group N = 144	> 34 years group N = 246
Gender			
• Male	177 (45.4%)	66 (45.8%)	111 (45.1%)
• Female	209 (53.6%)	78 (54.17%)	131 (53.3%)
Age			
• 18-34	145 (37.2%)	144	-
• 35-49	134 (34.4%)	-	
• 50-64	70 (17.9%)	-	
• 65-64	52 (16.7%)	-	
• 65 or older	41 (10.5%)	-	
Education			
• No schooling at all	4 (1%)	2 (1.4%)	24 (9.8%)
• High school	48 (12.3%)	24 (16.7%)	38 (15.4%)
• Diploma	59 (15.1%)	21 (14.6%)	96 (39%)
• Degree	160 (41%)	64 (44.4%)	81 (32.9%)
• Postgraduate degree	114 (29.2%)	33 (22.9%)	4 (1.6%)

• Other (specify)	5 (1.3%)		3 (1.2%)
Occupation			
• Student	15 (3.8%)	10 (6.9%)	5 (2%)
• Employed	245 (62.8%)	106 (73.6%)	139 (56.5%)
• Self-employed	79 (20.3%)	22 (15.3%)	56 (22.8%)
• Unemployed	6 (1.5%)	3 (2.1%)	3 (1.2%)
• Other	45 (11.5%)	3 (2.1%)	42 (17%)
Marital Status			
• Married	169 (43.3%)	47 (32.6%)	122 (49.6%)
• Single	167 (42.8%)	92 (63.9%)	75 (30.5%)
• Divorced	34 (8.7%)	2 (1.4%)	32 (13%)
• Widowed	11 (2.8%)	3 (2.1%)	11 (4.5%)
• Prefer not to say	9 (2.3%)		6 (2.4%)
Nationality			
• African	29 (7.4%)	15 (10.4%)	14 (5.7%)
• American	146 (37.4%)	47 (32.6%)	99 (40.2%)
• Asian & Australasian	114 (29.2%)	42 (29.2%)	72 (29.3%)
• European	94 (24.1%)	37 (25.7%)	57 (23.2%)
• Other	7 (1.8%)	3 (2.1%)	4 (1.6%)
No of visits			
• 1 time	229 (58.7%)	91 (63.2%)	137 (55.7%)
• 2 times	84 (21.5%)	24 (16.7%)	60 (24.4%)
• 3 times	37 (9.5%)	13 (9%)	24 (9.8%)
• 4 times or more	40 (10.3%)	15 (10.4%)	25 (10.2%)
Culture			
• African	104 (26.7%)	30 (20.8%)	74 (30.1%)
• American	137 (35.1%)	62 (43.1%)	75 (30.5%)
• Asian & Australasian	69 (17.7%)	24 (16.7%)	45 (18.3%)
• European	15 (3.8%)	3 (2.1%)	12 (4.9%)
• Others	18 (4.6%)	6 (4.2%)	12 (4.9%)

•	47 (12.1%)	19 (13.2%)	28 (11.4%)
Travel companion			
• None	46 (11.8%)	14 (10.4%)	31 (12.6%)
• Wife/Husband/Partner	111 (24.5%)	38 (26.4%)	73 (29.7%)
• Friends	132 (34.1%)	52 (36.1%)	80 (32.5%)
• Family	75 (19.2%)	23 (16%)	52 (21.1%)
• Other	25 (6.4%)	15 (10.4%)	10 (4.1%)

7.2.1 Sample Characteristics of Young and Older Respondents

The study also sought to understand whether respondents differ on the various theorised relations between the younger and older generations. Therefore, the study grouped the respondents into those who were less than 35 years in age (younger respondents) and those who were 35 years and above (older respondents). For the younger respondents, 45.8% of them were males and 54.2% were females. This is comparable to the older respondents (45.1% males and 53.3% females). The composition of males and females in both groups is consistent with the total sample characteristics. Table 7.1 above provides the demographic description for both the younger and older respondents. Regarding education, 44.4% of the younger respondents have attained a bachelor's degree and 32.9% of the older respondents have also attained a bachelor's degree. In addition, 39% of respondents in the older group have achieved diplomas compared to only 14.6% in the younger respondents' group.

Regarding occupation, a greater percentage of the respondents in both the younger (73.6%) and older (56.7%) categories were formally employed. Compared to the younger respondents (15.3%), more of the older respondents indicated that they were self-employed (22.8%). Expectedly, a greater percentage of the younger respondents were single (63.9%) compared with 30.5% of the older respondents who reported being single. A total of 49.6% of the older respondents indicated that they were married, in comparison to only 32.6% of the younger respondents.

The majority of both the younger (32.6%) and older (40.2%) respondents indicated that their nationality was American, followed by Asians and Australians where equal distribution (39%) was observed for both younger and older respondents from these destinations. The majority of both younger (63.2%) and older (55.7%) respondents have visited South Africa only once, compared to those who have visited four times or more, which for the younger respondents amounted to 15.4% and 10.2% for the older respondents. Across the two groups, both younger (36.1%) and older (32.5%) respondents mostly prefer that their friends accompany them. Relatively, a higher percentage of older respondents (21.1%) prefer that their family members accompany them compared to younger respondents (16%). Table 7.1 above contains a complete description of all the sample characteristics.

7.3.1 Measurement Model Validation

7.3.1.1 Confirmatory Factor Analysis

A confirmatory factor analysis (CFA) was used to test the measurement model of scales. Following Anderson and Gerbing (1988), the two-step approach for structural equation modelling (SEM) was implemented using the full information maximum likelihood model with Mplus (Muthén & Muthén, 1998, 2017). An eight-factor confirmatory measurement model was used to assess the convergent and discriminant validities of the factors that were used for the study. Thus, the reliability and validity of the scales were assessed by examining the fit of the three measurement models; first for the total sample (n = 390), and then for the two separate groups: younger respondents (n = 144), and older respondents (n = 246). To ensure that the measurement model fit the data reasonably well, the analysis used a series of modifications for purification purposes. Scale items that showed poor factor loadings (< .05) and therefore did not show good psychometric properties across all the models were removed.

Table 7.2 below shows the CFA results for the total sample which highlight the fit of the measurement model to the data: CFA fit indices: Chi-Square Test (X^2) = 1020.22, degrees of freedom (df) = 495, X^2/df = 2.06, Root Mean Square Error of Approximation (RMSEA) = .05, Comparative Fit Index (CFI) = .90, Tucker-Lewis Index (TLI) = .89, Standardised Root Mean Square Residual (SRMR) = .05. Moreover, all factor loadings of all the focal constructs were significant ($p < .01$) and large (ranging from .63 to .83), which provides evidence for convergent validity. Construct reliability was also tested using Cronbach's alpha (see Table 7.2). All focal constructs have composite reliabilities that are greater than .70 (ranging from .77 to .88). Furthermore, the average variance extracted (AVE) for all the constructs is greater than the minimum threshold of .50 (ranging from .51 to .59) (Bagozzi & Yi, 1988; Fornell & Larcker, 1981).

7.3.2 Measurement Model Validation (Combined Data)

Table 7.2 ***Measurement Items***

Scales	λ	t-values	α	CR	AVE
Destination image					
Entertainment and events	.75	21.56	.81	.81	.51
Historic and cultural attractions	.69	17.19			
Accessibility of the destination	.67	14.00			
Level of service quality	.74	19.23			
Push motivation					
To learn something new and interesting	.63	10.90	.81	.78	.54
To fulfil my dream of visiting a foreign land/country	.77	21.19			
To meet new people and socialise with the local community	.80	21.86			
Pull motivation					
Good physical amenities: accommodation, transportation, and recreation facilities	.74	16.26	.81	.81	.51

Festival/special events and activities	.69	18.40			
Warm and sunny weather	.70	17.69			
Historical, cultural, art, and religious attractions	.72	20.96			
Visitors' experience					
My experience in South Africa was what I expected	.67	13.67	.80	.81	.59
The visit to South Africa made me happy	.83	25.98			
My choice to visit South Africa was a wise one	.79	21.25			
Visitors' satisfaction					
I am satisfied with my decision to visit South Africa	.73	.17.38	.88	.88	.59
I have positive feelings regarding South Africa	.79	26.42			
This experience is exactly what I need	.83	28.52			
This was a pleasant visit	.81	27.12			
Destination trust					
I am comfortable that South Africa is a good tourist destination	.78	26.48	.85	.88	.59
South Africa is a destination that meets my expectation	.83	28.00			
South Africa guarantees tourist satisfaction	.81	33.35			
South Africa is a destination that never disappoints me	.68	17.58			
Destination attachment					
South Africa is the best place for what I like to do on holidays	.72	21.85	.78	.82	.54
I am very attached to South Africa	.81	33.45			
Holidaying in South Africa means a lot to me	.78	21.61			
No other place can provide the same holidaying experience as South Africa	.62	14.31			
Visitors' loyalty					
I would recommend others to visit South Africa	.72	16.56	.72	.77	.52
I will visit South Africa in the future	.74	14.42			
I will say positive things about South Africa	.71	12.74			
CFA fit indices: X^2 = 647.98, df = 348, X^2/df = 1.86, RMSEA = .05, CFI = .93, TLI = .92, SRMR = .04					

Table 7.2 above highlights the descriptive statistics, reliabilities and the correlation matrix for the total sample. Divergent validity of the constructs for the total sample was examined by comparing the square root of the AVE with the correlations between any paired constructs. Table 7.3 below shows that the square roots of all the AVEs are greater than the correlations between any paired constructs (Fornell & Larcker, 1981), which is evidence of discriminant validity. Overall, the measurement scales contain reasonable levels of reliability and validity of all the focal constructs.

Table 7.3 ***Inter-construct Correlations (Combined Sample)***

#	Constructs	Mean	SD	α	1	2	3	4	5	6	7	8
1	Destination image	4.11	.08	.81	**.71**							
2	Push motivation	4.25	.08	.81	.61	**.73**						
3	Pull motivation	4.10	.11	.81	.57	.61	**.71**					
4	Visitors' experience	4.34	.08	.80	.56	.55	.58	**.77**				
5	Visitors' satisfaction	4.32	.05	.87	.63	.63	.63	.66	**.77**			
6	Destination trust	4.19	.06	.85	.54	.53	.53	.65	.64	**.77**		
7	Destination attachment	3.95	.05	.82	.53	.52	.53	.48	.58	.63	**.73**	
8	Visitors' loyalty	4.34	.14	.72	.59	.60	.58	.69	.68	.68	.69	**.72**

Note. All inter-construct correlations are significant at $p < .01$.

7.3.3 Measurement Invariance Testing

7.3.3.1 Multigroup Confirmatory Factor Analysis (MGCFA)

Measurement invariance testing using multigroup structural equation modelling was also performed, as the study compares two sample groups. The measurement invariance analysis is a procedure used to test the extent to which patterns of factor loadings for the observed measures in the measurement aspects of the models are tested for equivalence across the two groups of samples. Invariance analysis begins with determining a baseline model which is meant to achieve a good fit of the data for each group separately. The invariance testing begins with the baseline or configural

invariance testing, where no equality of constraints on the parameters are imposed on any of the factor loadings. Table 7.4 below shows the measurement invariance analysis highlighting estimates for the configural, metric and scalar invariance testing.

The MGCFA produced fit of the configural model is as follows: (X^2 = 1331.89, p < .00, X^2/df = 1.92, CFI = .91, RMSEA = .05). This result shows that factors and their underlying structure are similar across the younger and older respondents, demonstrating evidence of configural invariance. Configural invariance is not adequate in itself to establish measurement invariance (Bryne, Shavelson & Muthe´n, 1989).

Moreover, metric invariance was assessed by constraining the matrix of the factor loadings to be non-equivalent across the younger and older groups. The scores for the metric invariance are as follows: (X^2 = 1365.238, p < .00, X^2/df = 1.91, CFI = .91, RMSEA = .05). Thus, a comparison of the chi-square of the metric model was significant and higher than for the configural invariance model ($\Delta X^2_{(21)}$ = 33.34, p < .05). As further constraints are imposed in the scalar invariance, the invariance analysis is enhanced. Given that the X^2 difference between the scalar and metric invariance model is insignificant ($\Delta X^2_{(21)}$ = 28.85, p > .05), the study can conclude that measurement invariance of the model is supported. The establishment of the measurement model allows both groups to be compared across the two groups.

Table 7.4 ***Measurement Invariance Testing***

Model	X^2	df	*p-value*	RMSEA (Prob ≤ .05)	CFI
Configural	1331.89	693	.000	.05(.07)	.91
Metric	1365.23	714	.000	.05(.07)	.91
Scalar	1394.07	735	.00	.05(.07)	.90
Metric vs configural	33.34	21	.04		
Scalar vs configural	62.18	42	.02		
Scalar vs metric	28.85	21	.12		

As shown in Table 7.5 below, the CFA confirming the psychometric properties of the constructs in the younger sample has the following fit indices: $X^2 = 533.66$, df = 347, $X^2/df = 1.54$, RMSEA = .06, CFI = .91, TLI = .90, SRMR = .07. All the factor loadings were statistically significant (ranging from .56 to .85), serving as evidence for convergent validity of measures in the younger sample.

7.3.4 Measurement Model (Combined Data and Multigroup Analysis)

Table 7.5 ***Measurement Items***

	Combined sample			Younger sample (less than 34 years)			Older sample (above 35 years)		
Scales	λ	CR	AVE	λ	CR	AVE	λ	CR	AVE
Destination image									
Entertainment and events	.75	.81	.51	.73	.80	.50	.75	.82	.53
Historic and cultural attractions	.69			.68			.69		
Accessibility of the destination	.67			.66			.67		
Level of service quality	.74			.76			.79		
Push motivation									
To learn something new and interesting	.63	.78	.54	.61	.76	.52	.70	.81	.59
To fulfil my dream of visiting a foreign land/country	.77			.74			.78		
To meet new people and socialise with the local community	.80			.79			.81		
Pull motivation									
Good physical amenities: accommodation, transportation, and recreation facilities	.74	.81	.51	.72	.80	.50	.74	.81	.51
Festival/special events and activities	.69			.67			.69		

Warm and sunny weather	.70			.74			.71		
Historical, cultural, art, and religious attractions	.72			.69			.70		
Visitors experience									
My experience in South Africa was what I expected	.67	.81	.59	.61	.75	.51	.70	.84	.63
The visit to South Africa made me happy	.83			.80			.84		
My choice to visit South Africa was a wise one	.79			.71			.84		
Visitors satisfaction									
I am satisfied with my decision to visit South Africa	.73	.88	.59	.73	.85	.59	.73	.88	.66
I have positive feelings regarding South Africa	.79			.81			.79		
This experience is exactly what I need	.83			.79			.84		
This was a pleasant visit	.81			.74			.84		
Destination trust									
I am comfortable that South Africa is a good tourist destination	.78	.88	.59	.73	.83	.54	.82	.84	.63
South Africa is a destination that meets my expectation	.83			.78			.84		
South Africa guarantees tourist satisfaction	.81			.75			.85		
South Africa is a destination that never disappoints me	.68			.68			.68		
Destination attachment									
South Africa is the best place for what I like to do on holidays	.72	.82	.54	.85	.86	.60	.82	.88	.64
I am very attached to South Africa	.81			.83			.84		

Holidaying in South Africa means a lot to me	.78			.83			.85	
No other place can provide the same holidaying experience as South Africa	.62			.56			.68	
Visitors' loyalty								
I would recommend others to visit South Africa	.72	.77	.52	.69	.75	.50	.71	.75	.50
I will visit South Africa in the future.	.74			.73			.58	
I will say positive things about South Africa	.71			.70			.72	
CFA fit indices								
X^2	647.98			533.66			592.94	
df	348			347			376	
X^2/df	1.86			1.54			1.71	
RMSEA	05			.06			.05	
CFI	.93			.91			.92	
TLI	.92			.90			.91	
SRMR	.04			.07			.05	

λ = standardised factor loadings

The AVE ranged from .50 to .59, which are equal to or greater than the recommended minimum of .50. A comparison of the AVE with inter-construct correlations shows that the square root of the AVEs are greater than any paired correlations among the constructs (see Table 7.6 below) (Fornell & Larcker, 1981), providing evidence for discriminant validity in the younger sample.

Table 7.6 ***Inter-construct Correlations (Younger than 34 Years)***

#	Constructs	Mean	SD	α	1	2	3	4	5	6	7	8
1	Destination image	4.20	.09	.75	**.71**							
2	Push motivation	4.25	.13	.72	.62	**.74**						
3	Pull motivation	4.19	.12	.75	.60	.58	**.71**					
4	Visitors' experience	4.38	.11	.74	.44	.50	.65	**.71**				
5	Visitors' satisfaction	4.34	.06	.85	.61	.63	.62	.65	**.77**			
6	Destination trust	4.25	.08	.82	.56	.51	.50	.67	.64	**.73**		
7	Destination attachment	4.01	.03	.83	.57	.52	.52	.42	.59	.65	**.77**	
8	Visitors' loyalty	4.40	.14	.70	.57	.65	.56	.58	.67	.63	.70	**.71**

Note. All inter-construct correlations are significant at $p < .01$.

Similarly, the psychometric properties of the measures in the older sample were assessed independently, and produced the following fit indices for the older sample: $X^2 = 533.66$, df = 347, X^2/df = 1.54, RMSEA = .06, CFI = .91, TLI = .90, SRMR = .07. All the factor loadings were significant ($p < .05$) and loaded reasonably well on their respective constructs (ranging between .67 and .84), providing evidence for convergent validity. The AVE for the constructs in the older sample is equal to or greater than the recommended minimum of .50 (ranging from .50 to .66). Lastly, the square root of the AVE is greater than any inter-construct correlations among the factors (see Table 7.7), providing evidence for the discriminant validity of the constructs in the older sample.

Table 7.7 ***Inter-construct Correlations (Older than 35 Years)***

#	Constructs	Mean	SD	α	1	2	3	4	5	6	7	8
1	Destination image	4.06	.07	.82	**.73**							
2	Push motivation	4.25	.05	.81	.61	**.77**						
3	Pull motivation	4.07	.13	.81	.70	.59	**.71**					
4	Visitors' experience	4.32	.07	.83	.61	.58	.56	**.79**				
5	Visitors' satisfaction	4.31	.06	.88	.62	.64	.62	.68	**.81**			
6	Destination trust	4.16	.07	.87	.52	.51	.53	.62	.63	**.79**		
7	Destination attachment	3.91	.07	.81	.51	.47	.51	.49	.57	.60	**.80**	
8	Visitors' loyalty	4.30	.14	.71	.57	.56	.57	.62	.61	.66	.67	**.71**

Note. All inter-construct correlations are significant at $p < .01$.

Thus, the psychometric properties of all the constructs in both groups are adequate to warrant subsequent estimation of the structural path models. The next sections therefore focus on the SEM models for testing the various hypotheses outlined in the study.

7.3.5 Hypotheses Testing

This section focuses on testing the various hypotheses that the study set out to investigate. To test the research hypotheses, SEM was used in Mplus 8.3. A full model (including separate models for the younger and older samples) was tested across these hypotheses.

The model for the combined sample showed acceptable fit of the structural model to the data: X^2 = 672.01, df = 357, X^2/df = 1.88, RMSEA = .05, CFI = .93, TLI = .92, SRMR = .05. The standardised coefficients and their corresponding t-values are reported in Table 7.9 further below. Figure 7.1 also highlights the standardised coefficients of theorised relations. Overall, the results show that destination image does not significantly influence visitors' satisfaction (β = .10, t = 1.03, p > .05) and destination trust (β = .13, t = 1.09, p > .05), nor does it influence visitors' loyalty (β = .04, t = .60, p > .05). This suggests that the image that a traveller has about South Africa as a destination does not influence visitors' satisfaction of the destination, nor does destination image affect visitors' perceived trust of the destination.

Moreover, the results show that push motivation to visit a destination does not influence destination trust (β = .13, t = 1.18, p > .05). However, Fisher (1950) proposed that if the p-value is between 0.1 and 0.9 there is certainly no reason to suspect the hypothesis tested, while Bartikowski and Cleveland (2017) also accepted a significant effect size difference of p < .10 as supporting the assimilative identity effect in relation to cosmopolitanism (Bartikowski & Cleveland, 2017; Cleveland et al., 2009). Therefore, push motivation is significantly positively related to visitors' satisfaction, although the effect is marginal (β = .13, t = 1.56, p < .10). On the contrary, the hypotheses that pull motivation will influence visitors' satisfaction and that pull motivation will

influence perceived trust of a destination are both not supported, since the link between pull motivation and visitor satisfaction (β = .09, t = .82, p > .05) and destination trust (β = -.01, t = -.05, p > .05) are non-significant.

The study also sought to understand the role of visitors' experience in explaining key outcomes. The study found that visitors' experience is significant and positively related to visitors' satisfaction (β = .67, t = 9.79, p < .01) and loyalty towards South Africa as a destination (β = .42, t = 5.68, p < .01), thus supporting H8 and H9, respectively. These findings show that travellers' experience of a tourism destination is critical to their satisfaction and loyalty intentions towards the destination.

7.3.6 Structural Model Estimation

Table 7.8 ***Path Analysis***

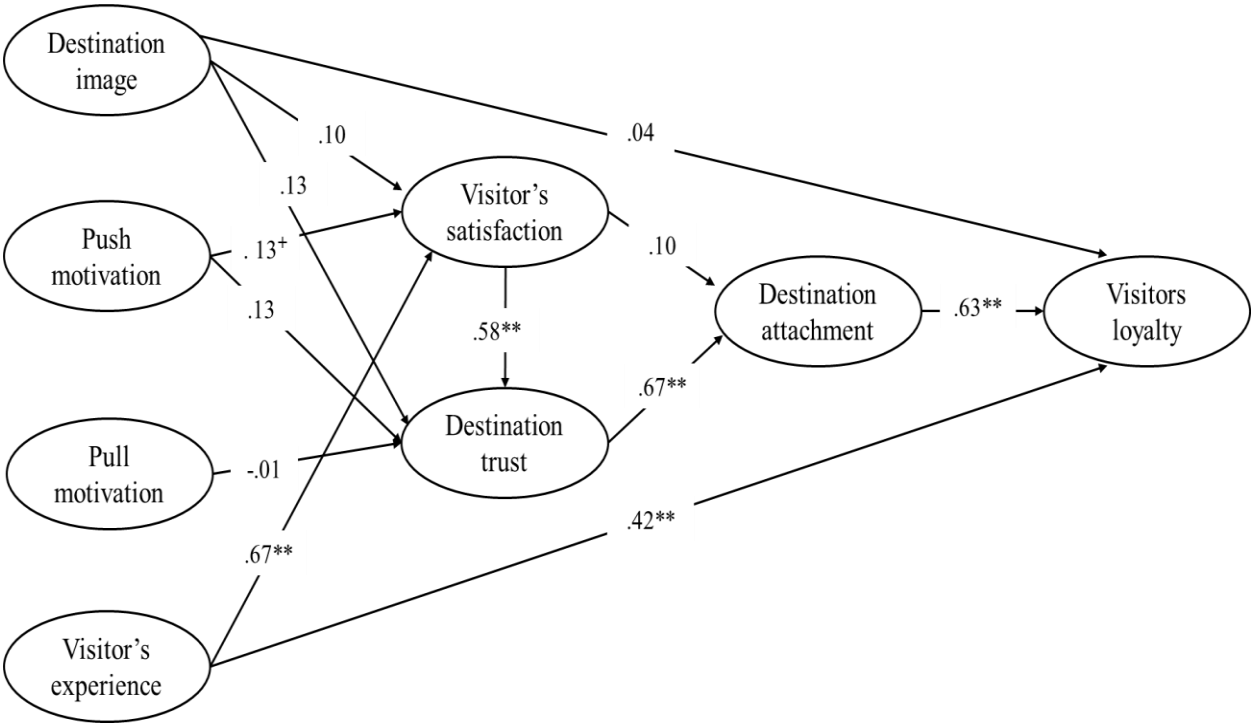
Hypothesis/path analysis		Estimates	t-value	Hypothesis supported
H1	Destination image → Visitors' loyalty	.04	.60	No
H2	Destination image → Visitors' satisfaction	.10	1.03	No
H3	Destination image → Destination trust	.13	1.09	No
H4	Push motivation → Visitors' satisfaction	.13	1.56^{+}	Yes
H5	Push motivation → Destination trust	.13	1.18	No
H6	Pull motivation → Visitors' satisfaction	.09	.82	No
H7	Pull motivation → Destination trust	-.01	-.05	No
H8	Visitors' experience → Visitors' satisfaction	.67	9.79**	Yes
H9	Visitors' experience → Visitors' loyalty	.42	5.68**	Yes
H10	Visitors' satisfaction → Destination trust	.58	7.63**	Yes
H11	Visitors' satisfaction → Destination attachment	.10	.1.01	No
H12	Destination trust → Destination attachment	.67	6.76**	Yes
H13	Destination attachment → Visitors' loyalty	.63	7.73**	Yes

$^{+}p < .10$, *$p < .05$; **$p < .01$.

From the path analysis in Table 7.8 above, the study found that the more satisfied that visitors are about their experience, the more likely they are to maintain the trust of a destination (β = .58, t = 7.63, p < .01), thus supporting H10. The findings also show that destination trust has significant and positive influence on destination attachment (β = .67, t = 6.76, p < .01), and in turn, that destination attachment has significant and positive influence on visitors' loyalty (β = .63, t = 7.73, p < .01), thus supporting H12 and H13, respectively. This suggests that when travellers trust a destination, they also develop strong attachment towards the destination. Moreover, as destination attachment increases, visitors' loyalty towards a destination grows stronger.

Below figure 7.1 shows the graphical analysis of SEM Path Analysis sample for both sample.

Figure 7.1 SEM Path Analysis for Total Sample



7.3.7 Two-Age Cohorts Comparison

In this section, a two-age cohort's comparison was undertaken to investigate differences in the hypothesised relations in a structural path analysis between the younger and older samples. A two-group SEM was performed to test all the hypotheses individually in the younger and older samples (see Table 7.9). The fit indices deriving from both samples are presented as follows. For the young travellers group: X^2 = 533.66, df = 347, X^2/df = 1.54, RMSEA = .06, CFI = .91, TLI = .90, SRMR = .07. For the older travellers group: X^2 = 592.94, df = 376, X^2/df = 1.71, RMSEA = .05, CFI = .92, TLI = .91, SRMR = .05. Figure 7.1 above and Figure 7.2 below depict the path coefficients for both groups.

The results show that the relationship between destination image and visitors' loyalty was not significant in both the young visitors (β = .14, t = 1.09, p > .05) and older visitors (β = -.02, t = -.02, p > .05), with the relationship in the older sample showing negative association. The results also show that destination image is not significantly related to destination trust in both the young (β = .17, t = .96, p > .05) and older visitors (β = .06, t = .35, p > .05). However, unlike the older visitors, the younger visitors reported that the image they held about South Africa as a destination is significant and positively related to the satisfaction of their visit (β = .33, t = 2.58, p < .05). The association between destination image and visitors' satisfaction was non-significant (β = -.08, t = -.54, p > .05).

Furthermore, the study found that in both the young and older groups, push motivation to visit a destination does not influence visitors' satisfaction and destination trust. In addition, pull motivation to visit a destination does not influence the visitor's satisfaction and destination trust in both the young and older groups. Thus, pull and push motivations to visit South Africa as a destination do not significantly influence the satisfaction and trust of a destination for both young and older visitors.

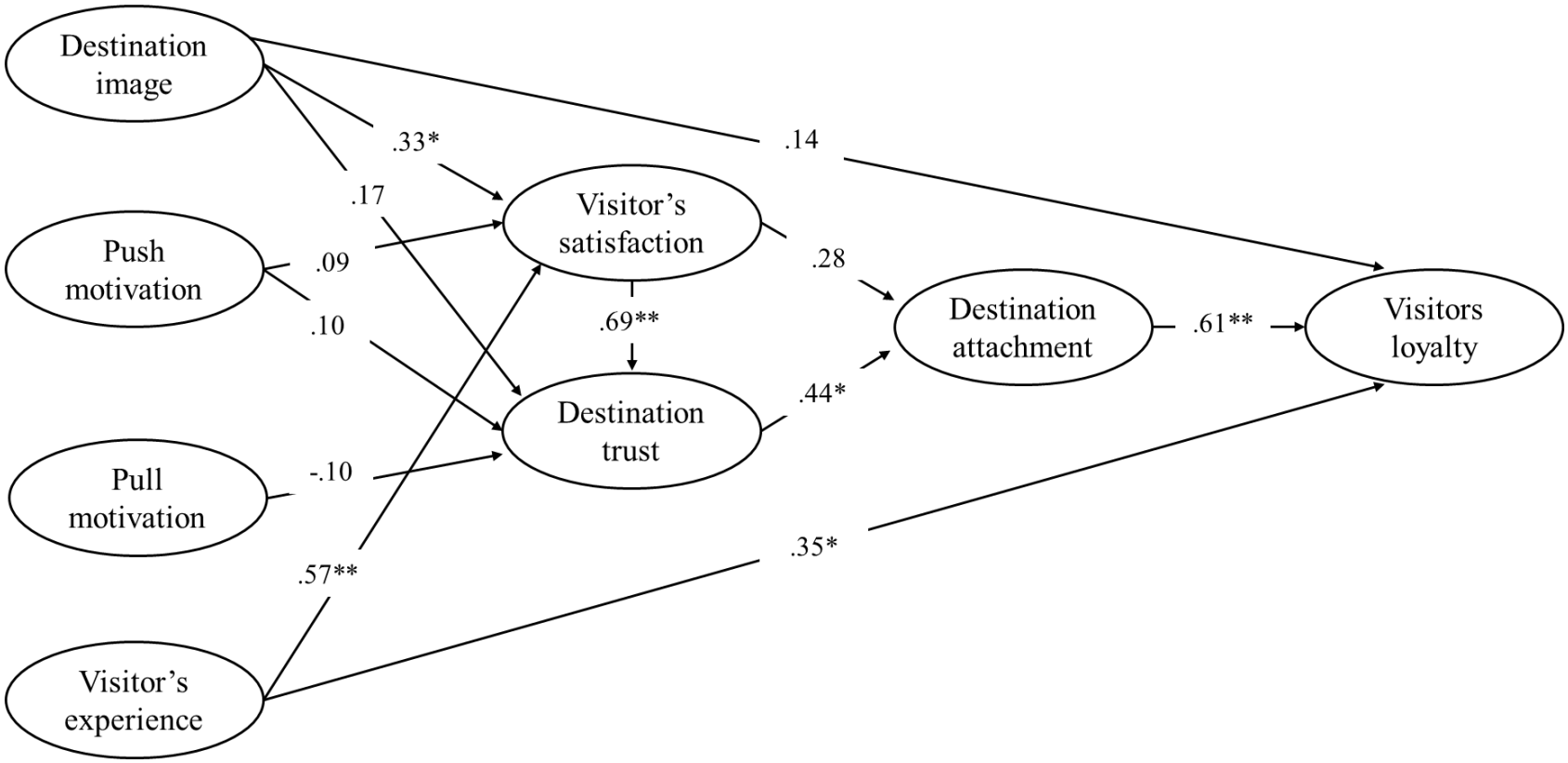
Table 7.9 ***Structural Coefficients***

Hypothesis/path analysis		Combined sample		Younger sample (less than 34 years)		Older sample (above 35 years)	
		Estimates	t-value	Estimates	t-value	Estimates	t-value
H1	Destination image → Visitors' loyalty	.04	.60	.14	1.09	-.02	-.21
H2	Destination image → Visitors' satisfaction	.10	1.03	.33	2.58*	-.08	-.54
H3	Destination image → Destination trust	.13	1.09	.17	.96	.06	.35
H4	Push motivation → Visitors' satisfaction	.13	1.56^{+}	.09	.48	.12	1.14
H5	Push motivation → Destination trust	.13	1.18	.10	.58	.17	1.22
H6	Pull motivation → Visitors' satisfaction	.09	.82	.07	.26	.20	1.30
H7	Pull motivation → Destination trust	-.01	-.05	-.10	-.41	.03	.14
H8	Visitors' experience → Visitors' satisfaction	.67	9.79**	.57	4.36**	.74	8.45**
H9	Visitors' experience → Visitors' loyalty	.42	5.68**	.35	3.36**	.49	4.88**
H10	Visitors' satisfaction → Destination trust	.58	7.63**	.69	3.81**	.56	6.22**
H11	Visitors' satisfaction → Destination attachment	.10	.1.01	.28	.99	.06	.59
H12	Destination trust → Destination attachment	.67	6.76**	.44	1.98*	.74	7.82**
H13	Destination attachment → Visitors' loyalty	.63	7.73**	.61	4.50**	.60	6.03**
SEM fit indices							
X^2		672.01		550.50		608.22	
df		357		356		355	
X^2/df		1.88		1.55		1.71	
RMSEA		.05		.06		.05	
CFI		.93		.90		.92	
TLI		.92		.89		.91	

SRMR	.05	.07	.05

$^{+}p < .05$, $*p < .05$; $**p < .01$ (figures with asterisks are significant)

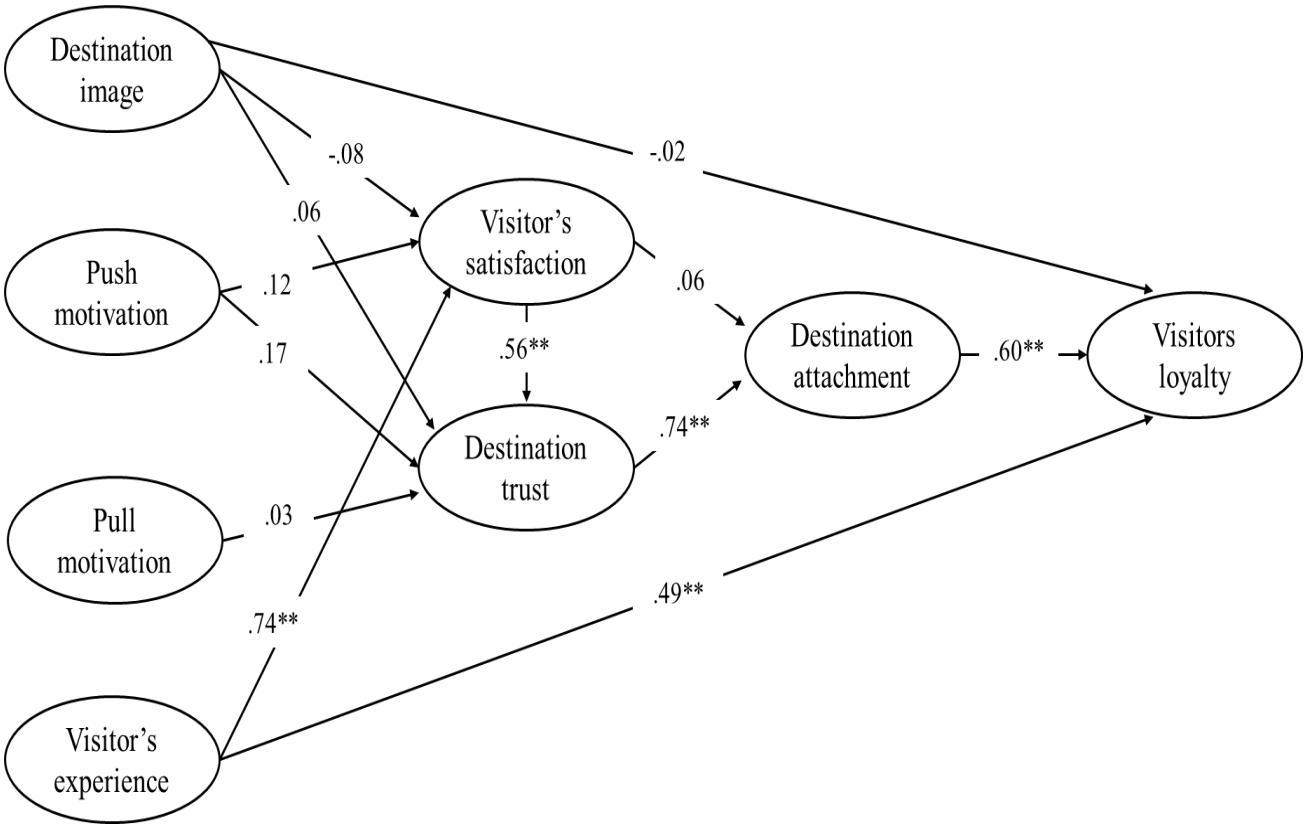
Figure 7.1 ***SEM Path Analysis for the Younger Travelers***



The study further tested the association between visitors' experience and satisfaction and loyalty in the two groups. The results show that visitors' experience had a significant and positive influence on visitors' satisfaction for both young visitors ($\beta = .57$, $t = 4.36$, $p < .01$) and older visitors ($\beta = .74$, $t = 8.45$, $p < .01$). A similar pattern of influence was observed between visitors' experience and visitors' loyalty to the destination for both young visitors ($\beta = .35$, $t = 3.36$, $p < .01$) and older visitors ($\beta = .49$, $t = 4.88$, $p < .01$). Visitors' satisfaction, in turn, has significant and positive influence on destination trust for both young visitors ($\beta = .69$, $t = 3.81$, $p < .01$) and older visitors ($\beta = .56$, $t = 6.22$, $p < .01$). As was observed in the total sample, visitors' satisfaction did not have significant influence on destination attachment.

Finally, the study tested whether the same pattern of effect would be observed when young visitors and older visitors are compared in terms of the influence of destination trust on destination attachment, and in turn, the influence of destination attachment on visitors' loyalty to South Africa as a tourism destination. Consistent with the findings in the combined sample, the findings show that destination trust has significant and positive influence on destination attachment among young visitors ($\beta = .44$, $t = 1.98$, $p < .05$) and older travellers ($\beta = .74$, $t = 7.82$, $p < .01$). Similarly, the results confirm that destination attachment has significant and positive influence on visitors' loyalty among both young visitors ($\beta = .61$, $t = 4.50$, $p < .01$) and older visitors ($\beta = .60$, $t = 6.03$, $p < .01$). Figure 7.3 below depicts the path estimates for the older visitors' group. The next chapter is devoted to an in-depth discussion on the implications of these findings for researchers and practitioners alike.

Figure 7.2 SEM Path Analysis for the Older Travelers



CHAPTER 8: DISCUSSION OF FINDINGS

8.1 Introduction

This chapter discusses the research results as presented in chapter 7. The chapter provides a critical discussion of the study's findings and further gives details on the main results and in the light of previous literature.

8.2 Main Findings

This study explained the determinants of cognitive, affective and motivation factors influencing international visitors' loyalty to South Africa as a tourism destination and provided in-depth analyses of how destination marketing (DM) and attractiveness can enhance South Africa as a tourism destination. This section elaborates on the study's main findings and compares them to previous research. Table 8.1 provides a summary of the results, which is discussed in depth in the following section.

Table 8.1 ***Summary of Research Hypotheses Results (Combined Sample)***

Hypotheses		Results
H1	Destination image has an insignificant negative relationship with visitors' loyalty of the international visitors who visited South Africa.	Rejected and insignificant
H2	Destination image does not significantly influence visitors' satisfaction.	Rejected and insignificant
H3	Destination image has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.	Rejected and insignificant
H4	Push motivation has significant positive relationship with visitors' loyalty of the international visitors who visited South Africa.	Supported and significant

H5	Push motivation has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.	Rejected and insignificant
H6	Pull motivation has an insignificant negative relationship with visitors' satisfaction of the international visitors who visited South Africa.	Rejected and insignificant
H7	Pull motivation has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.	Rejected and insignificant
H8	Visitors' experience has a significant positive relationship with visitors' satisfaction of the international visitors who visited South Africa.	Supported and significant
H9	Visitors' experience has a significant positive relationship with visitors' loyalty of the international visitors who visited South Africa.	Supported and significant
H10	Visitors' satisfaction has a significant positive relationship with destination trust of the international visitors who visited South Africa.	Supported and significant
H11	Visitors' satisfaction has an insignificant negative relationship with destination attachment of the international visitors who visited South Africa.	Rejected and insignificant
H12	Destination trust has a significant positive relationship with destination attachment of the international visitors who visited South Africa.	Supported and significant
H13	Destination attachment has a significant positive relationship with visitors' loyalty of the international visitors who visited South Africa.	Supported and significant
H14	Over and above the direct relationships in hypotheses 1 to 13, the study expected the relationships to be moderated by age groups.	Supported and significant

Source: Researcher's compilation (2020).

8.2.1 Destination Image and Visitors' Loyalty

- H1: Destination image has an insignificant negative relationship with visitors' loyalty of the international visitors who visited South Africa.

The results of the hypothesis test showed that the relationship between destination image and visitors' loyalty was not statistically significant ($\beta = .04$; $p > .05$). Therefore, it can be concluded that with regard to the international visitors who visited South Africa for tourism purposes, the participants did not consider the destination image of South Africa as a tourism destination as the sole reason for them to be loyal to the destination.

Furthermore, these findings also served as evidence that the destination image did not influence visitors' loyalty directly. A study conducted by Stylos et al. (2017) revealed that destination images have a positive indirect effect on tourists' intention to revisit (loyalty) a destination. It is worth noting that this is the first study to demonstrate the positive impact that all three components of the image (cognitive, affective and conative) have upon tourists' loyalty to a destination (Stylos et al., 2017).

The study findings support previous research which found that destination image has a significant impact on destination loyalty (Akroush et al., 2016; Nasir, Mohamad, Ab Ghani & Afthanorhan, 2020; Chien, 2016). This differs and is not the case for international visitors however, as destination image alone does not lead to visitors' loyalty. The literature emphasises that destination image has surfaced as the most significant instrument of visitors' loyalty to a tourism destination (Stylos et al., 2017; Nasir et al., 2020), however, this study found the relationship to be statistically insignificant.

An acceptable reason for the insignificance of this direct relationship might be that for any destination image to be achieved, DM and destination marketers of tourism must first establish the importance of destination attractions and whether international visitors are satisfied with the destination images. Nasir et al. (2020) pointed out that a deep understanding

with regard to enhancing destination loyalty would help the destination management organisations (DMOs) to design strategies and approaches towards accomplishing visitors' needs and wants, which in turn contributes to visitors' loyalty (repeat visitation) (Nasir et al., 2020). Moreover, according to the push-pull model (PPM) pull factors, the tangible elements of a destination such as the attractiveness of a destination attracts tourists to a destination and in turn enhances visitors' loyalty (Jung et al., 2017; Khuong & Ha, 2014). Consequently, providing continuously stimulating experiences and tour attractions is crucial because it increases and positively influences visitors' loyalty (Marso & Gunawan, 2018). In conclusion, a successful DM strategy is not only to focus on winning over new tourists, but also to build loyalty among existing visitors (Marso & Gunawan, 2018). Hence, destination image was not the sole predictor of visitors' loyalty to a tourism destination.

8.2.2 Destination Image and Visitors' Satisfaction

- H2: Destination image has an insignificant negative relationship with visitors' satisfaction of the international visitors who visited South Africa.

For H2, there was no statistical significance ($\beta = .10$, $p > .05$), which indicates a relationship between destination image and satisfaction. This confirmed the role played by destinations tourism in influencing and creating images that enhance and satisfy visitors. The statistical insignificance denotes that international visitors were less likely to be satisfied with the tourism destination images of South Africa. A recent work by Nasir et al. (2020) specified that visitors' destination satisfaction is negatively influenced by the image of the destination; thus, tourists are subject to their knowledge of the destination to assess whether the destination will satisfy their travel needs (Chen & Phou, 2013).

This argument is also justified by Kanwel, Lingqiqang, Asif, Hwang, Hussain and Jameel (2019), who proposed that destination image and satisfaction are vital in the establishment of loyalty towards a tourism destination; consequently, destination image impacts visitors' satisfaction in several sectors, such as services and products in marketing (Kanwel et al., 2019; Chen & Phou, 2013). In line with the findings, recent studies by various

researchers found that destination image has a significant impact on visitors' satisfaction (Nasir et al., 2020; Ramseook-Munhurrun et al., 2015; Xu & Zhang, 2016; Liu et al., 2017). On the other hand, the expectancy disconfirmation theory (EDT) indicated that the satisfaction and dissatisfaction of a visitor are dependent on the overall expectation and experience received from a destination. Xu and Li (2016) agreed with the theory and proposed that tourist satisfaction occurs when tourists have positive judgements of their travel experience, while the negative evaluations of their tourism experience convey dissatisfaction. Hence, when the experience at a particular tourism destination meets the tourist's expectation (Kanwel et al., 2019), the tourist's satisfaction helps to ascertain if a tourist will be loyal and provide more benefit for the destination image (Xu & Li, 2016). A study by Liu et al. (2017) further confirmed that for a destination to attract visitors and satisfy them, DM and destination marketers should constantly improve on the destination image of the destination for the uttermost satisfaction of tourists. This implies that if tourism destination marketers continue in improving destination attractiveness, it will likely increase visitors' satisfaction, as suggested by Ramseook-Munhurrun et al. (2015).

8.2.3 Destination Image and Destination Trust

- H3: Destination image has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.

The results in this current study show that destination image affected the destination trust ($\beta = .13$, $t = 1.09$, $p > .05$), as destination image was negatively and insignificantly related to destination trust, hence rejecting H3. This indicates that the positive destination image of South Africa as a tourism destination is not likely to increase the destination trust of tourists. This however is not consistent with the findings of Endah, Umar and Andriani (2017), who stated that once visitors have a positive impression towards certain tourist destinations, they will tend to trust those destinations (Endah et al., 2017). Marinao et al. (2012) validated this relationship by revealing that positive destination image is related to destination trust.

The current study findings are inconsistent with a few previous studies which tested these constructs (Chen & Phou, 2013; Roodurmun & Juwaheer, 2010; Marinao et al., 2012). Moreover, evidence from a study conducted by Marinao et al. (2012) showed that the better the perceived image of a tourist destination, the greater the tourists' trust in the destination. Furthermore, Marinao et al. (2012) stated that the image of a tourist destination consists of a set of unified components, such as cognitive perception, affective assessment, functional benefits, symbolic benefits and hedonic benefits, which trust equally consists of. In other words, from a general perspective, trust plays an important role in the relationship between visitors and a visitor's destination (Endah et al., 2017).

Therefore, from the current findings, it is anticipated that both the residents and the organisations involved in the destination hold certain basic attributes which increase destination attractiveness and, in turn, establish destination trust of international visitors. Kanwel et al. (2019) also indicated the significance of destination image as a tool to enhance the number of visitors to a location, and noted that it influences the selection of a destination and the trust towards that destination. Kanwel et al. (2019) further stressed that destination image is generally interpreted as a compilation of beliefs and impressions based on information gathered from several sources over time and is linked to opinions and even intentions concerning trust.

Findings by Chen and Phou (2013) further confirmed that a well-established destination image influences visitors' patronage and preferences and may lead to stronger ties to the destination as well as trust (Chen & Phou, 2013). Trust is considered as one of the elements of building a successful relationship between visitors and destination image (Roodurmun & Juwaheer, 2010). In more applied terms, destination trust has been found to give assurances to visitors who choose to visit a destination that promises to be hassle-free, transparent, has good images, is risk-free and reliable (Chen & Phou, 2013). Leninkumar (2017) confirmed that all destination images which indicate the social relationships between a destination and tourists would fail or function erratically without trust. Therefore, the empirical analysis results of the present study imply that the tourism sector must concentrate on enhancing destination attractiveness (images) in order to impact international visitors' trust towards the destination. This seems to be the view of Marso and Gunawan (2018), who support the literature which

notes that destination image is an emotional depiction of knowledge, feelings and the overall perception of trust that a visitor has towards a certain destination.

8.2.4 Push Motivation and Visitors' Satisfaction

- H4: Push motivation has a significant positive relationship with visitors' satisfaction of the international visitors who visited South Africa.

The significant positive influence of push motivation on visitors' satisfaction is denoted by ($\beta = .13$, $t = 1.56$, $p < .10$). The study found the relationship to be significant, but that it was a weak (marginal) predictor. It confirmed the importance of leisure activities involving mental applications such as learning, discovery, thought or imagery on visitors' satisfaction before, during and after a trip or tour at a destination. In agreement with these findings are the researchers Ermawati and Prihandono (2018), who affirmed that the influence of push motivation on tourist satisfaction is accepted. The outcomes of this research are in line with the study conducted by Puh (2014), which found that the destination image has an effect on tourist satisfaction. In essence, novelty and scenery can push a visitor to travel to a destination. Consequently, a tourist destination should be able to create an impression on the visitors and position what the visitors need and ensure the fulfilment of visitors' expectations (satisfaction) so that visitors will repeat the visit to the destination (Ermawati & Prihandono, 2018).

According to Dayour and Adongo (2015), "motivation is regarded as a crucial indicator that answers why tourists behave in certain ways". Furthermore, the finding that push motivation has a positive influence on the level of visitors' satisfaction with South Africa as a tourism destination is in line with the prior study by San Martin and Rodriguez (2008), which stated that travel motivation has an effect on tourist satisfaction at a destination. In the literature, tourists are "pushed" by their own needs to travel and they expect these needs to be satisfied. On the contrary, according to Dayour and Adongo (2015) and Chanuanthong and Batra (2016), it was observed that novelty/adventure did not have any significant influence on tourists' overall satisfaction at the destination, as opposed to studies by Pearce and Lee (2005) who noted that novelty has a significant relationship with tourists' satisfaction (Dayour &

Adongo, 2015). From the various findings identified above, push motivations can be summed up as emotional and internal aspects of the individual which lead to travel decisions and satisfaction (Njagi, 2017).

Chanuanthong and Batra (2016) also confirmed that the push motivation has a positive influence on the satisfaction of the experience. Their study indicated that the opportunity to learn something new, to visit a place that they have not visited before, to escape from daily routine and meet new people have an influence on visitors' satisfaction at a destination. Therefore, it is important for destination marketers to consider push motivations while creating destination attraction which helps to increase the satisfaction of visitors (Tang, 2014). Ermawati and Prihandono (2018) further stressed that satisfaction and loyalty can be created through the inner drive of the tourist in the form of travel motivation. However, a study of tourism in North Cyprus conducted by Yoon and Uysal (2005) reported that push motivation has no significant effect on satisfaction, but that it does affect destination loyalty. The linkage between travel motivation, tourist satisfaction and tourist loyalty is supported by Lee and Hsu's (2013) research, which showed that motivation directly affects satisfaction and indirectly affects loyalty. Several studies (Njagi, 2017; Lee and Hsu, 2013; Ermawati & Prihandono, 2018; Khuong & Ha, 2014) have shown that tourist satisfaction is significantly influenced by push motivation. Higher push motivation towards the destination will increase tourist satisfaction, which will then lead to more visits from the tourists (Setyaningsih & Murwatiningsih, 2017). This indicates that push motivation does influence visitors' satisfaction of South Africa as a tourism destination, which is in line with the observation of Njagi (2017).

8.2.5 Push Motivation and Destination Trust

- H5: Push motivation has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.

H5 concerns the relationship between push motivation and destination trust. The results indicated that push motivation and destination trust were supported, however, they did not meet the significant threshold ($\beta = .13$, $t = 1.18$, $p > .05$). This was the weakest relationship in the

conceptual model. Therefore, there is not enough evidence to conclude that destination attractiveness has a negative effect on the destination trust of international visitors towards South Africa as a tourism destination.

From the outset, the proposed hypothesis was uncertain due to the limited research on the relationship between the variables of brand trust and push motivation, and secondly, because the studies on destination trust mainly focused on its antecedents, such as the reputation, cognitive evaluation and affective evaluation of the destination (Artigas et al., 2017). Furthermore, push motivation when associated with trust is related to brand or destination image. Push motivation mostly acts as an independent variable directly influencing satisfaction and indirectly influencing loyalty (Khuong & Ha, 2014). Push motivation has not been considered as an antecedent of trust towards a tourist destination but has been treated as important among youth travellers (Njagi, 2017). A study by Endah et al. (2017) indicated that present trust in a tourist destination is an effect of its image, while the latter is also determined by constructs such as familiarity and reputation. This is not confirmed in the present study, and no evidence was found for the negative influence of push motivation on visitors' trust of the tourism destination. Schiffman and Kanuk (2008) stated that a positive destination image was related to visitors' loyalty. In their conceptual study, Chen and Phou (2013) discovered the correlation between push motivation (destination image) and trust.

The non-significance of this relationship implies that the desire to learn something new, to visit a place they have never visited, to meet new people and escape from daily routine does not influence the destination trust of international visitors visiting South Africa for tourism purposes. Additionally, Marinao et al. (2012) revealed that the push motivations are associated with the visitors' desire towards a destination. Wen and Chi (2013: 307) affirmed that the greater the satisfaction level derived from services provided by the destination businesses, the greater the trust and loyalty of the visitors to that destination, along with the tourists' willingness to maintain an emotional commitment to the destination services (Nkwanyana et al., 2018).

In conclusion, the relationship between push motivation and destination trust was not found to be significant. Thus, it can be concluded that escape from daily routine and meeting new people and culture have a negative effect on the destination trust of international visitors visiting South Africa for tourism purposes.

8.2.6 Pull Motivation and Visitors' Satisfaction

- H6: Pull motivation has an insignificant negative relationship with visitors' satisfaction of the international visitors who visited South Africa.

The results denoted that ($\beta = .09$, $t = .82$, $p > .05$) is not supported and statistically insignificant, which indicated that visitors' pull motivation cannot be used to predict the satisfaction of visitors. The findings of the study were not consistent with a previous study conducted by Mai and Hyunh (2014), who acknowledged that pull motivations have an effect on satisfaction. These scholars confirmed that pull motivation is one of the most important factors that led visitors to travel to a destination, while Zhang and Zuo (2013) confirmed the influence of pull motivations on behavioural intention. Grobler and Nicolaides (2016) stated that understanding what drives tourists is a significant issue which can make or break a destination. Therefore, taking into account that visitors' consumption of products and services and intention to re-visit the same destination is desired by tourism destinations, it is imperative to recognise the variables that boost the motivation, behaviour and satisfaction levels of visitors (Nkwanyana et al., 2018). Thus, Hypothesis 6, which states that pull motivation has an insignificant negative relationship with visitors' satisfaction is established.

According to Chindaprasert et al. (2015), visitors' satisfaction is determined by many factors which include the attractions of a destination and these authors affirmed that pull motivation influences tourists' satisfaction. In line with this, Khuong and Ha (2014) stated that motivation generated from the outside is a pull factor for prospective visitors when wanting to travel. Furthermore, Ermawati and Prihandono (2018) confirmed that the attractiveness offered by the tour guide or manager can meet the motivation of visitors and will thereby create visitor satisfaction. Tang (2014) and Chanuanthong and Batra (2016) found that the pull motivations

influence the satisfaction of the experience. This indicates that good physical amenities, such as accommodations, transportation, festivals, special events, warm and sunny weather and historical, cultural and arts attractions influence visitors' satisfaction towards South Africa as a tourism destination. Destinations are at the centre of the tourism product and the desire to visit them is the main motivation for most trips (Mai & Hyunh, 2014). In other words, destinations can be considered as the pull factor for tourists which includes factors such as attractions, facilities, infrastructure, transportation and hospitality (Mai & Hyunh, 2014).

Destinations attractiveness offers a combination of tangible and intangible benefits and creates the three-dimensional experience context for the tourists (Bilgihan & Cetin, 2017). Tourist destinations can be considered as a combination of services and activities, for example, lodging and attractions that create an overall motivation towards the visited area, which in turn leads to satisfaction of the visitor. Cooper, Fletcher, Fyall and Wanhill (2008) asserted that attractions are the main motivations for travelling to various destinations. Gunn (1972) maintained that without attractions there is no tourism, thus, despite the diverse motivations to travel, these motivations are dependent on the destination's attractions (Dayour & Adongo, 2015). However, a study of tourism in North Cyprus conducted by Yoon and Uysal (2005) reported that the motivation puller (pull motivation) directly affects satisfaction. Research conducted by Khuong and Ha (2014) indicated that push and pull motivation affects satisfaction. However, this study found an insignificant relationship between pull motivation and visitors' satisfaction. Therefore, with this in mind, destination managers and management must establish and create more motivational attractions, as this study has shown that international visitors are satisfied with the attractions of South Africa as a tourism destination. This was supported by the research of Battour et al. (2012), the results of which indicated that pull motivation is insignificant in terms of satisfaction.

8.2.7 Pull Motivation and Destination Trust

- H7: Pull motivation has an insignificant negative relationship with destination trust of the international visitors who visited South Africa.

The results for this hypothesis test showed that the relationship between pull motivation and destination trust was not statistically significant and not supported ($\beta = -.01$, $t = -.05$, $p > .05$). The results indicated that international visitors travel to South Africa because of its warm and sunny weather, beautiful natural scenery and beaches, as well as arts and culture, amongst other things, and because they desire the attractiveness of South Africa. This knowledge can be used as a guideline for creating new marketing strategies to support both supply and demand markets and enhance the destination attractiveness of South Africa, and thereby be able to enhance the destination trust of international visitors of South Africa as a tourism destination. This outcome denoted that international visitors did not consider the pull motivation of South Africa as a tourism destination as the sole reason for them to trust the destination. Moreover, these findings also served as evidence that pull motivation does not influence destination trust directly.

A study by Trif (2013) found that cognition-based trust means that "we choose whom we will trust in which respects and under what circumstances, and we base the choice on what we take to be 'good reasons', constituting evidence of trustworthiness". Literature asserts that since the trust that tourists place in a specific destination consists of his/her conviction of the destination's reliability and integrity, this trust will be tied to the visitors' perceptive awareness of the destination's residents, facilities and attractions (Artigas et al., 2017). This argument has been confirmed by studies demonstrating that visitors' trust in a destination depends on their perceptive awareness of the motivation towards a destination. A study conducted by Su et al. (2014) found affective evaluation to be an antecedent of trust. Artigas et al. (2017) affirmed that if a cognitive evaluation has a direct effect on trust towards the destination, then trust is not only the result of intrinsic attraction but also extrinsic attraction.

A possible explanation for the contrary results may be that destination images such as attractions, beaches, mountains, lion and safari parks, museums etc. do not necessarily correspond with the cognitive, affective and motivation factors of visitors' trust towards the destination. Pull motivations are external and cognitive aspects of the visitor that compel the visitor to travel to a destination; thus, there is a relative relationship between trust and pull motivation (Kassan & Gassita, 2013). The PPM stated that pull motivations offered by destinations are specific to that destination and that pull factors are closely related to the

destination and the visitors' in the form of a destination image or perceived destination experience (Kassean & Gassita, 2013). This may lead to the generation of higher levels of tourists' trust and long-term relationships with visitors (Marinao et al., 2012). While improved relations help to build trust in order to reduce the tourists' feeling of vulnerability, it will be demonstrated further that it is even more important that local destinations and citizens are perceived as honest and competent, which are considered as the main components of trust. In conclusion, pull motivation was not the sole predictor of destination trust towards the tourism destination in the South African context.

8.2.8 Visitors' Experience and Visitors' Satisfaction

- H8: Visitors' experience has a significant positive relationship with visitors' satisfaction with the international visitors who visited South Africa.

H8 was also supported and found significant and was the second strongest of all the hypothesised relationships, which means that there is a positive relationship between visitors' experience and visitors' satisfaction ($\beta = .67$, $t = 9.79$, $p < .01$). This indicates that the more positive the experience of international visitors, the greater the visitors' satisfaction towards South Africa as a tourism destination. The findings in this study show that the visitors' experience in South Africa was what they expected, that they were happy with their visit and that they felt that their choice to visit was a wise decision, thus positively influencing the international visitors' satisfaction towards South Africa as a tourism destination. Previous research (Endah et al., 2017) has indicated that in the tourism industry it is vital to ensure that tourists re-visit particular tourism destinations based on their first experience while visiting the destination (Mahdzar & Ahmad, 2015). It is therefore important that tour managers should understand visitors' behaviour (Endah et al., 2017) after reviewing the concept of visitors' satisfaction. Giese and Cote (2000) provide three general components of satisfaction: first, as an emotional cognitive response; second, as a response relating to a particular aspect (expectation about the service, prior consumption experience) (Endah et al., 2017); and third, as a reaction occurring at a particular time (after consumption and choice, based on accumulated experience) (Nguyen & Viet, 2019).

The authors Mahdzar, Rahayu and Gani (2017) support the notion that visitors' satisfaction is essential for any DM success as it influences the choice of destination, the consumption of services while on a trip, and the decision to return based on satisfying experiences (Nguyen & Viet, 2019). Pine and Gilmore (1998) cited in Mahdzar, Rahayu and Gani (2017) identify that there are four types of experiences, namely: entertainment, educational, aesthetic and escapist, also known as the 4Es. There are two categories of satisfaction:

- The degree of visitor involvement (active vs passive participation), and
- The desire of visitors connects with the performance and event (immersion vs absorption) (Pine & Gilmore, 1998; Mahdzar et al., 2017).

Moreover, a visitor needs to engage with these experiences to attain the optimum level of satisfaction. A higher level of satisfaction is perceived to result in behavioural intention and involvement. As a result, tourism management need to develop distinctive destination settings to differentiate themselves from competitors. A study conducted by Pine and Gilmore (2014) confirmed that visitors' experience that consists of the 4Es results in strong positive behaviour and memories. Furthermore, the above scholars, Pine and Gilmore (2014) support the positive and significant impact of the 4Es on visitors' satisfaction. Mahdzar et al. (2017) also established the relationship between visitors' experiences and visitors' satisfaction. From the current findings, it is evident that visitors' experience is a vital variable with which to promote visitors' satisfaction of South Africa as a tourism destination. Hence, the findings in this research are in support of the assertion that positive visitors' experience positively influences the visitors' satisfaction.

8.2.9 Visitors' Experience and Visitors' Loyalty

- H9: Visitors' experience has a significant positive relationship with visitors' loyalty of the international visitors who visited South Africa.

The results also confirmed a significant positive relationship between visitors' experience and visitors' loyalty ($\beta = .42$, $t = 5.68$, $p < .01$). This study found evidence for a significant positive relationship between visitors' experience and visitors' loyalty, implying that the greater the positive experience of a visitor in terms of services, products, attractions and images, the more likely the visitors' loyalty towards the tourism destination and, furthermore, that when awareness and satisfaction increase then the likelihood of return intention will also increase.

The findings of this study are in line with previous findings, which also found that visitors' experience is important in influencing visitors' loyalty (Lončarić et al., 2017; Bilgihan & Cetin, 2014; Fernandes & Cruz, 2016). Kanwel et al. (2019) found that tourists' loyalty is "a deeply-held commitment to re-patronize a preferred service or destination constantly in the future". In line with the above finding, Mossberg (2007) confirmed that there are two approaches to the study of tourist experiences: firstly, the social science approach which points out that visitors prefer to experience something different to their daily routine and, secondly, the management/marketing approach which places an interest on visitors because they are involved in different exchange relationships related to tourism provision (Lončarić et al., 2017). Nevertheless, several scholars state that the study of loyalty in the tourism context is difficult (Gitelson & Crompton, 1984; Chang et al., 2016). For instance, contentment with one's experiences does not assure a return visit as the quest for new experiences is a strong motivation for visitors, whereas loyalty centres on reducing novelty through revisiting the same destination (Gitelson & Crompton, 1984).

Furthermore, visitors' loyalty is considered a dynamic feature for DMOs due to the increase in income and reduced cost in retaining existing visitors (Lončarić et al., 2017), which includes visitors' retention rather than the acquisition of new visitors (Liu et al., 2012). However, Chi and Qu (2008) stressed that tourists' retention reduces the cost of marketing compared to attracting first-time visitors. Regarding visitors, research of loyalty by Leou, Wang and Hsiao (2015) found that the benefits of determining visitors' loyalty are demonstrated both by the cost of acquiring new visitors and the prospective gains among long-standing visitors (Chi & Qu, 2008). Furthermore, Leou et al. (2015) stated that the cost to appeal to new visitors is five times higher than the costs of maintaining the existing visitors. In essence, to attract new

visitors there must be a continuous development of new attractions, images and experiences for enhancing the competitive edge of a tourism destination over its competitors. Additionally, research have shown that a mere 5% growth in tourist retention can result in a 25%–29% rise in associated profit (Chi & Qu, 2008; Leou et al., 2015). Moreover, evidence from a study conducted by Bilgihan and Cetin (2014) found that tourist experience co-creation can be explained by four concepts: a) firstly, a collaboration between the destination service provider and the visitor; b) secondly, it highlights the co-production of new and improved destination attractiveness products and services; c) thirdly, it entails value-creation moving from a goods-dominant logic to a service-dominant logic; 4) and fourthly, it is ongoing, adaptable, personalised and unique (Mathis, 2013). Hence, visitors' experience is concluded as a major factor affecting visitors' value, loyalty and positive word of mouth (Bilgihan & Cetin, 2014).

It has also been proved that positive visitors' experience will continue to generate free word of mouth through introducing their friends and potential visitors to the destination and thus establish visitors' loyalty towards the destination (Leou et al., 2015). Based on numerous qualities, retaining tourists becomes an indispensable strategic factor for tourism destinations (Leou et al., 2015). Therefore, the results of the present study confirmed that DM and destination marketers must strive to offer their visitors unique tourism experiences to institute visitors' loyalty. This justifies prior literature, which points out that a well-organised visitors' experience forms tourists' attitudinal evaluations, such as satisfaction and loyalty (Fernandes & Cruz, 2016; Walls, 2013). From the results, the visitors' experience was an antecedent of visitors' loyalty, which is in line with the results of Lemke et al. (2011) and Fernandes and Cruz (2016), which indicated that visitors' experience also drives word-of-mouth referrals (Tung and Ritchie, 2011) and loyalty (Lemke et al., 2011; Manthiou et al., 2014).

According to Fernandes and Cruz (2016) and Manthiou et al. (2014), delivering perfect visitors' experiences can be an opportunity to promote visitors' support and to foster visitors' satisfaction and loyalty. In this study, it was found that visitors' experience can be influential in creating visitors' attachment to South Africa and thereby maximising the level of loyalty towards the destination. Fernandes and Cruz (2016) validated the relationship between an enjoyable tourist experience and a positive effect on visitors' loyalty. According to Bilgihan and Cetin (2017), experiential offerings are determinants for the long-term success of tourism

loyalty. In line with this, Nkwanyana et al. (2018) found that many visitors' destinations endeavour to create strong visitors' loyalty from their current tourists through meeting and exceeding their challenging expectations through providing pleasant experiences (Nkwanyana et al., 2018).

8.2.10 Visitors' Satisfaction and Destination Trust

- H10: Visitors' satisfaction has a significant positive relationship with destination trust of the international visitors who visited South Africa.

Visitors satisfaction affected destination trust with a larger effect size ($\beta = .58$, $t = 7.63$, $p < .01$), since visitors' satisfaction was positively and statistically significantly related to destination trust, which supports H10. This indicates that the satisfaction of international visitors displays higher destination trust towards South Africa as a tourism destination. Past works of literature show sufficient support for the present findings (Leninkumar, 2017; Chinomona, 2013; Chen & Phou, 2013; Su et al., 2017; Alves et al., 2019). However, Su et al. (2017) describe trust "as the belief that a person will fulfil obligations in the relationship and precisely examine trust toward destination service providers in a tourism framework" (Alves, Campón-Cerro & Hernández-Mogollón, 2019). In relation to the current findings, Gallarza et al. (2013) confirmed that adequately implemented tourists' satisfaction is a central requirement for achieving visitors' destination trust. Few studies have only studied trust in tourism destinations. For example, trust antecedents were identified in Chen and Phou (2013) and Tsai's (2012) research. Some studies have also observed trust in terms of tourism service providers (Su et al., 2017; Yen et al., 2009). Additionally, Chen and Phou (2013) and Yen et al. (2009) examined the influence of satisfaction on trust and found a positive relationship between tourists' satisfaction and trust. Similarly, Alves et al. (2019) also evaluated overall satisfaction on trust and found that the relationship is supported and significant. Based on the present study, it is apparent that the level of destination trust that a visitor has of a destination is a function of various points of reference, such as information obtained from families, media and friends (Chen & Phou, 2013); as such, visitors' satisfaction can be associated with and contributes to the overall trust towards a destination (Rooderumun & Juwaheer, 2010). The study results also indicate that to have a satisfied visitor, destination tourism must ensure a high

level of tourists' trust. In marketing, there are two components of trust, namely self-trust and reliability, which are significantly influenced by customer satisfaction (Endah et al., 2017). A study conducted by Trif (2013) affirmed that visitors' satisfaction and destination trust have a multidimensional nature, which indicates that the knowledge of satisfaction can contribute to the perception of affective and cognitive trust (Trif, 2013). With this in mind, destination marketers and tourism businesses could establish and nurture long-term relationships through satisfying their visitors with appropriate services as promised, thereby establishing trust towards the destination. Taking the above into account, it was therefore established that there is a positive relationship between visitors' satisfaction and destination trust towards South Africa as a tourism destination

8.2.11 Visitors' Satisfaction and Destination Attachment

- H11 Visitors' satisfaction has an insignificant negative relationship with destination attachment of the international visitors who visited South Africa.

In addition, visitors' satisfaction was found to have a negative and insignificant influence on destination attachment ($\beta = .10$, $t = 1.01$, $p > .05$); thus, rejecting the H11 hypothesis. Destination attachment has an insignificant impact on the formation of overall visitors' satisfaction, as shown in previous studies (Prayag & Ryan, 2012; Hosany et al., 2017). Therefore, the role of destination marketers and management is to ensure that most tourism visitors have pleasurable experiences with their stay in order to enhance destination attachment. This study's findings are inconsistent with these (extant) findings of the scholars Hosany et al. (2017), who confirmed that satisfaction is an antecedent of place attachment in tourism (Chen & Phou, 2013) and marketing (Orth, Limon & Rose, 2010). In addition, satisfaction and attachment (Chen & Phou 2013; Prayag & Ryan 2012; Su, Cheng & Huang, 2011) can be used to predict future loyalty.

Some studies support the visitor satisfaction and destination attachment relationship; for example, Su, Cheng and Huang (2011) reveal that visitors' satisfaction affects both place dependence and place identity. Zenker and Rütter (2014) showed that residents' overall

satisfaction with a metropolitan significantly predicts destination attachment to the metropolitan. Furthermore, Lee, Kyle and Scott (2012), in the context of festivals, additionally found a positive influence of satisfaction on both place identity and place dependence. In addition, Hosany et al. (2017) identified and predicted a positive influence of overall satisfaction on destination attachment. Gallarza et al. (2013) stipulated that tourists' satisfaction with their visits to particular tourism destinations can lead to destination attachment. The findings of previous empirical studies have revealed that place attachment directly influences satisfaction (Prayag & Ryan, 2012; Ramkissoon et al., 2013; Marso & Gunawan, 2018). Satisfaction with a destination could lead to a sense of destination attachment, for instance, high levels of satisfaction with a destination, based on the destination physiognomies which facilitate social relations or involvement in a preferred recreation activity, may lead to a formation of attachments. Yuksel et al. (2010) found that a statistically strong and meaningful relationship existed between place attachment and customer satisfaction.

The findings of the current study confirmed that South African tourism sectors strive to offer their international visitors' unique tours and attractions sites in order to satisfy them and, in turn, establish destination attachment with them. This provided a justification for previous literature, which indicated that the tourism sector recognised the vital role of strategy in establishing tourist satisfaction, as it depicts the significance of destination attachment (Hosany et al., 2017; Su, Cheng & Huang, 2011). Consequently, in this study, it is argued that visitors' satisfaction is critical for establishing a tourism destination attachment.

8.2.12 Destination Trust and Destination Attachment

- H12: Destination trust has a significant positive relationship with destination attachment of the international visitors who visited South Africa.

Among the studies which support the positive relationship between brand trust and brand attachment is the study conducted by Sorayaei and Hasanzadeh (2012), whose findings correspond with previous studies that have found a positive relationship between trust and attachment (Asadollahi & Hanzaee, 2011; Chinomona, 2013; Oh, Shin & Park, 2016). The

strength of the relationship between destination trust and destination attachment is indicated by a path coefficient of ($\beta = .67$, $t = 6.76$, $p < .01$). Therefore, it is confirmed that destination trust was an antecedent of destination attachment. The better the destination trust the higher the level of destination attachment. These results are in line with the works of Chinomona and Maziriri (2017), who explored the relationships among brand trust, brand familiarity and brand experience on brand attachment in a marketing perspective and found a positive relationship between trust and attachment. Attachment to a destination can even result in a feeling of regret when the destination is no longer available or cannot be trusted (Chen & Phou, 2013), as tourists form emotional bonds to a destination by developing relationships over time with particular settings. In support of this statement, Chen and Phou (2013) note that visitors' attachment increases through developing trust towards the destination and starts after one or more visits, which in turn stimulates destination attachment of visitors. Hence, according to this study, it is paramount that tourism destination marketers and management consider the first visit as important as repeat visits.

Hiscock (2001) confirmed that the ultimate goal of marketing should be to generate an intense bond between the tourist and the destination and the main ingredient of this bond is trust (Chen & Phou, 2013). In line with neoclassical theory, which acknowledges that visitors travelling to a destination comprise cost, demand and supply (Mitze & Reinkowski, 2010); thus, from the current findings, it indicates that if visitors develop trust this will lead to a relationship, hence reducing the cost of retaining existing visitors to the destination and for the tourists as well. Destination trust has been confirmed to evoke visitors' emotional attachment towards the destination (Esch et al., 2006), which in turn can predict visitors' loyalty or commitment to the destination (Chen & Phou, 2013). This implies that unless visitors trust the destination, attachment is not guaranteed to create a destination attachment between them. In addition, destination trust directly influences destination attachment.

8.2.13 Destination Attachment and Visitors' Loyalty

- H13: Destination attachment has a significant positive relationship with visitors' loyalty of the international visitors who visited South Africa.

The result confirms that a significant positive relationship exists between destination attachment and visitors' loyalty ($\beta = .63$, $t = 7.73$, $p < .01$). These findings correspond with a variety of empirical evidence which supports positive impacts on the relationship between destination attachment and loyalty (Chen & Phou, 2013; Prayag & Ryan, 2012; Tsai, 2012; Xu & Zhang, 2016; Yüksel et al., 2010). The influence of these dimensions of attachment on loyalty is also demonstrated to be relevant, which agrees with other research (Chen & Phou, 2013; Prayag & Ryan, 2012; Tsai, 2012; Xu & Zhang, 2016). In this study, drawing from Hosany, Prayag, Van Der Veen, Huang and Deesilatham (2017: 6), destination attachments is "an affective bond to a particular geographical area and the meaning attributed to that bond". Destination attachment is a significant construct at the end of a visitor's journey, when all tourism experiences are complete (Tsai, 2012).

In addition, previous studies such as Chen and Phou (2013) and Prayag and Ryan (2012) focused on the influence of place attachment on post-consumption behaviours such as loyalty, as well as on emotions (negative and positive) and post-consumption behaviours (Hosany et al., 2017). However, a recent study by Cheng and Kuo (2015) suggested that visitors can develop bonds to a destination that they have never visited before. Consequently, a distinction between first-time and repeat visitors, though valuable, may be pointless in understanding destination attachment (Hosany et al., 2017). An integral problem in the analysis of destination loyalty is the measurement of the length of time which indicates that a visitor is loyal (Alves et al., 2019). It is for this reason that loyalty is measured not only by repeated visits but also by recommendations to others (Chen & Phou, 2013; Su et al., 2017; Alves et al., 2019; p7). Based on the current findings, it is evident that international visitors' attachment to South Africa as a tourism destination has led to their loyalty towards South Africa. It is also evident that tourism sectors are establishing destination attachment with their international visitors, which in turn influences visitors' loyalty (Su et al., 2017). This means that tourists who are attached to the destination could easily play an important role in referring other people to South Africa and providing additional necessary positive information about the destination which will thus lead to loyalty.

Alves et al. (2019) confirmed that tourists who are attached to a destination are willing to return and spread positive information about the destination, such as destination attractiveness, services and product offerings to other tourists or relatives. Therefore, past studies have confirmed that destination attachment has a significant effect on destination loyalty (Loureiro, 2014; Tsai, 2016; Xu & Zhang, 2016; Liu et al., 2017).

Table 8.2 ***Summary of Research Hypotheses Results Based on Two Age Groups (H14)***

Hypotheses		Results
H14	Over and above the direct relationships in hypotheses 1 to 13, the study expected the relationships to be moderated by age groups.	Supported and significant

Source: Researcher's compilation (2020).

8.2.14 Moderated by Two Age Groups (Young Adults and Older Adults)

- H14: Over and above the direct relationships in hypotheses 1 to 13, the study expected the relationships to be moderated by two age groups.

The results show that the relationship between destination image and visitors' loyalty, which is the H1 hypothesis, was not significant in both two age groups, the young visitors (β = .14, t = 1.09, p > .05) and older visitors (β = -.02, t = -.02, p > .05), respectively, with the relationship in the older sample showing negative association. This finding is in line with the combined sample analysis and the outcome therefore offers direction to destination marketers and policy makers to put more emphasis on the destination image of South Africa as a tourism destination. Both age groups do not see reputation or the natural, historic and service quality of South Africa as a tourism destination as the only reason to be loyal to the destination.

With regard to destination image and visitors' satisfaction, the young adults reported that destination image significantly and positively influences their satisfaction ($\beta = .33$, $p < .05$), while the older adults reported that this was insignificant ($\beta = -.08$ $p > .05$). This finding shows that younger and older adults differ in terms of what makes them satisfied, however, the difference was small between the age groups.

With regard to the influence of destination image on destination trust, the results of the two age groups indicated that destination image is not significant and negatively influences destination trust for both young and older adults ($\beta = .17$ $p > .05$) and ($\beta = .06$ $p > .05$). In this case, it can be denoted that both generation cohorts did not perceive the destination image of South Africa as having an impact on the level of trust towards South Africa. This shows that the image of the destination does not provide them with the feeling to trust that South Africa is a good tourist destination and will meet their expectations.

In terms of push and pull motivations on visitors' satisfaction and destination trust, the results showed that push and pull motivations for both the younger and older adults insignificantly and negatively influence satisfaction and trust. The results are as follows: the influence of push motivation of the younger adults on satisfaction is insignificant with ($\beta = .09$, $p > .05$), as is also the case with the older adults ($\beta = .12$, $p > .05$). The influence of push motivation on destination trust for younger adults is insignificant ($\beta = .10$, $p > .05$), and also insignificant on destination trust for the older adults ($\beta = .17$, $p > .05$). Likewise, the results of the influence of pull motivation on satisfaction for younger adults is insignificant ($\beta = .07$, $p > .05$), while pull motivation negatively influences the satisfaction of the older adults cohort ($\beta = 20$, $p > .05$). Finally, it was found that pull motivation negatively influences destination trust for the younger adults ($\beta = -.10$, $p > .05$), and that pull motivation insignificantly influences the destination trust of the older adults ($\beta = .03$, $p > .05$). Therefore, this indicated that the external and internal motivations do not lead to their satisfaction and trust towards the tourism destination. Learning something new, meeting and socialising with the locals in South Africa as well as the accommodations, transportation and variety of food were all below their expectation and, therefore, cannot lead to destination trust.

With regard to the effect of visitors' experience on visitors' satisfaction and visitors' loyalty, for both age groups visitors' experience significantly and positively influences satisfaction and loyalty ($\beta = .57$, $p < .01$), ($\beta = .74$, $p < .01$) and ($\beta = .35$, $p < .01$), ($\beta = .49$, $p < .01$). This finding from both the young and older adults indicated that their visiting experiences were greater than their expectations and that they are satisfied with their experiences and have the intention of re-visiting, which indicates an increase in loyalty.

Visitors' satisfaction is significant and positively influences the destination trust of both the young and older adults ($\beta = .6$, $p < .01$), ($\beta = .56$, $p < .01$). The results denoted that both age groups were satisfied with the product offerings and services rendered, hence leading to an increase in their destination trust towards South Africa. Furthermore, in the combined sample visitors' satisfaction is insignificant and negatively influences the destination attachment of both the young and older adults ($\beta = .28$, $p > .05$) and ($\beta = .06$, $p > .05$).

Consistence with the combined sample findings, the result of the effects of destination trust on destination attachment indicated that destination trust significantly and positively influences destination attachment for both young and older adults ($\beta = .44$, $p < .05$), ($\beta = .74$, $p < .01$). The findings show that positive destination trust such as victors' comfort, safety and low risk meets their expectation and strengthens destination attachment.

Regarding the effect of destination attachment on visitors' loyalty, the findings indicated that destination attachment significantly and positively influences visitors' loyalty in both the young and older adults ($\beta = .61$, $p < .01$), ($\beta = .60$, $p < .01$). This denotes that they feel that South Africa is a great place to tour and experience good holidaying and would recommend the destination and revisit again.

8.3 Summary of Main Findings

In conclusion, the findings provide support for all the hypotheses, but not all hypotheses were found to be significant. Rejected and insignificant is H1, which indicates a negative

relationship between destination image and visitors' loyalty towards South Africa as a tourism destination. H2 and H3 are also rejected and insignificant, which means that there is a negative insignificant relationship between destination image, visitors' satisfaction and destination trust; however, H4 is supported and significant, which means that there is a positive relationship between push motivation and visitors' satisfaction towards South Africa as a tourism destination. Alike to H5, H6 and H7 are rejected and insignificant; this indicates that pull motivation has an insignificant negative relationship with visitors' satisfaction, which shows that the more physical attractions that a destination has to offer, the higher the level of visitors' satisfaction. Both push and pull motivation have a negative influence on destination trust, which could denote that the internal and external motivations of visitors towards a destination are insufficient reasons for international visitors to trust a destination.

This indicates that destination marketers and management need to put more emphasis on the importance of destination trust and what to do to increase visitors' trust towards South Africa as a tourism destination. (This will be elaborated on as managerial implications in the next chapter.) H8 and H9 are supported and significant, which denotes that the higher the number of physical attractions of a destination, the higher the level of visitors' satisfaction towards the destination and that visitors' experience positively influences visitors' satisfaction and visitors' loyalty towards South Africa. In terms of visitors' experience, this plays a significant role in the influence of the international visitors' satisfaction towards South Africa; from the results it is the second highest supported of all the hypotheses in the study ($\beta = .67$, $t = 9.79$, $p < .01$). With regard to H10, visitors' satisfaction is positively influenced by destination trust and has the highest supported and significant level among the hypotheses, which shows that international visitors are very satisfied with their visit to South Africa and are satisfied with their expectations of South Africa; whereas H11 indicated that visitors' satisfaction has an insignificant negative relationship with destination attachment of the international visitors who visited South Africa. Finally, for H12 and H13, destination trust and destination attachment positively influence destination attachment and visitors' loyalty and are supported in terms of South Africa as a tourism destination.

The higher the trust, the higher the level of visitors' attachment and loyalty to the destination, as in the case in the South African context. Lastly, H14 shows how the direct

relationships between H1 to H13 were moderated by the two generational age cohorts, namely the young and older adults.

8.4 Conclusion

The purpose of this chapter was to discuss the results presented in chapter 7 and the hypotheses that were tested. The next chapter provides the conclusions and recommendations of the study.

CHAPTER 9: CONCLUSION AND RECOMMENDATIONS

9.1 Introduction

The aim of the study was, firstly, to investigate the influence of the predictors of destination attractiveness and the satisfaction that international visitors acquire which impact on the visitor's loyalty towards South Africa as a tourism destination; and secondly, to determine the effect of visitors' satisfaction on destination trust of international visitors who visited South Africa as a tourism destination. The current research indicated that visitors' experience, visitors' satisfaction, destination trust and destination attachment are the most important factors contributing to the international visitors' loyalty to South Africa as a tourism destination.

The results of this study provide some insight into new factors that provide opportunities for the development of new facets with regard to tourism in South Africa as a tourist destination, an area that has not received much attention in literature especially within the South African context. These facets are as follows: positive feelings, service experience and expectations, a pleasant destination and a satisfying experience. The study therefore makes a valuable contribution towards the literature on destination attractiveness and marketing, hence benefitting academics and practitioners alike.

The study findings could help the South African tourism sector to better compete with the global tourism industry and help destination marketers to more effectively market the destination and formulate strategies to increase the awareness of the destination attractiveness in order to tap into the potential future and past international market. The study findings contribute to the existing literature on the cognitive, affective and motivation factors that influence international visitors' loyalty to South Africa, which in turn leads to economic and employment opportunities and benefits for the local communities. This chapter presents the conclusions drawn from the findings of the data analysis in support of the purpose of the study.

9.2 Conclusion Based on the Study Objectives

Global tourism is becoming an ever more competitive environment for tourism destinations due to the large number of emerging destinations putting the mature destinations under pressure to enhance their quality to remain competitive and be sustainable in the tourism market (Krešić & Prebezac, 2011). Tourism is one of the most dynamic sectors of South Africa's economy. A "tourist destination" means a place to which tourists travel (Marinao et al., 2017) in order to experience certain characteristics, i.e. a perceived attraction of some sort (Marinao et al., 2017). Therefore, a tourism destination needs to constantly seek new ways to be attractive and offer the desired services expected from tourists. A number of factors influence tourists' choice of tourism destination. According to Jensen and Svendsen (2016), some of these factors are: availability of activities, affordability, loyalty, nature experiences, personal safety, relaxation, meeting new people, and historical and cultural attractions. Looking at the different factors, it is evident that the decision to embark on a tourism venture not only involves tourists being motivated by a need to escape everyday life and seek new experiences (Marinao et al., 2017), but that there also cognitive and affective behaviours involved in choosing a destination that they can trust and that will satisfy their needs (Marinao et al., 2017). Sub-Saharan Africa is also the subject of attention due to its emerging tourism market, of which South Africa is the major African tourism economy (Mattes, 2015).

Hence, adequate destination marketing (DM) strategies and management developing an understanding of tourists' cognitive and affective motives could help to ensure that South Africa's tourism attractions become more competitive at the international level. In so doing, this could provide long-term sustainable tourism growth, both internationally and locally, which in turn will enhance the development of destination attachment and loyalty towards South Africa as a tourism destination and increase its market share. It is therefore important to understand the relationship among the factors that influence destination attractiveness and in turn visitors' loyalty towards South Africa as a tourism destination. In addition, it is imperative to understand how other constructs such as visitors' satisfaction, destination trust, destination attachment and visitors' experience facilitate visitors' loyalty towards the destination.

To address the research problem and fulfil the aim of the study, the research objectives were formulated as follows:

(1) To examine the influence of destination image on visitors' loyalty, visitors' satisfaction and destination trust of the tourism attractiveness of South Africa as a destination for international visitors;
(2) To determine the impact of push and pull motivations on visitors' satisfaction and destination trust of international visitors in South Africa;
(3) To estimate the influence of visitors' experience on visitors' satisfaction and visitors' loyalty to South Africa as a tourism destination for international visitors;
(4) To assess the relationship between visitors' satisfaction and destination trust and destination attachment in South Africa as the tourism destination of international visitors;
(5) To determine the influence of destination trust on destination attachment of South Africa as a tourism destination of international visitors;
(6) To examine the impact of destination attachment on visitors' loyalty to South Africa as a tourism destination of international visitors; and
(7) To examine the extent to which different generational cohorts explain tourists' satisfaction, destination trust and destination attachment in terms of their loyalty.

The following subsections discuss the conclusions drawn from the above research objectives to address the research problem and fulfil the aim of the study.

9.2.1 Research Objective 1

To examine the influence of destination image on visitors' loyalty, visitors' satisfaction and destination trust of the tourism attractiveness of South Africa as a destination for international visitors.

The results revealed that destination image did not influence visitors' loyalty. This indicates that visitors did not find the destination image of South Africa as appealing as the sole reason for their behavioral loyalty. Although it is stressed in literature that destination image is an important mechanism to elevate or enhance visitors' loyalty at a destination

(Kanwel et al., 2019; Zhag, Fu, Cai & Lu, 2014; Prayag, 2012; Haarhoff, 2018; Chen & Phou, 2013), this study found this relationship to be non-significant. It was concluded that the South African tourism industry could not relay on destination image as a strategy to retain, maintain and attract new visitors to the destination. As supported by Kanwel et al. (2019), destination image is strongly associated with satisfaction, as satisfaction relates to feelings that are created by cognitive features of the destination and is thus a required phase in loyalty creation. Therefore, the objective of the study was met.

Based on the findings, destination image had a negative influence on visitors' satisfaction. However, recent studies (Nasir et al., 2020; Kanwel et al., 2019) confirmed that visitors' satisfaction is influenced by a tourist's desire to enjoy their tourism experience and by having positive feelings regarding South Africa as a tourism destination, which is ultimately stimulated by the attractiveness of the destination through positive images. Furthermore, this test confirmed that in order to attract and satisfy visitors, destination marketers should constantly enhance destination attractiveness (images) (Liu et al., 2017). In line with this, Kanwel et al. (2019) have suggested that a favourable destination image leads to higher visitors' satisfaction. Aliman, Hashim, Wahid and Harudin (2014) argued that tourists who have a satisfactory destination image in their mind will likely have a positive insight on their on-site experience, which results in visitors' satisfaction. Consequently, the objective of the study was met.

The effect of destination image on destination trust was insignificant. Inconsistent with extant studies, the effect of destination image on trust showed that the development of destination images does not lead visitors to believe that the destination is capable of fulfilling all their promises, which could seal a mutual relationship between the destination and visitors were this the case; for instance, studies such as Jesri et al. (2013), Endah et al. (2017) and Marinao et al. (2012) found that destination marketers who demonstrated the capability to constantly develop destination image components, such as offering of trustworthy services and top-notch products to their visitors, tend to strengthen and uphold visitors' destination trust. In conclusion, from this result, it is found that a well-established destination image can negate tourists' trust and may not lead to stronger ties and successful relationships in the future. Therefore the objective of the study was met.

9.2.2 Research Objective 2

To determine the impact of push and pull motivations on visitors' satisfaction and destination trust of international visitors in South Africa.

This study showed a significant positive influence of push motivation on visitors' satisfaction, however, it was a weak predictor. Previous studies by Ermawati and Prihandono (2018) and Baniya and Paudel (2016) also support the present findings of the study, namely that there is a positive relationship between push motivation and visitors' satisfaction and indicated that the push motivation entails assessing the needs of the visitors' satisfaction requirements and demands. Shukor et al. (2017) also found that push factors have a positive relationship with visitors' satisfaction through self-improvement and peace of mind. Hence, the conclusion drawn from this finding on push motivations of tourists, namely, wanting to learn something new, experience places that they have not visited before, and meet and socialise with new people and local communities, is that push motivation is an antecedent of visitors' satisfaction. Therefore, these aspects need to be addressed as South Africa has these structures in place, such as culture and different languages in the community. Marketing managers and policy makers therefore need to promote the culture, language and history of the locals and local environment to attract more visitors who enjoy experiencing something new and interesting, thus enhancing satisfaction. Hence, the objective of the study was met.

The results revealed that push motivation did not influence destination trust. This indicated that international visitors did not find the push motivation towards the destination as the only reason for them to trust the destination. Although it is stressed by Lindberg and Østergaard (2015) that the link between push factors and trust encourages tourists to make a decision towards the destination, more precisely, destination trust involves the short-term contact and temporary social interactions that occur within the time frame of the trip (Trif, 2013), which could have a great impact on tourists' long-term social significance. Zhou (2020) stated that the motivations to hitchhike resulted from many internal motivation influences, such as to "try something different" driven by the attraction of wanderlust. It is noted that trust leads to lower transaction costs by encouraging return visits at a destination and stimulating long-term relationships, which were identified as drivers of the success of strategic alliances (Bricci,

Fragata & Antunes, 2016). The purpose of the study objective was to determine the impact of push motivation on destination trust of international visitors to South Africa as a tourism destination, the objective of which was established and was found to be significantly negative.

The findings of this present study showed that there is a negative relationship between pull motivation and visitors' satisfaction. Unlike previous studies, including the study by Chindaprasert et al. (2015) that confirmed that there is a relationship between pull motivation and satisfaction, which was determined by factors of attraction, this study discovered a negative relationship. Shukor et al. (2017) and Yoon and Uysal (2005) also confirmed a significant effect of pull motivation on satisfaction. Furthermore, Shukor et al. (2017) found that tourists require attractive natural environments such as forests and beaches for maximum satisfaction. However, in this study, warm and sunny weather, along with historical and cultural attractions are the main attractions of South Africa, hence destination marketers and management organisations for tourism need to develop strategies and promote South Africa as such a destination, including in terms of its variety of food, mountains, beaches and as a fun and beautiful tourism destination. The conclusions drawn from the findings were that by increasing information sharing through media and the internet about South Africa as an attractive tourism destination, this will not necessarily build visitors' relationships and increase the satisfaction level of the visitors. Therefore, the objective of the study was met.

Although, to the researcher's knowledge, there has not been any research done on push-pull motivation and destination trust in tourism, which is one of the empirical gaps in this study, the findings of the relationship in this study show that there is no relationship between pull motivation and destination trust of international visitors visiting South Africa as a tourism destination. According to Leong, Yeh, Hsiao and Huan (2015), pull motives fall into four categories, namely: historical and heritage attractions; cuisine and cultural experiences; relaxation and rest facilities; and family and friend connection opportunities (Leong et al., 2015). A study by Zhou (2020) identified the experiences of hitchhiking in tourism and the role of transient social connections in these experiences through online travel blogs. Zhou's findings suggest that through transient social interactions, hitchhiking tourists experiment on the kindness of strangers and social trust and what motivates them (Zhou, 2020). This scholar also found that the external motivation of tourists comes from the influence of other visitors'

experiences, the media, literature and art (Zhou, 2020). The conclusion drawn from this research was that if visitors were attracted to visit a new destination, this does not necessarily mean that they trusted the providers of services and products at the tourism destination. Prior to determining if pull motivation impacts or contributes to destination trust of visitors, it is important to understand that visitors tend to create the likelihood for expression in addition to cognitive trust of affective trust, as the relationship between a service provider and its visitors encompasses recurrent and long-term dealings (Trif, 2013). Therefore the objective of the study was met.

9.2.3 Research Objective 3

To estimate the effect of visitors' experience on visitors' satisfaction and visitors' loyalty to South Africa as a tourism destination for international visitors.

The findings for this hypothesis revealed that there is a positive relationship between visitors' experience and visitors' satisfaction. A past study by Mittal, Kumar and Tsiros (1999) found that travel experiences positively influence satisfaction, as with consumption of tourism products and services tourists are able to evaluate the quality of the products and services, which in turn influences visitors' satisfaction. Other research by Wu (2016) also supports the study and tested the antecedents of destination loyalty in the global tourism arena and found that tourist experiences positively influence visitors' satisfaction. Dieck, Jung and Rauschnabel (2018), in an augmented reality setting, found that the four realms of experience influenced satisfaction, which in turn affected future intentions. Furthermore, the study by Lee et al. (2019) also found a positive relationship between experience and visitors' satisfaction. Therefore, based on the findings, it was concluded that visitors' experiences in the tourism industry play a vital role in the establishment of visitors' satisfaction. Accordingly, tourism firms need to gather the past and present experiences of international tourists, for example, to know how they felt with regard to the product offerings and services and whether or not it was what they expected. In other words, to ascertain if they were happy and whether their choice to visit was a wise one. In so doing, this would enable tourism firms to understand their visitors' needs and implement accordingly, thus enhancing their experiences and increasing their destination satisfaction. Consequently, the objective of the study was met.

The results confirmed that the relationship between visitors' experience and visitors' loyalty was positive. The findings of this study are in line with previous findings by Lončarić et al. (2017) and Wu (2016), which indicated that when visitors experience unique tourism services and product offerings at a destination, this institutes a strong positive loyalty. Furthermore, Sirakaya-Turk, Ekinci and Martine (2015) found a significant relationship between travel experience and future visitors' visitation behaviour to a destination. Ali, Hussain and Ragavan (2014) also confirmed that all four experiences, that is, aesthetic, escapist, educational and entertainment in a resort had positive impacts on visitors' loyalty to the resort. The conclusion drawn from this finding was that the visitors' experiences of visiting South Africa as a tourist destination increases the visitors' loyalty to travel to the same destination. Consequently, marketers and policy makers are encouraged to continue to implement and sustain the attraction sites, tour services and service quality being rendered to international tourists. Therefore, the objective of the study was met.

9.2.4 Research Objectives 4

To assess the relationship between visitors' satisfaction and destination trust and destination attachment in South Africa as the tourism destination of international visitors.

The results attained from this study support the objectives of the research, in that visitors' satisfaction was determined to be an antecedent of destination trust; however, in this study, the result was the weakest among the hypotheses. Ahmed, Riswan, Ahamad and Haq (2014) highlighted that a visitor cannot have loyalty without trust of a destination. Leninkumar (2017) viewed visitors' trust as the thoughts, feelings, emotions or behaviours demonstrated when tourists feel that a service provider can be relied upon to act in their best interests when they give up direct control. On the other hand, some studies contradicted this finding and proposed that trust precedes satisfaction (Chang, 2014; Gul, 2014), with the authors stating that tourists' trust of service providers of a destination is based on certain satisfaction factors. However, the study by Leninkumar (2017) found a positive relationship between satisfaction and trust, with satisfaction found to be the predictor of trust in the banking sector. Another

study conducted by Sahin et al. (2013) investigated the relationship between brand satisfaction and brand trust in the phone market. The scholars found that brand satisfaction has positive associations with brand trust; however, their study only explored this relationship with product classification. Nevertheless, the above studies support the present study findings; therefore, the conclusions drawn from the findings met the objective of the study and indicated that visitors' satisfaction influences destination trust and is the formation of strong relationships due to the international tourists' trust. In terms of managerial implications, tourist managers and destination marketing organisations (DMOs) need to be conscious of visitors' experiences and feelings while touring the country because it is the most pivotal element with which to develop sustainable commerce and growth, which in turn increases the trust of international visitors towards South Africa as a tourism destination. Therefore, the objective of the study was met.

The results of the current study did not correspond with the previous studies by Rahmatiyah, Yulianto and Kusumawati (2017) and Pedeliento et al. (2014). These researchers found a positive relationship between satisfaction and attachment. Chinomona (2013) found that the relationship between brand satisfactions with brand attachment is positively related; however, the study was only conducted on product branding. According to Belaid and Behi (2011), in their study on the relationship between satisfaction and destination attachment, they found that brand satisfaction positively and significantly influences brand attachment. The dimension of visitors' satisfaction presented a relation with destination attachment, in that if visitors are satisfied at the destination, they will develop a destination attachment. Therefore, it was concluded that the finding is not in line with the study objective, and thus confirmed that satisfied visitors tend to be committed, involved and friendly towards the destination. Therefore, the objective of the study was met.

9.2.5 Research Objective 5

To determine the influence of destination trust on destination attachment of South Africa as a tourism destination of international visitors.

The result of the current study agrees with the previous studies by Chinomona (2013) and Rahmatiyah et al. (2017). The perceived trust of a destination contributes to the destination attachment and holidaying experience of visitors. The best tourism destinations are those destinations that offer unique experiences and services and are thereby able to improve the visitors' trust towards the destinations, hence increasing the destination attachment of the visitors (Rahmatiyah et al., 2017). According to Tsiotsou (2010), brand trust has a positive relation with brand attachment. This relationship has been shown to be the second strongest in this study. In marketing, increasing the trust in a tourist destination is commonly quoted as an important element for a successful relationship, which results in enhancing the visitors' emotional attachment to the destination (Endah et al., 2017). The conclusion gathered from the findings was that visitors' perceived trust towards a destination enhances the experience of the visitors, and is thus most important in influencing their attachment to the tourism destination, which in turn will lead to loyalty. Therefore, the objective of the study was met.

9.2.6 Research Objective 6

To examine the impact of destination attachment on visitors' loyalty to South Africa as a tourism destination of international visitors.

The study findings confirmed that there is a positive relationship between destination attachment and visitors' loyalty, thereby contributing to the literature on tourism destination loyalty. The current findings concur with the prior findings of Pedeliento et al. (2015), which indicates the role of brand attachment as the driver of brand loyalty and that brand attachment is also positively related with brand loyalty. According to Ferrinadewi (2008), the trust derived by the consumer's expectation will be fulfilled by the brand's commitment. Rahmatiyah et al. (2017) conducted a study on the influence of satisfaction, trust and attachment on the Yamaha brand community on their loyalty towards the brand. Their study showed that brand attachment influences brand loyalty significantly. Therefore, the role of loyalty in the marketing research is critical in understanding visitors' commitment in the long term (Rahmatiyah et al., 2017). The conclusion drawn from the finding of the objective is that the higher the destination attachment, the higher the visitors' loyalty towards the destination, and that visitors will tend

to remain attached to South Africa as a tourist destination if it continues to satisfy them and to remain trusted.

9.2.7 Research Objective 7

To examine the extent to which different generational cohorts explain tourists' satisfaction, destination trust and destination attachment in terms of their loyalty.

The research findings showed that the two age cohorts moderated the destination image and visitors' loyalty and both age cohorts found the relationship to be insignificant. Hence, the implication for the South African tourism sector is for the DMOs to create more positive awareness of South Africa as a tourism destination and concentrate on both age groups while doing so. Additionally, the policy makers need to adopt strategic actions in creating good images such as cultural, historic and natural attractions, entertainment and events and to upgrade their level of service quality to promote and attract these generation cohorts to the destination, with the result that they will become loyal. Practitioners should therefore concentrate more on destination image to satisfy the older generation and destination marketers should strategise more on how to satisfy the older cohort through destination images, which were found to be insignificant. Tour managers should also focus more on understanding the travel needs of older adults with regard to the image of the intended destination, as this will enable correct decision-making and increase the satisfaction level of this cohort.

Furthermore, the study found that for both age groups there was not a positive relationship between destination image and destination trust. Therefore, policy makers, practitioners and management should focus on both age groups in providing their necessities and should carry out relationship marketing which increases visitors' trust. For example, creating awareness of the measures that have been put in place for tourists' safety and enjoyments. When there is a proper attractive sustainable destination image and security measures put in place, this will lead to an increase in destination trust from both age cohorts.

In both the young and older adults, push and pull motivations were found to be insignificant and to negatively influence satisfaction and destination trust of the international visitors. This has direct implications for both age groups in general, resort managers, government officials and destination managers, who need to strengthen the reputation of the destination in order to satisfy and improve the status of visitors' trust towards the destination by providing exceptional and satisfactory physical amenities and safe and easy access to the destination. This will in turn create opportunities for motivation factors and affective outcome evaluations. Destination managers and policy makers are strongly encouraged to understand the importance of motivation to be able to invest in facilitating attraction offerings of learning new things such as languages, easy access to transportation, festivals, special events, beaches and local cuisine at a destination. The focus in this case should be governments and tourism management organisations, who may require an ever-increasing budget to map out strategies to meet the continuously changing needs of these generational cohorts for future visits. In addition, strategies are required to address the evolving global tourist trends, particularly bearing in mind the global effects on economic and political forces. Furthermore, developing an understanding of the evolving preferences and needs of these age cohorts would enhance the implementation of the strategies in increasing their level of trust and creating attractive motivation factors such as unique experiences, a pleasant environment and exceptional tours in the mind of visitors.

With regard to the effect of visitors' experience on satisfaction and loyalty, it was found to be significant and positive for both of the age groups. Hence, tourism marketers, tour managers and small tourist business owners should endeavour to continue to provide quality services and tours to attractive destinations to sustain these age cohorts in referring and recommending the destination to friends and families and to return in future. In addition, policy makers could integrate current technologies such as the availability of WiFi in remote areas, which could help with the sustainability of this satisfaction and loyalty.

In terms of visitors' satisfaction, this was found to significantly and positively influence trust in both the young and old adults; therefore, destination marketers and managers should continue in improving the experiences through providing satisfying services and historical attractions, for example, to international visitors and thus use this to distinguish the destination

from competitors globally. Destination marketers could, for instance, position South Africa as "The Rainbow Land of History and Culture", a theme which would help in stimulating satisfaction and increasing the destination trust of more international visitors. In addition, due to the insignificant results regarding the effects of visitors' satisfaction on destination attachment for both the young and older adults, DMOs should place special emphasis on the interactions that the locals and international visitors have during their tourism visits, which could be a source of negative feelings towards satisfaction which in turn leads to negative destination attachment. Hence, DMOs should educate citizens on the importance of displaying desirable behaviours, such as acceptance, respect, courtesy and being friendly in order to enhance the positive feelings of visitors. The DMOs should focus on these age groups to strengthen destination attachment through implementing strategies which include interactions in the interpretation of historical and cultural heritage sites, while encouraging positive and satisfying social interactions among the international tourists and the locals they engage with. In so doing, this will create memories that bring about visitors' physical and emotional attachment to the destination.

The study findings indicated that destination trust influences destination attachment for both of the age groups under investigation. Hence, in order to increase the trust of both adult cohorts, destination managers need to increase the quality of the services and products, which in turn will increase their destination attachment. Both of the age groups not only need to be treated efficiently, but also expect to be warmly received by honest and caring personnel, which then creates a long-lasting relationship and attachment. In order to establish and sustain this trust and attachment, the destination management need to integrate international visitors into the local attractions and local life, as this will create a high level of trust, less disappointment, and will improve on safety and attachment.

Based on the significant results on the effect of destination attachment on visitors' loyalty, destination managers and policy makers should maintain and enhance the formation of attachment as a long-term strategy and asset in sustaining and maintaining visitors' loyalty towards South Africa as a tourism destination. This study findings indicated that the two age groups are attached to and will be loyal to South Africa as a tourism destination. Therefore, policy maker and marketers need to seize this opportunity to create more product and service

offerings such as attractions, safety and security and unforgettable experiences that will lead to stronger and lasting destination attachment of the young and older international adult generations, which in turn encourage the visitors to revisit (behavioural outcome) the destination and recommend (visitors' loyalty) the destination.

9.3 Recommendations

Tourism as a global business requires a constant change in the experience of consumers and tourists, therefore, business and tourism managers need to understand that the tourism business is the same as any other type of business and that visitor's pay for the services and experiences that they are expecting. Hence, for a constant creation of experiences of the image that will influence satisfaction and loyalty, it is vital for the South African tourism businesses and tourism marketing organisations to have an understanding of the expectation generated by tourists' destination image with regard to their destination. This will assist such businesses and tourism marketing organisations, when running any global business campaigns, in terms of directing them on how to market the image of South African tourism to the international generational cohorts. The South African travel trade is one of the important aspects of the global tourism value chain; therefore, engaging the trade in the process of destination marketing will ensure that they promote appropriate desired images of the destination to stimulate, attract and enhance the overall visitors' satisfaction and loyalty of South Africa as a tourism destination.

Furthermore, a negative perception of South Africa has been a significant barrier for both generational cohorts of international visitors in this study to build destination attachment through destination trust. This can be transformed through the media by giving out positive information about South Africa, and not just focussing on the negative. Thus, South African Tourism and the National Department of Tourism (NDT) should implement, for example, safety and crime strategies to address the safety issues of international visitors, which will help in building destination attachment and destination trust of the international visitors towards South Africa. A tourist destination could have good and convenient facilities and historical and cultural sites and events, however, all of this will be useless if the destination does not have a

worthy level of safety (trust) with a good image that can enhance the push motivation of prospective visitors, as well as attract and create attachment.

Brand SA and policy makers are strongly advised to provide fast access and the necessary means for tourism in South Africa to become cost effective to international visitors. This study encourages partnerships with the necessary department such as provisional tourism authorities to establish easy access and develop air access strategies that will be cost effective for visiting South Africa for tourism purposes. This will enable easier integration of visitors into the local life and accordingly create high levels of visitors' attachment, satisfaction and loyalty.

The National Tourism Sector Strategy (NTSS) can be deployed to develop the distinct personality of South Africa as a tourism destination to better meet the international visitors' satisfaction, safety, comfort and security needs. This recommendation is aimed at assisting in the creation of additional tourism products and services designed around the needs as mentioned above, as well as the acceleration of the tourism sector in terms of its contribution to the economic development of South Africa. These elements are related to visitors' insights of how their security and welfare interests are considered by the DMOs. For example, when the level of crimes and negative crime-related perceptions are minimised, and safety is guaranteed, it increases the trust levels felt towards the destination and will therefore enhance the competitive advantage of South Africa as a destination over substitute locations. In addition, when visitors feel trusting towards a destination they will also feel more attached to the destination.

Furthermore, the EDT theory suggests that satisfaction can occur based on the push and pull motivations to travel. According to this theory, tourists act in a specific way because of their expectations towards the destination. Therefore, DMOs should focus on managing the push and pull motivations, which could be enhanced through the incorporation of the locals, with their various cultures and languages, in the decision-making processes in developing warm acceptance of international visitors at the attractions sites. This will help in catering for the needs of visitors with regard to physical amenities, accommodations and recreation

facilities and fulfilling their wishes of meeting new people and socialising with the locals. Additionally, experiencing convenient easy access to amenities, the destination and local communities with help to ensure the satisfaction and loyalty of the international visitors visiting South Africa as a tourist destination.

This study therefore recommends that Brand South Africa and other DMOs need to invest time and resources into establishing the needs of both young and older international adult visitors with regard to the level of service quality and the natural, historical and cultural attractions that they desire and expect, which will thereby enhance the ability of meeting their needs and improving the destination image of South Africa. This can be achieved through embarking on seminars, for example, which could be held in various regions of attractions to encourage the participation of the international visitors and establish a proactive marketing strategy to promote unified images according to the different generation cohorts. In so doing, this will also boost the general economy of the nation. Furthermore, as visitors' behaviour differs among the different cohorts, proper segmentation in this regard for better targeting for tourism products and services is therefore critical. The segmentation of the different cohorts will also assist in resolving the reasons behind the destination image not satisfying the older adults. This will enable Brand SA and other DMO managers and policy makers to pay personal attention to the products and services that suit each cohort and their respective lifestyles, as opposed to generalising products and services offerings, and thus provide the foundation for building loyalty and long-lasting relationships with these visitors.

Finding the link between the differences in the generational cohort's behaviour will help in providing predictions and tracking any changes that might be taking place in their behaviours towards tourism as time goes on. To establish and manage this recommendation, a distinctive characterisation of the generational cohorts in terms of establishing the key features such as push and pull motivations, images and experiences that differentiate each cohort is required, as it appears that these cohorts are seen as being behind the substantial growth in the tourism sector and towards tourism loyalty globally (Augustine, 2017). This study provides input to the NDT to address the destination constraints through developing an understanding of the importance of visitors' first experience with regard to their satisfaction towards the tourism destination. It is also strongly suggested that the International Air Transport

Association and the Department of Home Affairs work together in providing easy accessibility to South Africa such as easy visa access and moderate airfare costs to enable the prospective international tourist to access the destination

9.4 Limitations and Future Research

Although this study offers a unique and valuable contribution by making the first attempt to utilise EDT, NCT, the PPM and GT to investigate the cognitive, affective and motivation factors that influence visitors' loyalty in choosing South Africa as a tourism destination, it nonetheless poses some limitations which need to be addressed. Firstly, limitations are mainly connected with the sampling method used for data collection. Owing to time and resource restrictions, a non-probability sampling method was utilised, which unavoidably led to reduced generalisability of the study outcomes. Secondly, the current study was purely quantitative in nature and did not allow further probing of the responses that were received from the study participants. The quantitative approach has helped however in bringing out results that are more generalisable. Therefore, it is recommended for future studies to probe and gather data via the interview route, which involves collecting and analysing non-numerical data to generate new ideas and results for the research. The researchers could carry out unstructured interviews to generate data through the use of open-ended questions, which will allow international visitors to exercise their right to expression in their own words.

However, this method has its disadvantages, such as not being a statistically representative form of data collection, having to rely on the participants' experience of the researcher and possibly requiring multiple sessions of interviews, and can therefore lead to misleading conclusions. Thirdly, the population for this research consisted of participants who participated in the decision-making process for choosing the Lion & Safari Park, Johannesburg, to tour and who were surveyed from November 04 to December 09, 2019. This narrow study population limits the generalisation of the findings of this study. Warach et al. (2016) argued that the ability of a sample population to be representative of the overall characteristics of the total population is limited.

In addition, future studies should survey a larger number of visitors, and researchers may consider additional push and pull motivation factors to include for analysis. Furthermore, the relationships between push and pull motivations and destination trust in this study were not found to be significant; however, a relationship between the factors may exist nonetheless. Additionally, the relationship between destination image and visitors' loyalty in this study was found to be insignificant; however, a relationship between the constructs may yet be proven to exist. Future researchers should develop categories of push and pull motivations based on this study to examine the relationships between them and destination trust. It is also advised that further research be conducted utilising alternative theories to investigate this topic and study. Little research has focused on the South African tourism industry and, while this study made the first attempt to use these four theories mentioned above to analyse visitors' cognitive, affective and motivation factors of tourism loyalty, other theories may also be useful in gaining an understanding of the selected attributes in this regard.

This study also recognises that there may be differences between first-time and repeat visitors and therefore makes a recommendation for an exploratory analysis to be done. Previous research have established that first-timers and repeaters differ in terms of their socio-demographics, travel characteristics (Choo & Petrick, 2016), destination perceptions, travel motivations, perceived value and post-trip evaluation (Li et al., 2008). Additional research should test the proposed model using multigroup analysis to compare first-timers versus repeaters. In this study, a combination of both classes of visitors, namely first-timers and repeaters was used to gather information to understand them in the South Africa context. For that reason, and because every tourism destination (country) is different, not every finding would be applicable to other destinations. Users of the study findings must do so with this context in mind. Finally, as mentioned, the convenience sampling and non-probability approach used in this study restrict the generalisation of the study findings. Future studies should perhaps consider a more sophisticated sampling procedure (e.g. stratified or quota), which may give a better representation of the target population as a whole in determining the generational cohorts' behaviours.

9.5 Study Contributions

The contribution of this study is threefold, namely: theoretical, empirical and practical. The empirical and theoretical contributions are based on what the study adds to the existing body of knowledge, and the practical contribution is based on the insights for the international tourism associations, such as Brand SA, the NDT and NTSS, as well as policy makers (Department of Home Affairs) and officials of South African destination tourism marketers. The aim of this research was to understand the predictors of destination attractiveness, satisfaction and attachment of international visitors which impact on the visitors' loyalty, and to determine if generational cohorts explain tourists' satisfaction, destination trust and destination attachment in terms of their loyalty to South Africa as a destination.

9.5.1 Theoretical Contribution

This study showed that the four theoretical approaches used in this research (EDT, PPM, neoclassical model and GT) complement each other for the most part and can be used to predict international visitors' behaviour and segment them as generational cohorts. In theory, this study has contributed to the literature by highlighting the effects of the push-pull motivations on the destination trust of international visitors' attachment and loyalty towards South Africa as a tourism destination. This is the first time that this type of research had been conducted not only in South Africa, but also globally as far as the researcher could establish. Theoretically, the study provides an evaluation of the predictive power of each theoretical perspective within a contrastive explanation approach. In particular, the study found that the relevance of the EDT in the context of destination image and satisfaction of the young and older adult cohorts differs (Grimmelikhuijsen & Porumbescu, 2017). The predictive power indicated that older adults are not satisfied and is therefore theoretically not acceptable for both destination image and the satisfaction of older adults. From the theoretical point of view, this study contributed in answering the question of the role that satisfaction and trust play in destination attachment through using the GT, the findings of which show that satisfaction is a predictor of trust and that trust is a predictor of destination attachment, which in turn increases loyalty. Moreover, when there is an increase in tourism competiveness and a decrease in the entry of international visitors to a destination, then the question arises as to the ways to influence visitors' interaction with the destination characteristics and destination attractiveness.

Thus, this study adds to the marketing and destination attractiveness literature by providing a theoretical framework that explains the relationships between the variables of the framework and visitors' loyalty. The theoretical review of the concept of GT and the quantitative study performed showed that the segmentation of the generational cohorts to access the motivations and cognitive and affective behaviours of the different cohorts proved that they are predictors of visitor loyalty in the present context. The new knowledge produced will increase the understanding of the effect of the destination attractiveness on visitors' loyalty to South Africa as a tourism destination. The study makes a significant theoretical contribution by implementing the GT in investigating the generational cohorts' cognitive, affective and motivation factors that influence international visitors' loyalty to South Africa, and also adds to the existing literature on the segmentation of generational cohorts of international visitors to South Africa.

9.5.2 Empirical Contribution

From the point of choice selection in tourism, this study provides empirical evidence that generational cohorts have different cognitive perceptions of the destination such as reputation, natural, historical and cultural attractions, and the degree of service quality and accessibility of the destination. Hence, the study provides an empirical contribution by providing evidence that visitors' satisfaction and destination trust are predictors of destination attachment and visitors' loyalty. An improvement of the overall destination image makes for a positive assessment for revisiting the destination. The significance of visitors' experience having a positive effect on destination loyalty is consistent with previous studies for offering an empirical contribution towards visitors' experience and visitors' loyalty (Wu, 2016). In other words, the more positive the experiences of the international visitors, the greater the propensity to visit again and the greater the attachment to the destination. The research therefore advances the knowledge of the destination attractiveness and marketing literature and provides an empirical foundation for further research on the global tourism marketing approach by investigating an extended conceptualisation of destination attractiveness and visitors' loyalty in one of the top Sub-Saharan tourism destinations. Finally, this study contributes empirically to the tourism literature by testing the theoretical linkage between three constructs that have not previously been tested to the researcher's knowledge, namely the effects of push and pull motivations on destination trust. This study showed that improvement of physical

images, attractions and information accessibility in terms of tourism in South Africa would increase visitors' experiences or expectation transformation, satisfaction and destination attachment, which in turn would have a significant effect on visitors' loyalty and add to the tourism sector in respect to greater economic growth, and the sustainability and development of tourism as an economic driver at both the national and international level. Hence, the empirical outcomes provide potential strategic actions for DMOs, government policy makers and national tour operators on educating and training of general community, entertainment and events operators to offer quality services and provide easy access to the destination.

9.5.3 Practical Contribution

This study established that tourism destination attractiveness contributes to the cognitive and affective behavioural outcomes of international visitors' loyalty. Therefore, it is worthwhile for Brand SA managers and DMOs seeking to appeal to international tourism visitors to build visitors' trust and satisfaction through the constant improvement of destination attractiveness. Furthermore, the study makes a valuable contribution towards the literature on international tourism, hence benefiting practitioners, academics and the tourism sector alike. This study has highlighted the areas which Brand SA managers and DMOs need to focus on in order to establish visitors' trust. In so doing, this could help the South African tourism sector to better compete with the global tourism industry and to market the destination and formulate strategies to increase the awareness of the destination attractiveness in order to tap into the potential and past international market. The push-pull model, neoclassical theory, generational theory and the quantitative studies performed showed that the overall motivation to visit a destination is a multidimensional phenomenon consisting of feelings, socialising, good physical amenities, historical sites, cost and wages, safety and easy access to a destination. The study therefore contributes to the South African tourism sector and policy makers in terms of understanding the importance of the different generational cohorts' attractions, beliefs and perceptions of cost effectiveness regarding the tourism site and their feelings and expectations regarding the destination. This study indicated that the push-pull motivations of both young and older adults negatively affect destination trust and satisfaction. Hence, there is need to focus on destination image and push-pull motivations, which are relatively more important in establishing and enhancing visitors' satisfaction and destination trust (Christou, 2013) towards South Africa as a tourism destination. To achieve this, the Tourism Safety Plan developed by

the South African government and the private tourism sectors needs to be proactive and work relentlessly in strengthening the reputation of South Africa and the visitors' expectations, providing good amenities, creating new attractions and displaying consistency in ensuring that safety, security and quality products and services are delivered at every tourism site and that the ports of entry to the destination are top notch. Trust and satisfaction in terms of destination attractiveness are usually seen as the most essential aspects of destination and relationship marketing for destination loyalty (Chatzigeorgiou & Christou, 2016; Bricci et al., 2016). In line with this, this study practically contributed to the international marketing literature and to government at all levels in understanding the importance of the effects of pull and push motivation on trust and in terms of South Africa tourism globally. In conclusion, combating crime against tourists and prioritising the dissemination of positive information pertaining to South Africa will strengthen and enhance the sustainability of the competitive position of South African tourism.

9.6 Summary

The results of this study have allowed some insight into which factors influence international visitors' loyalty and whether the push-pull motivations of different generational cohorts influence the destination trust of South Africa as a tourism destination. The findings could assist Brand South Africa, tourism marketers and policy makers to formulate strategies in creating an edge in the global tourism industry and stepping up with the aim of establishing sustainable destination attractiveness, which will increase the loyalty of visitors towards South Africa. The findings contribute to the existing body of knowledge on the effects of push-pull motivations on the destination trust of international visitors' attachment and loyalty towards South Africa as a tourism destination.

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Appendix A Questionnaire

INFORMATION SHEET

University of the Witwatersrand



School of Economics and Business Science

Date: 26-08-2019

Dear Sir/Madam

My name is Promise Omo-Obas and I am a Doctoral student in the Marketing Division at the University of the Witwatersrand, Johannesburg. I am conducting research. COGNITIVE-AFFECTIVE-MOTIVATION FACTORS INFLUENCING INTERNATIONAL VISITORS' LOYALTY TO SOUTH AFRICA. As a TOURIST, you are invited to take part in this survey. This survey aims to determine which predictors play a key role in willingness to TO VISIT SOUTH AFRICA. The results of the study will be a Doctoral thesis and will become available online after completion of the research. Please take note that there are no right or wrong answers. This survey is confidential and anonymous, which are both guaranteed by no need to enter your name on the questionnaire. The participants' involvement is solely answering the questionnaire, and participation does not involve any risk or loss of benefits whether or not you participate, neither when ambiguity arises, nor does the research does not under any circumstance involve payment. In addition, your participation is completely voluntary, you may choose not to participate in the study, not to answer any questions or withdraw at any time without any penalty.

The collected data will only be used for the purpose of obtaining an academic qualification and writing of research articles. Also, the research is completely anonymous and confidential, and the survey will not ask for your details in any way. The entire survey should take between 10 to 15 minutes to complete. For the purpose of this study, informed consent will be obtained verbally or informally.

Thank you for considering participation. Should you have any questions, or should you wish to obtain a copy of the results of the survey, please contact me on 0730920094, or online via email at 1054140@STUDENTS.WITS.AC.ZA . My supervisor's name and contact details are: Dr Norman Chiliya - to reach Norman.Chiliya@wits.ac.za

Kind regards,

Promise Omo-Obas

School of Economic and Business Science

Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purpose only.

SECTION A: GENERAL INFORMATION

The section is asking your background information. Please indicate your answer by ticking (X) on the appropriate box.

A1 Please indicate your gender:

Male		Female		Prefer not to say	

A2 Please indicate your marital status:

Married		Single		Divorced		Widowed		Prefer not to say	

A3 Please indicate your age category:

18 - 34		35 - 49		50 -64		65 or older	

A4 Please indicate your highest Education attainment:

Primary School	
High School	
Diploma	
Degree	
Postgraduate degree	
No Schooling at all	

Other (specify)	

A5 Please indicate your occupation:

Student	
Employed	
Self-employed	
Unemployed	
Other (specify)	

A6 Please indicate the number of times you have visited South Africa:

1	
2	
3	
4 or more	

A7 Please indicate which culture you best associate with

African	
White/Caucasian	
Asian	
Australoid	
Prefer not to say	
Other	

A8 Please indicate your Nationality as an international visitors:

Africa	
Americas	
Asia & Australasia	
Europe	
Others	

A8 Please indicate your Travel companion:

None	
Wife/husband/partner	
Friends	
Family	
Other	

The questions below are all based on destination attractiveness of South Africa

Below are statements about **Destination image, Visitors' experience, Push motivation, Pull motivation, Visitors' satisfaction, Destination trust, Destination attachment and Visitors' loyalty of the destination**. You can indicate the extent to which you agree or disagree with the statement by circling the corresponding number in the 5 point scale below, for example:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Completely Agree

SECTION B: DESTINATION IMAGE

Please indicate to what extent you agree or disagree with each statement regarding the destination image of South Africa as a destination attractiveness.

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
DI1	Reputation	1	2	3	4	5
DI2	Natural attractions.	1	2	3	4	5
DI3	Entertainment and events	1	2	3	4	5
DI4	Historic and cultural attractions	1	2	3	4	5
DI5	Accessibility of the destination	1	2	3	4	5
DI6	Level of service quality	1	2	3	4	5

SECTION C: PUSH MOTIVATION

Please indicate to what extent you agree or disagree with each statement regarding the Push Motivation of South Africa as a destination attractiveness.

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
PM1	To learn something new and interesting	1	2	3	4	5
PM2	To visit a place that I have not visited before	1	2	3	4	5
PM3	To fulfil my dream of visiting a foreign land/country	1	2	3	4	5
PM4	To meet new people and socialize with the local community	1	2	3	4	5
PM5	To escape from daily routine	1	2	3	4	5

SECTION D: PULL MOTIVATION

Please indicate to what extent you agree or disagree with each statement regarding the Pull Motivation of South Africa as a destination attractiveness.

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**

PUM1	Good physical amenities: accommodation, transportation, and recreation facilities	1	2	3	4	5
PUM2	Festival/special events and activities	1	2	3	4	5
PUM3	Warm and sunny weather	1	2	3	4	5
PUM4	Historical, cultural, art, and religious attractions	1	2	3	4	5
PUM5	Variety of food	1	2	3	4	5
PUM6	Beautiful natural scenery and landscape: beaches, forests, mountains, etc.	1	2	3	4	5
PUF7	Safe and easy access destination	1	2	3	4	5

SECTION E: VISITORS' EXPERIENCE

Please indicate to what extent you agree/disagree with each statement as the statement relates to your experience as a visitor in South Africa as a destination.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
VE1	My experience in South Africa was what I expected	1	2	3	4	5
VE2	The visit to South Africa made me happy	1	2	3	4	5
VE3	My choice to visit South Africa was a wise one	1	2	3	4	5

SECTION F: VISITORS' SATISFACTION

Please indicate to what extent you agree/disagree with each statement as the statement relates to your satisfaction with the visit to South Africa.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
VS1	I have really enjoyed the visit.	1	2	3	4	5
VS2	I am satisfied with my decision to visit South Africa	1	2	3	4	5
VS3	I prefer this destination to other destinations	1	2	3	4	5
VS4	I have positive feelings regarding South Africa	1	2	3	4	5

VS5	This experience is exactly what I need	1	2	3	4	5
VS 6	This was a pleasant visit	1	2	3	4	5

SECTION F: Destination Trust

Please indicate to what extent you agree/disagree with each statement as the statement relates to your **Destination Trust** with the visit to South Africa.

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
DT1	I am comfortable that South Africa is a good tourist destination	1	2	3	4	5
DT2	South Africa is a destination that meets my expectation	1	2	3	4	5
DT3	South Africa guarantees tourist satisfaction	1	2	3	4	5
DT4	South Africa is a destination that never disappoints me	1	2	3	4	5

SECTION G: DESTINATION ATTACHMENT

Please indicate to what extent you agree/disagree with each statement as the statement relates to your destination attachment in South Africa as a destination

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
DA1	South Africa is the best place for what I like to do on holidays	1	2	3	4	5
DA2	I am very attached to South Africa	1	2	3	4	5
DA3	Holidaying in South Africa means a lot to me	1	2	3	4	5
DA4	No other place can provide the same holidaying experience as South Africa	1	2	3	4	5

SECTION H: VISITORS' LOYALTY

Please indicate to what extent you agree/disagree with each statement as the statement relates to your loyalty to stay or visit South Africa as a destination

		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**

VL1	I would recommend others to visit South Africa	1	2	3	4	5
VL2	I will visit South Africa in the future	1	2	3	4	5
VL3	South Africa is my first choice among destinations	1	2	3	4	5
VL4	I will say positive things about South Africa	1	2	3	4	5

Thank you for completing the questionnaire.