SARDINE RUN: ANALYSIS OF SOCIO-ECONOMIC IMPACT AND MARKETING STRATEGY IN THE SOUTH COAST REGION OF KWAZULU NATAL

BY

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Dissertation submitted in compliance with the requirements for the Masters Degree in Technology in the Department of Marketing, Durban University of Technology

I, **Themba Manana,** declare that this dissertation represents my own work.

APPROVED FOR FINAL SUBMISSION

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DEDICATION

My parents have shown me the strength and power of pride, honour and love. Passion runs deep in my family and it shows in all we think, say and do. I carry the strength and power of my family's pride, honour and love.

To honour my parents (Sonto and Silas), I dedicate this research study to them for they have given me the support and constant love throughout my studies and my life.

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Through my experience and, more importantly, through my life, may I give you the same and so much more.

Thank you.

DECLARATION

I, **Themba Manana,** hereby declare that the work represented in this dissertation represents my own work and findings, except where indicated, and that all references, to the best my knowledge, are accurately reported.

Themba Manana

……..

Date

ABSTRACT

The dissertation presents an overview on market segmentation established on the basis of collection of information. The study illustrates the important role of information in tourism and examines the socio-economic impact of the sardine run event and the marketing strategy in the South Coast Region of KwaZulu - Natal.

A survey of the tourists at the sardine run event was conducted. There is no reason to divide customers and prospects into separate groups if they are going to be treated the same. This research examines the nature of what might be the overall personality type of the tourist and how this overall picture can be used to identify individual characteristics much more coherently and use the information to develop the marketing strategy. In line with the overview of major attempts to measure the effectiveness of a marketing strategy, this dissertation suggests that segmentation is imperative for strategy development. One key goal of each information strategy lies in an optimal matching between segmentation and marketing strategy.

The findings of the study revealed that the economic impact of an event normally focuses on changes in sales, income and employment in a region as a result of tourism activity. Secondly, this research proposes that income influences tourists' spending patterns. Since almost no research has been conducted on the analyses of the socio-economic impact and the marketing strategy of the sardine run, this research should contribute to knowledge about the target market and the socio- economic impact of the event.

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CHAPTER 1- INTRODUCTION

1.1 INTRODUCTION

This chapter provides background to some of the themes and issues addressed within this research, and describe the scenarios that motivated the work. The aim and objectives are outlined and supplemented with an overview of the thesis structure. This chapter gives an overview of the reasons for conducting the study on the sardine run and also focuses on the problem statement and objectives of the study.

The study was carried out in conjunction with the Department of Ecology, University of KwaZulu-Natal. This Department is currently conducting scientific investigation into the movement of sardines and it felt that there was a need for a study which examines the marketing of the sardine run. There have been monetary benefits for big businesses like hotels and bed and breakfast, but the purpose of this research is to collect information regarding the potential customers/tourists. This information can be utilized to develop marketing strategies and to develop a relevant customer profile. The study intends to find answers regarding the socio-economic benefits of businesses during the event.

A personal survey of the visiting tourists, especially those in the Hibberdene area, was conducted. This study attempted to gather information on the tourists and their spending patterns. The method of study encompasses a survey of secondary information and a formal study based on primary information derived from personal questionnaires.

1.2 BACKGROUND TO PROBLEM

"Sardine Fever", as it is commonly known, also creates a frenzy of human activity as large numbers of sardines are sometimes forced right onto the beaches. Subsistence-netters use small boats to gather the fish and bring them to the shore while others wade into the water to collect fish in buckets and plastic bags. It is not uncommon to see a bloated copper shark beaching itself in its quest for food.

Until a few years ago, the sardine run was a virtually untold story, in spite of the fact that it is, in its own right, comparable to the annual wildebeest migration across the plains of Africa. Now, with wildlife documentary producers wanting to cover this amazing story, underwater cameramen are spending more time in the water during the sardine run and are, as a result, learning more about the interaction between the main role-players.

The sardine run along the east coast of South Africa is a spectacular and well-known phenomenon but the adventure is not well marketed to attract foreign and local tourists.

The researcher visited the Hibberdene area during the season of the sardine run. The purpose of the visit was to observe the socio economic impact of the sardine run. The researcher observed a relatively high level of participation by the communities and tourists. The sardine run draws local and international tourists; there is no doubt that there are financial gains that can be made from the event. People who might be benefiting from the event are those in the hospitality industry and other local business people who get the sardines for resale.

This study intends to determine whether the whole event has economic benefits for the communities and to determine the perceptions and spending patterns of tourists at the event. Such information is important because the Tourism department does not have reliable information regarding the socio-economic impact of the event. If the sardine run has financial gains, it is possible that a lack of knowledge prevents the indigenous community from participating.

The information generated can be of assistance to the local government and municipality in addressing the issue of skills development in the area. The Skills Development Act was passed in 1998 to address the skills shortage in communities. Funds are available through the Department of Labour to train people, but there has not been any research to determine which skills are needed by the Hibberdene community and particularly skills that can be used to exploit the opportunity presented by the sardine run.

The findings of this study are to be made available to the local municipality as well as the people of the community.

1.3 STATEMENT OF PROBLEM

The literature indicates that there are no methodologies that reliably and transparently measure the sustainability of tourism, and this research demonstrates an attempt to address this gap.

Tourism, by nature, is a diverse and multifaceted industry. It is comprised of a wide range of public and private agencies, service providers, residents and tourists. Thus, it is argued that a great deal of collaborative effort is necessary for success in developing tourism (Mathieson & Wall, 2003:56-57). Despite this apparent need, few places have achieved high levels of co-operation in this regard. Until now, there has been no information readily available to the general public about the sardine run.

The study intends to establish specific marketing goals and targets for marketing planning, to include data relating to tourism arrivals, tourists' spending pattern, duration of stay, perception about the sardine run event and the issues like distance of residence from key tourist sites and lack of understanding by residents about tourism. The research further intends to collect information for the purpose of establishing marketing programmes, and market segmentation analyses using the sardine run. The study analyses the socio-economic benefit of the sardine run and its potential revenue inflow into the coastal region.

1.4 STATEMENT OF THE OVERALL OBJECTIVE AND SUB-OBJECTIVES OF THE STUDY

The objective of the study is to collect information for the purpose of establishing marketing programmes, and market segmentation analyses using the sardine run and to analyse the socio-economic benefit of the sardine run and its potential revenue inflow into the coastal region. The study will collect detailed information that can be used to better understand tourists and their expectations and to determine tourists' level of spending. The study will further collect data that will be used to monitor the growth and the potential of the sardine run and to determine possibilities of marketing this phenomenon internationally.

The sub-objectives of this study are as follows:

- To identify and assess suitable segmentation variables and target market methods for the sardine run (event), that can be used to provide input to the development of marketing strategy for the sardine run;

- To determine the perceptions and spending patterns of tourists at the event (sardine run); and

- To analyse the socio-economic impact of the sardine in the south coast region.

1.5 DELIMITATIONS OF THE STUDY

This study is confined to the Hibberdene area on the KwaZulu-Natal South Coast. Hibberdene falls under Ugu district which forms part of the Hibiscus coast municipality. The sardine run study was carried out in conjunction with the Department of Ecology at UKZN, who indicated that this area is of interest because it is visited by many tourists and it is one of the main areas, and often the first area, where the sardines run. Owing to financial and time constraints, the research could only be conducted within the Hibberdene area and not the entire coastline along which the sardine run occurs.

1.6 LIMITATIONS OF THE STUDY

The questionnaire was designed in English. It is possible that some expressions may have been interpreted incorrectly due to the language barriers. The fact that the sardine run is an annual event is a limitation since the interviews had to be conducted before or after the event took place. However, this is not a severe limitation as the study was structured in such a way that, any time before the event, respondents could be questioned on their previous experience of the event. The interviews were conducted in 2005.

Secondly, the sardine run affects most of South Coast but only information from Hibberdene was used. Hibberdene has an indigenous community in close proximity to hotel accommodation and the launching sites of boats; it is a suitable focus for the study. Thirdly, the sardine run is a natural phenomenon that can be anticipated and not be predicted with any certainty as to the timing and the extent to which it is going to happen. Observations made at what could be the pinnacle of the sardine run season may differ somewhat when compared to another season.

1.7. CHAPTER SUMMARY

This thesis has been structured to provide a narrative of the research process, the results, and conclusions that were drawn. **Chapter 1** provides an overview of the background to the problem, statement of the overall objective and sub-objectives of the study, delimitations of the study and the limitations of the study and how the current research originated, and details the aims and objectives of this work.

Chapter 2 describes previous work documented in the literature relevant to the sardine run event, overarching and pertinent contemporary themes including sustainable development, segmentation variables suitable in the sardine run event, economic impact, employment and spending pattern in tourism. This chapter also addresses sustainable tourism, tourism impacts, and existing evaluation tools. An overview of the advances made in this field is provided, in addition to identification of some gaps in existing knowledge.

Chapter 3 discusses the methodological approach to the research programme, which includes the research design, sampling, discussion of the data collection and capture methods, and the methods which were used to analyse the data collected. The nature of the research sample is described and research instruments are discussed. This chapter also reviews the secondary data that has been collected to analyse the socio-economic impact of the event.

Chapter 4 contains detailed results from the findings and analysis of the research and the interpretation of the results.

Chapters 5 presents conclusions drawn from the results given in chapter four, and recommendations to improve the overall marketing strategy in tourism, as well as recommendations for further research in the subject field. All the objectives of the study are discussed in detail.

1.8 CONCLUSION

The chapter provided an overview of the background to the problem, statement of the overall objective and sub-objectives of the study, delimitations of the study and the limitations of the study and how the current research originated, and detailed the aims and objectives of the research. In the following chapter, the literature review related to the sardine run will be discussed.

CHAPTER 2-LITERATURE REVIEW

"Perception, like beauty, lies in the eye of the beholder" (George, 2004: 149).

2. INTRODUCTION

This chapter gives an overview of the background of the sardine run event, history of the sardine run event, sardine fisheries, sardine run as a tourism event and employment. The chapter further investigates the contribution of the sardine run to economic development, the impact of the fishing industry and the social value of the south coast of KwaZulu-Natal. An overview is presented of the economic benefits from two events, that is, the Reed Dance ceremony and the Sydney Olympic Games. Attention will be focused on segmentation and the suitable variable that can be used to develop the marketing strategy. It is also important to provide a detailed explanation on local tourism, marketing in tourism and the different forms of tourism, a standard approach of segmentation, types and use of segmentation and the basis for segmentation.

2.1 Background of the event

The Hibiscus Coast has long been a favourite summer holiday destination with action and attractions for any age group. The warm winter months bring even more visitors when billions of sardines attract thousands of sharks, game fish and birds and the ocean comes to life. From dolphins frolicking in the waves to plunge-diving gannets, this is a fascinating and unforgettable experience. This unique and magnificent marine phenomenon has recently caught international attention.

The sardine run is an annual phenomenon that occurs during the winter months when large shoals of pilchards enter KZN waters from the cooler Cape waters. The great bulk of South Africa's pilchard stock is found distributed between the Agulhas Bank (off the Cape south coast) and the west coast.

Each winter, however, a small proportion of the stock expands its range eastwards, attracted into southern KZN waters by a narrow band of cooler water between the coast and the warm Agulhas Current. Although some of the pilchards are in a spawning condition and do spawn in KZN waters, it is unlikely that the "sardine run" represents a spawning migration. Although higher concentrations of copepods occur off KZN during the winter months, it also does not appear to be a feeding migration.

Conditions for both spawning and feeding probably remain more favourable on the Agulhas Bank. The migration seems to be related to an extension of the cool environmental conditions that are suitable for pilchards. The sardine run is known to attract a large number of piscivorous predators, including gamefish such as geelbek, shad (elf) and garrick (leervis), and sharks, such as copper, dusky, blacktip and spinner sharks. Cape gannets, cormorants, the occasional penguin and marine mammals, such as Cape fur seals and dolphins, all pursue the pilchards into KZN. In fact, the appearance of common dolphins usually indicates the arrival of the sardine run. These fish are usually sold for human consumption or bait. The sardine run is a spectacular, natural, annual phenomenon that visitors to the KZN south coast in winter may be fortunate to witness (Municipal profile, 2001).

The communities of the South Coast are as colourful and diverse as the landscape, and the combination of cultures include strong African, Indian and European influences. They are friendly and laid back – some say too laid back – and they know how to enjoy life. Visitors are made to feel welcome and slip easily into the relaxed, carefree, outdoor lifestyle for which the South Coast is famous.

Migration of animals is a process that involves a round trip movement between two areas, to seek a more suitable breeding place, a greater food and water supply, or other more favourable environmental conditions. Sardine fish is one of the many species which follows this process.

In South Africa, it has been observed that the annual sardine run event has caught the attention of an ever increasing number of tourists who come from all over the world to witness the event. Many researchers have become more interested in researching how tourism events bring revenues for the country, ignoring the beneficiaries of the revenues. Research has not been undertaken on the role that should be played by the local communities and business people in tourism (Mari and Croze, 1999: 45).

Before focusing on a specific event, i.e. the sardine run, it is necessary to review how tourism has played its role in developing local communities. It is also necessary to discuss the importance of the sardine run as a tourism event. However, first a short history of the sardine run is presented.

2.2 History of the sardine run

The South African sardine, also known as the pilchard, *Sardinops sagax*, is usually found in huge shoals in the upper layers of the ocean. Pilchards, like anchovies and herrings, are small, primitive fish belonging to the group of fish known as the clupeoids. Although each fish is small, they collectively make up about 23% of the world's fish catch and are very important economically. Pilchards are cold water species and are usually associated with areas of upwelling, where deep, cool, nutrient-rich water moves into shallow coastal areas. Enormous shoals of pilchards are commonly found on the west coasts of California, Peru, Chile, Japan, Australia and South Africa (Municipal profile, 2001).

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In Southern Africa, pilchards live in temperate coastal and shelf waters, ranging from northern Namibia to KwaZulu-Natal (KZN). It is their movement into the waters of KZN that results in the well-known “sardine run” (Mari and Croze, 1999: 48).

The sardine run creates great excitement in KwaZulu-Natal during winter, when large shoals of pilchards migrate into the shallow waters and even wash ashore. The sight of gannets and cormorants diving into the shimmering shoals of sardines, while game fish, sharks and dolphins attack them from below, is an amazing spectacle. Certain wind and current conditions force the sardines, also known as pilchards, very close to the beach, where they can easily be caught using baskets and hand-nets. Sardines are an integral component of the marine ecosystems along the whole coast of South Africa and are of considerable economic and social importance. The sardine run along the KwaZulu-Natal shore causes much excitement annually. Pilchards are primarily filter feeders, straining plankton from the water as it flows between their gills, using their modified gill rakes as sieves (Municipal profile, 2001).

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2.3 Sardine fisheries

In the large pelagic fishery off the Western Cape coast, about 100 000 tons of pilchards are caught annually. Each night, depending on the weather and season, a fleet of purse-seiners sets out from harbours along the south and west coasts. Once a shoal of sardines has been located, huge purse-seine nets are used to encircle it. The fish are then drawn up alongside the vessel before being pumped on board. Depending on the quality of the fish, the catch may be canned or reduced to fishmeal. This fishery employs thousands of people in the Western Cape and sustains many coastal communities. In the Eastern Cape, about 4000 tons are caught annually while the catch is about 700 tons in KZN waters (Municipal profile, 2001).

2.4 Sardine run as a tourism event

According to Maxwell (2002), until a few years ago, the sardine run was a virtually untold story in spite of the fact that it was in its own right, comparable to the annual Wildebeest migration across the plains of Africa. According to Mari and Croze (1999:34), “the sardine run infrastructure provides regular updates and situation reports, ensuring optimum crowds at hot-spots” as offices and factory floors experience a sudden rush of workers with all manner of urgent needs to take the rest of the day off.

2.5 Employment

Tourism employment is often described as being a low skilled or menial work (Lickorish *et al.,* 1997: 73). What is likely is that tourism will be affected by seasonal demand. Out of season, employees are laid off and this has various implications for the workers and their families. Where seasonality is a prevalent feature, it may well influence the planners’ attitudes to the desirability of creating (seasonal) tourism jobs as against non-seasonal jobs in other sectors of the economy. The problems of seasonal demand and low skilled jobs are matters which are legitimate areas for policy consideration. Seasonality can be regarded as a marketing problem.

2.6 The contribution of the sardine run to economic development

According to Nancarrow (2004), there has been an estimated profit of about six million rands gained from the sardine run event. He further mentions that hotels and restaurants acquire this profit. According to the Natal Sharks Board (2006), in the last three years, the sardine run has generated millions of rands worth of unpaid publicity for the Sharks Board.

It has made the front page of daily and national newspapers, been the subject of countless magazine articles, radio and television shows, daily cartoons and has been featured on American, British, German and Dutch Television. The Natal Sharks Board further mentions that the sardine run theme was used by property journalists, food writers, cartoonists and columnists who used sardine run metaphors and puns to introduce topics quite unrelated to the sardine run.

Lickorish and Jenkins (2003:68) write that a sardine telephone hotline was established with East Coast Radio and over sixty - five thousands calls were received during the peak period. This coverage provided additional revenue and firmly established the Sharks Board as the expert voice on the sardine run, the only organisation that could speak authoritatively on all the issues surrounding the run and provides hourly updates on netting activity and where to spot the shoals. A special sardine supplement was published in the largest morning newspaper at the start of the run and extra copies were distributed to holiday accommodation venues.

The sardine run is not only a tourism event which attracts tourists all over the world but it also contributes to economic development through employment. Another important aspect about sardines is that they are fished for various purposes that include animal feed, oil and as bait and human consumption. In future studies, it will be very important to examine how the sardine run event can be beneficial to local communities so as to alleviate poverty. The following section presents the migration and the impact of the sardine run to the economies.

2.7 MIGRATION AND IMPACT TO THE ECONOMIES

It appears that there are two most important things about the sardine run. Firstly, the migration process brings tourists to the coastal region and, secondly, the sardines are consumed by human beings. This finding is supported by Baker (1980: 92-93), who states that the movement of fish is so important economically that all leading fishing nations have government-sponsored tracking programmes and many have their own research establishments. More money and effort is put into studying the migration of fish than of any other group of vertebrates. Information is needed about where fish spend the different stages of their lives and, most importantly, the locations of their spawning grounds and nursery areas. The interdependence of fish species dictates that, to present a balanced picture, a broad perspective must be maintained with regard to monitoring and research (Mari and Croze, 1999: 45).

2.8 IMPACT OF THE FISHING INDUSTRY

Today, South Africa's fisheries contribute approximately R2 billion to the national economy. Some 28 000 people living in the coastal provinces are directly employed by the fishing industry; while another 60 000 people find employment in related sectors. South Africa's fisheries are managed by the Department of Environmental Affairs and Tourism, according to the principles that are contained in the 1996 White Paper on Marine Fisheries Policy. The Marine Living Resources Act of 1998 provides the legal foundation for the management of commercial fisheries in South Africa.

The Act seeks to facilitate a fisheries management ethos that is based on the principle of sustainable utilization; meaning that future generations of South Africans will enjoy similar catch levels to those of today. South Africa's fisheries zone extends seawards from the coastline for 200 nautical miles.

The cold waters on the western side of the country are highly productive and support enormous numbers of commercially important fish; including shoaling fish such as sardines and anchovy, deepsea species such as hake, sole and kingklip, as well as healthy stocks of rock lobster. The warm waters of the east coast support fewer fish of commercial importance, although the number of species that occur on this coast is much higher. The following section presents the economic value of South Africa's coast and the social value of the coast (Municipal profile, 2001).

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2.8.1The economic value of South Africa's coast

Lickorish and Jenkins (2003:68) write that the coast provides important economic benefits to the people of South Africa. It is estimated that the direct benefits obtained from coastal goods and services amount to R168 billion each year. Indirect benefits contribute a further R134 billion annually. Examples of direct benefits are the fishing industry, tourism, mining and shipping.

• **The fishing industry** is worth R2.4 billion and employs 28 000 people directly while secondary industries such as fish processing, transporting of fish products and boat building employ a further 60 000.

• **Coastal tourism** is estimated to generate R13.5 billion for the economy every year.

• **South African's ports and harbours** provide links to world economies and markets and the shipping industry transports R140 billion worth of cargo which generates R4.2 billion in revenue per year.

• **Mining** There are also significant mineral resources in the form of diamonds, heavy minerals (titanium and zirconium), oil and gas, as well as sand and pebbles for building material and salt from sea water. Indirect benefits obtained

from the coast are coastal services such as the protection offered by dunes to roads, buildings and the hinterland from the flooding, corrosive salt spray and windblown sand. The beauty and dynamic setting provided by the ocean adds value to property - about 40% of the building activity in South Africa is conducted at the coast. The fastest economic growth at present is in the four major coastal cities – Cape Town, Port Elizabeth, Durban and East London. The economic opportunities that are offered by the coast depend on a high-quality coastal environment, healthy ecosystems and sound planning and management.

2.8.2 The social value of the coast

For many South Africans, the coast is a place of employment. For others, it is of cultural and spiritual significance or is a place for recreation and refreshment. More people have been attracted to the east and south coasts due to the warm water and moist climate. Consequently, development and population pressures are more evident there than on the arid west coast with its cold water and dry climate. Tourism, recreation and leisure activities have grown into a burgeoning global industry and South Africa's coast has particular value in this regard (Mari and Croze, 1999: 60).

Together, these sectors generate more than R15.2 billion, with over 20 million international and local visitors annually. The recreational fishery industry alone attracts 600 000 anglers and employs 131 000 people and is worth R1.3 billion annually. The small areas of coral reefs in northern KwaZulu-Natal attract many thousands of recreational divers annually to places like Sodwana and Aliwal. It is important to recognise that human activities impact on coastal ecosystems and affect the flow of goods and services. To sustain the economic and social benefits of the coast, it is vital that the health and productivity of coastal ecosystems is maintained (Mari and Croze, 1999: 75).

The Management of Tourism KwaZulu-Natal has decided to issue occasional papers to the tourism trade on the core findings of its research and other projects. The purpose of these papers is to stimulate more debate regarding the findings or progress of such projects as well as to ensure wider awareness of key research findings.

2.9 SOCIO-ECONOMIC IMPACT AND ECONOMIC IMPACTS OF TOURISM

Tourism resources cannot be considered as such if there is no visitor interested in them. Accepting this statement, marketing becomes the starting point for creating any tourism product, since the search for consumers will determine the whole process. Marketing will ensure the strategic side of tourism development, and, therefore, the likeliness of success in those projects in which the community is involved. The intention of a destination's marketing is largely to convey a positive image to prospective consumer segments (Fletcher, 1998).

Social impacts of tourism are the broad term used to define the positive or negative reaction of the community to the adaptation of their lifestyle to a changing environment. Anthropologists will say that positive impacts will be those that help the survival of the social systems of the destination area in an unchanged form. Negative impacts will be any contribution to the homogenization of societies or loss of cultural identity (Boyd and Butler, 1996).

From a more practical perspective, planners will say that the degree to which the changes in society are seen as positive or negative cannot be externally determined. It is the opinion of the locals that will establish how to interpret changes. Furthermore, evolution must be considered a positive form of change (Bolsman, 1999).

According to Chapman (2003), social carrying capacity is defined as the point in the growth of tourism where local residents perceive balance as an unacceptable level of social benefits from tourism development. The implication for tourism planning is that this chapter presents a philosophical stand that every destination has a finite supply of resources, including hospitality. Social carrying capacity provides a framework within which to assess the relative social impacts of tourism.

The economic impacts of tourism are the reason why tourist destinations are thinking of tourism as a development possibility. This study reviews the different positive and negative impacts that tourism has on the destination, at what level and who benefits from them. Income and employment will be highlighted, although there is a wider range of consequences.

Negative impacts will also be considered, since these are often left aside. The economic impacts of tourism have been well documented in the literature but considerably more is known about the economic benefits of tourism than the associated costs. The research emphasis on the positive economic impacts of tourism has contributed to the widespread optimism among policy makers concerning the potential of tourism in stimulating economic development. This attitude reflects the generally favourable impacts on the balance of payments, employment and income and, to a lesser extent, entrepreneurial activity. These economic benefits have been accompanied by a variety of costs that, until recently, have been largely ignored in the literature (Craig, 2004:60).

High leakages from the economies of developing countries, high inflation and land speculation in destinations, low returns on investment because of seasonal fluctuations in demand, and over-dependence have been mentioned as major criticisms of the tourist industry.

The economic benefits of tourism to the destination can be divided into the generation of income, contribution to foreign exchange of earnings in the balance of payments, generation of employment, improvement of economic structures and encouragement of economic entrepreneurial activity (Craig, 2004:88).

Since the aim of this research is to develop a marketing strategy using the segmentation variables which could be used to assess the sustainability of nature based tourism, it was necessary to consider the potential economic, environmental and social impacts in more detail. This review has incorporated details of existing impact assessment techniques: firstly, in order to elicit aspects of techniques that could usefully be drawn into the marketing strategy, and, secondly, to highlight their current limitations in addressing sustainable nature-based tourism. Since the 1970s, there has been a growth in economic, environmental, social and cultural studies that have documented the impacts of tourism (e.g. Mathieson and Wall, 2003; Archer, 2001; Inskeep, 1991; Archer and Cooper, 1994; Ashley, 1998).

These studies have fuelled debates regarding the difficulties of developing sustainable tourism, and have highlighted the potentially damaging effects that the industry can have. For example, McKercher (1998) examined the nature of the suppliers and consumers of tourism products, and described a number of processes and environmental impacts of associated consumption.

Economic impact studies of tourism work on both macro- and micro-levels to evaluate the ways in which flows of tourism revenue affect employment, taxes, expenditures (Mathieson and Wall, 2003), business opportunities and linkages with other sectors (Ashley and Roe, 1998). Such studies also evaluate indirect impacts including inflation, economic dependence, multiplier effects, seasonality, and leakage (Mathieson and Wall, 2003).

Environmental impact studies attempt to generalise the relationships between tourism activities and impacts with respect to specific ecosystems and disturbance characteristics (Knight and Cole, 1995).

These studies are important in ascertaining the extent to which physical changes are caused by different forms of tourism, and in evaluating the effectiveness of mitigation activities in remediation or avoiding adverse impacts. Social and cultural impact studies regard the outcome of social relationships that occur between tourists and hosts as a result of their contact, and include both social and cultural impacts.

Social impacts are those that affect the quality of life of residents in an organised community (e.g. crime, employment, prostitution, religion, services, standards of health, changes in clothing and language). Cultural impacts are those that affect the patterns, norms, rules and standards that find expression in behaviour, social relations and artifacts (e.g. handicrafts, language, traditions, food, music, architecture) (Mathieson and Wall, 2003).

The current research took a holistic view of tourism's impacts by addressing its economic, environmental and social consequences. The evaluations of economic benefits are described below.

2.9.1 Evaluation of economic benefits

Economists consider tourism as a response to a particular consumer demand, which directly and indirectly creates the need for a wide variety of products and services (e.g. construction materials, food, and craft). This diverse industry incorporates a range of economic opportunities that impact on many sectors including transport, communications, infrastructure, education, security, health, immigration, customs, and accommodation (Craig, 2004:98).

Tourism is an attractive industry in developing countries, as the start-up costs and barriers to entry are generally low, while income may flow quickly under favourable strategic and marketing conditions. However, economic benefits may not be maximised in developing countries in cases where there are high levels of foreign ownership and deep leakage effects, caused by few local economic linkages (Craig, 2004:188).

There is debate regarding what forms of tourism destinations should be preferentially encouraged to maximise economic benefits. For example, in a comparison between package tourists and backpackers, Ashley and Roe (1998) found that although the total spending by backpackers was often lower than package tourists, more of their money reached local people.

Research in the Philippines indicated that independent travellers spent significantly more per day than backpackers, but there was little difference in reported spending between domestic and international tourists (Goodwin, 2003). Evaluations of the long-term costs and benefits of combinations of compatible forms of tourism (and other industries) may be used to promote destinations that provide the most effective and sustainable returns on resource use.

The economic impacts of tourism may have social consequences. For example, research on the Pacific island of Tonga implicated tourism as a causal factor in the demand by inhabitants for western products, the gradual erosion of the traditional extended family, increased reliance upon financial payments and increased crime. Social consequences are not always perceived negatively, and there have been instances where indigenous people have avoided over-commercialisation by limiting their involvement in tourism, and instead have consciously exploited tourism as a complementary livelihood to provide social benefits e.g. traditional healers using tourism revenue to subsidise poor students' training costs (Poultney and Spenceley, 2001).

Similarly, generating revenue requires environmental inputs. Some private sector enterprises are not driven by the desire for profitability at the expense of the environment (Haley, 2001). Natural materials are inevitably required during the construction and operation of tourism infrastructure and supporting services.

2.9.2 Economic assessment techniques

Evaluating the economic impacts of tourism is difficult because tourism does not occur within the framework of one commonly regarded industrial area. Therefore, the choice of methodologies used to assess impacts ultimately depends upon time constraints, available resources and the structure of the particular economy to be studied (Fletcher, 1998).

Having reviewed a range of macro-economic assessment techniques within the literature, it was decided that their application was inappropriate to the research focus at the enterprise level. The research mainly focused on techniques that could be used at the macro and micro-levels to evaluate the perception of the market and the marketing strategy. However, environmental accounting mechanisms may be used to assign monetary values to environmental goods and services that are not traded in markets.

Environmental accounting is useful because many of the assumptions made in standard economic theory are not met in environmental resource management economics. These assumptions include: that markets are not in equilibrium; property rights are not clearly defined; parties to transactions are poorly informed; and competition is heavily constrained (Maler, 1994).

2.9.3 Critique of economic impact assessment techniques

In addition to the specific limitations discussed above, there are more general criticisms of economic assessment techniques that should be discussed to provide context for this research. These limitations include the need for reliable techniques that generate standardised information; the need for holistic

assessments; and the need to evaluate the commercial viability of tourism enterprises. Walpole (1997) noted that some techniques do not clarify how the estimated hypothetical values calculated can be converted into tangible economic benefits for conservation.

The assumption is that although there would be little impact on the behaviour of package tourists, numbers of independent travelers would be reduced (Goodwin, 2003). Although this change in visitation profile would have benefited the park by increasing net income from fewer visitors, the reduction in independent travelers would have adversely affected the income of local entrepreneurs and businesses servicing them.

Economic impact assessments may fail to incorporate non-monetary values of environmental goods and services (Swanson, 2000; Lee, 1997). This failure may lead to their under-valuation, and, subsequently, to a lack of investment and insufficient attention given to the deterioration of natural resources.

These inadequacies are caused by the failure of free market systems to develop and integrate workable environmental accounting tools that address externalities (Telfer, 2001).

Mowforth and Munt (1998) wrote that ‘economic sustainability’ referred to a level of economic gain that was sufficient to cater for a tourist, to mitigate tourism’s effects, or to offer financial compensation for the inconvenience caused to the local community by the activity. However, the assessment techniques reviewed did not permit a holistic evaluation of tourism’s impacts; they did not address tourism’s economic, environmental and social consequences. Interestingly, commercial viability has been neglected within this definition of economic sustainability, and also among the assessment techniques reviewed.

Sinclair and Stabler (1997) applied a structure-conduct-performance paradigm to the service industry that could be used to address commercial viability. Sinclair and Stabler's model links the basic conditions of supply and demand to the structure, conduct and performance of the service industry. The model may be used as a framework in the evaluation of the sustainability of tourism enterprises, in conjunction with standard accounting procedures, to determine the financial viability of a business.

The two major events mentioned beneath this paragraph illustrate the direct economic impact that an event can generate. The events are not promoted as income generating events, but, indirectly, they generate millions for business people and local people.

2.9.4 Economic Impact of tourism event-Reed Dance ceremony

It is always advisable to understand and highlight the economic impact of any tourism-related event. The Reed Dance ceremony coincides with the sardine run timing. Below is a glimpse of the economic impact of the Reed Dance ceremony.

YEAR	DIRECT SPEND	TOTAL IMPACT
2004	R576 767,00	R807 474,00
2005	R1 336 023,00	R1 870 432,00

(Nancarrow, 2004: 45).

The Reed Dance does not only fulfill a Zulu cultural tradition expectation on the part of the Zulu people, but also makes good tourism economic sense. Surely, the economic impact of the ceremony stands as one of the determinants for Tourism KwaZulu-Natal to support and market the Reed Dance. In view of this fact, it remains important to consider the return on investment when getting involved in the event.

2.9.5 Economic impact of tourism event-Sydney Olympic Games

The Sydney Olympic Games appear not to have been the money maker. The total cost of staging the Olympic Games, as announced by NSW Treasurer Michael Egan, was $6.5 billion. The Federal Government contributed $194 million and the private sector $1.3 billion, while the NSW State Government contributed $2.3 billion (Armour, 2000).

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Several projection reports on the economic impact of the Sydney 2000 Olympic Games appeared before the Games. The most recent of these published reports were completed early in 1999 by Arthur Andersen. The study found that, over the entire period 1994-95 to 2005-06, the Sydney 2000 Olympics generated a total of $6.5 billion in extra economic activity in Australia. Some $5.1 billion of this activity occurred in NSW with the remainder occurring in the other states and territories (Armour, 2000).

The overall impact of the Games was to increase Australian economic activity by 0.12% over a 2 year period from 1994-95. Available figures from the Australian Bureau of Statistics show Australia with $1.4 billion from Olympic-based income during the September quarter. This amount included $450 million in export revenue and broadcast fees of $973 million. The trade balance rose from a $1.3 billion deficit in August to a September $677 million surplus. This was Australia's first trade surplus since November 1997 (Armour, 2000).

Tourism is just like any other industry. Although it offers intangible, perishable services, tourism is characterized by global competition, and is threatened or strengthened by political developments. It is just like any other industry with regard to the most fundamental market characteristic: customers have certain ideas of what they are looking for (preferences), and they choose the offer that best meets their preferences. It is, therefore, crucial to thoroughly understand what ideas customers have about the vacation of their dreams, the honeymoon

to remember for a lifetime or the adventure trip that still gets adrenaline pumping in their veins when they flip through the photos (Armour, 2000).

According to Archer (2001), as an organization or a tourist destination, it is important to understand customers' ideas in order to design offers that best match the consumer preferences and thus increase sales, possibly even satisfaction and, consequently, the probability of repeated purchase of the same tourism product. This statement sounds like a very simple and straightforward task for tourism management: understand the preferences of potential customers. It would indeed be very simple and straightforward if individuals were all the same. If they would share a common view, the same picture about the vacation of their dreams, one perfect tourism product would be designed and marketed.

The complexity of the problem increases dramatically when it is acknowledged that consumers differ in their preferences: different individuals have different ideas about how they imagine their ideal vacation. For tourism management, this difference means that it becomes necessary not only to understand one set of preferences, but a number of different ideal tourism products The fact that individuals differ in their perception of the perfect vacation implies that there is a lot of variety, or heterogeneity, in the tourism marketplace. Heterogeneity challenges the market research skills of tourism destinations and organizations.: those destinations / organizations that see what the market – and the many sub-markets, or market segments – want, will be able to attract those individuals and thus "get what they see", making them their customers. By doing so, these organisations automatically gain competitive advantage over other destinations and organizations that do not understand market preferences, mostly because they do not bother to look (thus underestimating the importance of thorough market research in the tourism industry).

In the following sections, more attention will be focused on segmentation and the standard approaches of segmentation, anti-tourism and pro-tourism, reliability and segmentation, types and use of segmentation and the basis for segmentation and suitable variable that can be used to develop the marketing strategy. It is also important to provide the background information about tourism in general.

2.10 LOCAL TOURISM

Many residents do not feel 'smart enough' or informed enough to participate in critical matters like tourism and feel that locals should not be involved (Mathieson & Wall, 2003:87). Such a feeling is justified, however, for a true lack of knowledge can prevent effective dialogue at the community level (Timothy, 2001:24).

Supporting local tourism can become a way of creating employment for fishermen, farmers and other middle people in the supply chain. Based on this notion, Mathieson and Wall (2003:68) examined the linkages between food production and a four-star hotel in Indonesia.

They found that institutionalised agreements between local producers and resorts resulted in mutually beneficial relationships, where the hotel was able to acquire high quality, local vegetables and fish, and local suppliers profited by having an exclusive contractual agreement with the resort.

Another important part of community involvement in the benefits of tourism is education or awareness building. This aspect of community tourism reflects all of the types of empowerment, as it produces economic, political, social and psychological results. Community awareness of tourism initiatives requires communities to be informed and knowledgeable about the industry and its potential effects. In the developing world, residents have little first-hand knowledge about being tourists, for relatively few of them have ever been

privileged to travel outside their home regions. Thus, effective methods of building public awareness are important if residents are expected to be full participants (Heath and Wall, 2000:34).

Community awareness-building efforts, in many cases, are necessary in teaching residents how they can support tourism and benefit from it (Heath and Wall, 2000:78). By building knowledge in destination communities, local people can be placed in their own communities. According to Craig (2004:56), the sardine run in the south coast region is the greatest event likely to generate income. Several actions can be taken by government to allow residents to become involved in the benefits of tourism. It is the small-scale, family-run businesses that tend to have the most positive economic benefits in host communities. In this way, residents are employed and local products are utilised, thereby cutting back substantially on economic leakage to the outside (Craig, 2004:57).

2.11 SEGMENTATION CRITERION

According to George (2004), segmentation is the way in which tourism companies divide a market into smaller, more clearly defined groups that share similar needs, wants, and characteristics.

Clearly, consumers are not different in every single aspect. They have many things in common (for instance, half of the consumers are female) but they differ in other ways. The differentiating characteristics are of interest in the context of market segmentation. These represent the causes of variety or heterogeneity in the marketplace and, consequently, are the main focus in the identification or construction of market segments. Sometimes, one single characteristic (segmentation criterion) is sufficient to discriminate between relevant segments. At other times, a number of characteristics are used simultaneously to group customers into segments. These characteristics would then be referred to as a segmentation base (Bailey, 2000).

According to Bless and Higson-Smith (1999), the most typical criteria and segmentation bases are the following:

Socio-demographic: Typical socio-demographic criteria used in market segmentation include gender, age, education or income.

Geographic: In tourism, geographic segmentation is probably the most common concept in the area of destination management with the country of origin of tourists functioning as the segmentation criterion.

Behavioural: Typical behavioural information includes vacation activities, choice behaviour, general vacation habits (how often do tourists go on vacation, and how long do they stay), expenditures and similar pieces of information.

Psychographic: Travel motivations probably represent the single most popular psychographic segmentation base. Other criteria in this group would include guest satisfaction or lifestyle statements. Therefore, different authors use different classification schemes (Bless and Higson-Smith, 1999). However, this classification is not a conceptual problem. It is only a matter of preference in systematizing criteria.

Although it has been claimed that psychographic criteria outperform sociodemographic groupings of customers, the usefulness of each of those groups of criteria is entirely dependent on the purpose of the study. Therefore, it seems unreasonable to make general recommendations regarding the best choice of segmentation criteria.

2.11.1 Standard approaches of segmentation

Hoek *et al.* (2004) state that two standard approaches are known in empirical market segmentation. One is referred to as *a priori* segmentation or commonsense segmentation. This approach implies that tourism management is aware of the consumer characteristic(s) that can be used to split all tourists into managerially relevant groups. For instance, if a family hotel is being designed, it is clearly *a priori* segmentation since customers will be adults with children. Choosing the segmentation criterion of "having children" is thus a commonsense decision that is managerially highly useful in this case.

The second standard procedure in tourism market segmentation is called *a posteriori,* or *post-hoc,* or data-driven segmentation (Rust, 2002). In this case, it is not quite so obvious which characteristic of the consumers might be most useful to group tourists. Since it is not obvious, data from consumers have to be collected and explored.

Through systematic exploration of data, a number of different groupings will become apparent, from which management can choose the single most useful one. The best grouping is thus only known *a posteriori* or *post-hoc* (after exploring data) and is derived in a data-driven manner rather than resulting from a commonsense selection of a consumer characteristic.

Diversity among people and places is a fact of life. Variety adds colour and excitement to all aspects of life, but it also confounds easy understanding and simple solutions to problems. A challenge in tourism analysis, as in other realms of social science, is to find some workable compromise between ignoring the great heterogeneity of the world and being overwhelmed by that same heterogeneity. One method of finding this compromise is segmentation (Deming, 1999).

Weaver (2001) first stated that the potential for segmentation is to bring some degree of order at an acceptable cost into marketing studies. His basic argument was that groups of consumers could sometimes be defined in such a way that their purchasing behaviour would be relatively homogeneous. If an entrepreneur could identity these segments, he/she might be able to design products and advertising messages to increase sales over what would be expected if the product or promotion were designed for the general population.

The logic of segmentation resembles that of rationalisation. The analyst's task is to define groups of consumers that are relatively similar with respect to some internal criteria and that are relatively different from other groups. The definition of groups is a classification exercise; many of the issues involved in rationalisation have their counterparts in segmentation. Both processes may be either agglomerative or deliberative; both are done for some practical purpose beyond just the definition of groups, and methodological issues concerning the definition and number of groups are central to both processes (Weaver, 2001).

In practice, it is not always possible or necessary to define market segments. A population will exhibit one of three different patterns – only one of which supports meaningful market segmentation. The first pattern is a conceptual perspective. For example, segmentation can define life-style characteristics for the study of subpopulations in performing arts audiences, visitors to festivals, or families that take vacations.

2.11.2 Anti-tourism and pro-tourism

Segmentation can help provide insights into the motivations and other relevant characteristics of people who have particular political orientations, such as being pro-tourism or anti-tourism development.

As noted, segmentation does not explain or predict, but it can define groups who share common sets of values and thus assist in the analysis of social forces by identifying homogeneous groups on which to test models (Wang and Miko, 1997).

According to Warnken and Buckley (2000), the assumptions are, in effect, a summary of the beliefs shared by segmentation researchers. First, is the belief that people differ from each other in measurable, comprehensible ways. This view is balanced by the belief that the differences are largely differences in degree and that some people are more alike than others. Further, these differences are related in some ways to other aspects of people's lives, especially their market behaviour. Next, these differences can be objectively measured so that relatively homogeneous and meaningful groups of people may be defined.

The use of segmentation implies a belief in the possibility of balance and compromise. The intention of this study is to highlight the differences that exist among tourists or those who witness the sardine run.

Many social scientists study the individual. Even when population aggregates are studied, their characteristics are usually conceived in terms of multiples of the individual. However, much consumer behaviour reflects group decision-making, frequently that of a household. The choice of a vacation, for example, may involve negotiations (explicit and implicit) among the members of the household. A wife and husband will come to an agreement about whether to vacation together and, if so, where they shall go. If they have children living at home, the preferences of the children may be sought or at least given tacit weight by their parents as they evaluate alternatives, budgets, timing and previous experiences. More formal types of negotiations come into play when groups of unrelated adults work out a mutual vacation, such as a senior's club planning a motor coach tour (Mari and Croze, 1999: 45).

Three questions must be answered to further explore this concept. The first concerns the choice of the relevant group making the decision, e.g. all family members or just certain ones. Answering this question alone can be a formidable task. Next, one must decide how to define the decision reached by the group. There are usually multiple aspects of any decision regarding a travel experience. Choice must be made about destination, mode of transportation, timing of the trip, accommodation and activities. Different combinations of individuals may be responsible for different aspects of the travel plan (Bailey, 2000).

Once this plan has been worked out, there is the problem of specifying the variables that must be considered when trying to model the group decision. Does one consider characteristics of each individual, group characteristics, or some other combination? The continuing lack of experience by researchers in answering these questions means that, in practice, most segmentation studies will focus for the foreseeable future on the individual (Warnken and Burkley, 2000).

2.11.3 Reliability and segmentation

Valles (2001) describes reliability as the measurement quality that indicates the degree to which the same information will be collected every time identical procedures are implemented under identical conditions or that the same set of data is analyzed with the same technique. Although reliability is desired in segmentation research, it is often not assessed. Most researchers just assume that their data and conclusions are reliable as long as they seem reasonable.

Reliability is of special concern with analytic segments. A simple way to illustrate the problem is to ask whether the segments derived through the use of factor-cluster analysis would have been derived if a different sample from the same population had been drawn.

A useful technique is to replicate the analytic segmentation randomly. In such circumstances, segmentation of the population into multiple groups is impractical. Alternatively, everyone may have unique characteristics. Concentrations of people sharing similar qualities do not exist, at least not in sufficient numbers to permit the identification of marketable segments. Finally, one or more concentrations of similar consumers do exist that are also relatively distinct from each other. Only this latter pattern permits segmentation (Haley, 2001).

2.11.4 Types and use of segmentation

It is imperative to note that not only are there many different types of segmentation methods, there are a great many ways of classifying them. Chacko (2000:74) identifies those types which are common to tourism marketing: socio-demographics, socio-economics, travel motivations and psychographics (Minhas and Jacobs, 2000:64).

Segmentation is a multivariate technique, but the common distinction between dependent and independent variables does not apply in segmentation work. The task is not to predict or explain but to describe. As a result, the challenge is to find variables that work well as descriptors for the problem at hand. Table 2.1 contains a list of some of the more common descriptors.

TABLE 2.1 Descriptors often used for segmentation

Occupational status
Ethnic background
Other demographic variables (age, sex, marital status and number of children)
Motives for buying
Personality characteristics
Psychographics characteristics
Geographic characteristics of residence
Price sensibility
Brand loyalty
Frequency or volume of purchasing
Cash versus credit purchaser
Product use patterns
Images or perceptions of product

(Knight and Swanson, 2000: 122)

Categories are often too imprecise to be of practical use for marketing. For example, Knight and Swanson (2000: 77) argue that business travellers should be further subdivided into five sub-groups:

(1) Independent business travellers;

(2) Conference delegates;

(3) Visitors to and exhibitors at trade shows;

(4) Incentive travellers; and

(5) Travellers attending training programmes.

Segmentation is undertaken for different reasons. In the case of marketing, segmentation may be used to increase total sales, to improve the cost-effectiveness of advertising, to improve net profits, or to increase market share. Segmentation can help achieve these goals in several ways (Knight and Swanson, 2000).

Given an appropriately defined set of descriptors, segmentation research can provide information on the reasons why different groups of people buy a product or visit a destination:

1. How big these groups are;
2. The spending patterns of these groups;
3. Their loyalty to brand names or destinations;
4. Their sensitivity to price;
5. How they respond to various advertising, pricing and distribution strategies;
6. How to design an advertising message or new product to generate sales in a specific market;
7. Which advertising channel will most effectively reach the target market;
8. Whether a new product should be introduced; or
9. Whether an existing product should be redesigned, re-positioned or discontinued.

There has, therefore, been a growing emphasis in marketing on the human behavioural sciences which has led to segmentation approaches seeking to measure less tangible consumer characteristics such as lifestyle, personality, image and benefits (e.g. Sirgy (2000); Myers (2001); Gunn (1994). The basis for the segmentation of markets is presented in Table 2.2.

Table 2.2: Basis for segmenting markets

Basis	Description	Authors
Geographic	Dividing a market into different geographical units such as nation, state, regions, cities or neighbourhoods.	Kotler *et al*.(2001)
Demographic	Dividing a market based on demographic variables such as age, gender, family size, family life-cycle, income, occupation, education, religion or nationality.	Sekaran (1999)
Psychographic/ lifestyle	Dividing markets based on consumer values, attitudes, interests, opinions.	Ashley and Hussein (2000)
Benefits	Dividing the market into groups according to the different benefits that consumers seek from the product or service.	Myers, 2001
Usage	Dividing markets based on usage patterns such as non-user, ex-user, potential user, first-time user, regular user, high volume user.	Young *et al*., (2000)
Loyalty	Dividing markets based on brand loyalty, store loyalty, or purchase situation image.	Butler and Mao (1997)
Image	Dividing markets based on the affective associations relating to brand image.	Sirgy. (2000)
Situation	Related to usage segmentation, situation segmentation divides	Callan. (1999)

	markets on the basis of the consumption or purchase situation of consumers. The beer market is segmented in this way. Some consumers will drink different brands depending on where and with whom they are drinking.	
Behavioural	Dividing markets based on consumer's knowledge of, attitude toward, uses for and responses to a product.	Kotler. (2001)

(Ashley and Hussein, 2000)

Ashley (2002) argues that the selection of variables to form the basis of a segmentation model needs to relate to specific management objectives and be informed by the current state of knowledge concerning the relevance of marketing and consumer behaviour variables as such bases for, and descriptors of, market segments.

The benefit segment approach is based upon the belief that it is possible to estimate in detail, together with consumer thoughts about various brands in the product category of interest (Sirgy, 2000). Grouping customers based on the benefits sought from consumption will lead to multiple segments. It is, however, the total configuration of benefits sought which differentiates one segment from another. Indeed Hoek *et al*. (2000) argue that it is likely that all segments will seek multiple benefits. It is relatively important that each segment show differentiation between segments.

This approach is supported in the literature particularly in relation to tourism studies e.g. Inskeep (1991) and Sirgy (2000). The primary advantage of the benefits sought approach is that the data is descriptive in nature, making this approach a more effective tool for developing marketing strategy. Young *et al.* (1999), for example, argue that the true market segment is based on the casual relationship between the benefits sought from consumption and future purchasing behaviour.

Forms of segmentation including geographic, demographic and psychographic tools provide descriptive data based on 'after the fact' characteristics of consumers. Such approaches are, therefore, necessarily seen to be successful predictors of consumer choice (Lee, 1997; Ashley, 1998).

A key advantage of using benefit segmentation is seen to arise from the fact that outcomes can then be acted upon, producing segments which will react differently to altered marketing mix variables. Walpole (1997) argues that benefit segmentation has become the preferred technique for successful product positioning, new product introduction, printing, and advertising. It should be noted that benefit segmentation is seen as the first stage in the segmentation process. Characteristics such as age, income, lifestyle and media habits are then included in the process to enable marketers to develop strategies to reach and communicate effectively with each segment.

Fache (2000) describes the typical benefit segmentation study as adopting a common approach, commencing with the analysis of secondary data and/or conducting in-depth interviews and focus groups to identify relevant attributes and benefits sought. From this initial data, a measure of the importance of attributes/benefits is developed and pre-tested prior to the data collection. Generally, responses are given on a scale representing low to high importance and/or variability.

2.12 MARKETING IN TOURISM

The community should first be surveyed to determine the extent it is aware of tourism impacts, the level of attachment to the present product, readiness to accept changes for increasing the tourism industry and general perceptions of what developing the tourism industry implies.

This study intends to provide helpful information with regard to perceptions and attitude towards the sardine run. This is normally labelled as a *Social Impact Assessment (SIA).*

Marketing objectives must be broken down into operational statements to be used in marketing, planning and management. These statements must be set according to a general framework since they will be working in the same direction.

Objectives should be revised periodically, necessitating the reduction of community contribution to that of a committed team whose task is to make the result of the *SIA survey* operational. Marketing objectives are measurable results, following a strategy based on segmenting the market and targeting according to the destination image.

Community Strategy Formulation: Overall strategy that embraces the pace of local development, based on a revision of current and future activities and programmes, where it is decided whether to maintain, build or drop them (Callan, 1994).

According to Callan (1994), the product portfolio strategy is a critical review of the resources and offerings, where the community can help to evaluate the attractiveness of those products according to their alternative uses. The use of scenarios with community members can enhance the final strategy, as indirect benefits to the population will be taken into consideration.

Target Market Strategy: Definition and analysis of product markets are required to establish specific boundaries for markets with similar consumption patterns and further tailor products to their needs. Business units can come together to *provide information* about the percentage of the overall business that each market represents. This information will throw light on the relative importance of each market and also clarify prospective benefits, whether direct and indirect, of further promotion.

According to this information, target markets will be selected for each product market. Individual businesses will define their targets as broad or segmented according to their own nature, and interpretative settings will keep those markets at the back of their mind.

Community Positioning Strategy: It is important to the community to know the potential visitor's image, as the portrayed image is the key to recreational consumer decision-making. The community can help to reposition itself as favourable to tourists, as this will increase the feeling of welcome and the overall quality management of the site. This feeling can be achieved by building community pride and esprit de corps i.e. building a feeling of unity (Callan, 1994).

Marketing Mix: The marketing mix effort is formed by four factors. These are product, price, promotion and distribution (place) (Foster, 1988:217).

Product: For marketing purposes, the product is an amalgam of services and facilities that the visitor uses at a specific time and place. The product is, therefore, delimited at the point of consumption of that complex of activities that comprises the tourists' experience (Foster, 1988:217).

It seems clear that only the creation of workplace partnerships between industry and the community will guarantee the Total Quality Management of the tourist supply (Fache, 2000).

Price: A distinctive destination image makes the area different in the marketplace especially when pricing the product through market segmentation. This control is important since tourism industry elements are highly substitutable and price margins are normally very low. Although each business will have the right to determine its prices, a strategy based on medium to high prices for a distinctive holiday experience has better chances of success.

Promotion: Small tourism firms lack the resources to increase consumer awareness, depending instead on the creation of trade lobbies or public sector action to provide information. On the one hand, the limited positive value of different advertising strategies emphasizes the importance of informal, social channels of communication.

Word -of- mouth dominates decision-making so that customer satisfaction at the global experience is crucial. On the other hand, brochures are the single most important information source at the point of arrival. Collaboration in the production of community-based brochures, flyers or leaflets, displayed in racks at Tourist Information Centres or combined into composite bedroom browsers, is essential (Callan,1994).

Distribution: Over- dependency on distribution channels is one of the key reasons why tourism impacts are less beneficial than they could be. There is a need to create co-operative packaging strategies within community level companies that reflect the true character of the site. In small communities, a single marketing consortium can provide the expertise from which individual businesses can pool information, shared actions and evaluation programmes.

2.12.1 How tourism develops

The type of tourism products available in destinations varies with respect to the resources and attractions available for commercial exploitation. In addition, the variety of products may also change over the course of time in relation to varying internal and external influences. Tourism destination development theories, though not extensive, have explored aspects of:

- changing spatial relationships and infrastructure development (e.g. Young *et al.*, 1999);
- changes in the psychological needs of visitors (Inskeep, 1991);
- evolutionary life-cycles (Butler and Mao, 1997); and
- changing workings of the market (Candido, 2005).

2.12.2 Planning in tourism

The increasing emphasis on the ability to market the product is overshadowing the importance of the resource product itself. This overshadowing can be counteracted by building personality planning i.e. the individual character of a particular destination. This planning is defined after the community involvement process of those that will experience tourism impacts at first hand. This will increase authenticity when applied to the decision-making process at every stage of product design. Members of the community provide a valuable input in product specification since they have a better knowledge of present uses and needs that can constrain planning success (Murphy, 1997).

This section provides more detail on the business of tourism itself, debates regarding the contribution of nature-based tourism to sustainable development, and existing initiatives that promote sustainability.

2.12.3 Different forms of tourism

There are many different forms of tourism that can be distinguished from one another by their contrasting components. They include mass; small scale; green; alternative; appropriate; nature; responsible; eco-; (Gunn.,1994); academic; adventure; agro-;anthro-; archaeo–; cottage; culture; ecological; environmentally friendly; ethnic; risk; safari; scientific; soft; trekking; truck; wilderness; and wildlife tourism (Sinclair and Stabler, 1997). For example, 'mass tourism' is described as a form of mass consumption, characterised by the standardisation of production and products, which is controlled by small numbers of producers, rather than consumers (Williams and Shaw, 1998).

According to Shaw and Williams (1998), mass tourism is typified by the concentration of large numbers of tourists in particular regions and in mass resorts. Such concentration tends to overwhelm the environmental and social capacity to manage the pressure (Shaw and Williams, 1998) of so many people requiring attention, transport, food, water and electricity. Mass tourism is perceived as the least productive and sustainable form of tourism with respect to generating foreign exchange for developing countries and host communities.

By contrast, 'small scale tourism' is characterised by some as a preferable alternative to mass tourism. Although small and dispersed developments may be more concerned with quality and environmental issues, the associated fragmentation is problematic, given that tourism requires transportation infrastructure and a high level of organisation to be successful (Shaw and Williams, 1998).

This research addressed nature-based tourism, specifically the sardine run phenomenon. Therefore, it is important to reflect on the contemporary issues surrounding wildlife tourism, nature-based tourism and ecotourism.

2.13 TOURISTS' SPENDING

Tourists are short-term stay visitors who bring with them certain expectations relating to accommodation, food and hygiene. To meet these expectations, many developing countries have to import goods and services in order to encourage and develop tourism. Payment for these goods and services to support the tourism sector are said to be a 'leakage', i.e. part of the tourist expenditure leaks out of the economy to pay for necessary imports.

Very few countries, if any, have the resources and means to supply total tourism demand. It is necessary, therefore, to examine the import pattern of the tourism sector to see whether imports can be limited and substituted by domestic production (Candido, 2005).

Encouragement of domestic production will not only reduce the leakages of foreign exchange, but also generate employment and income. The less developed the country or the more open the economy, the greater the leakages are likely to be. An open economy is one which is highly dependent on imports to sustain its activity. In some of the Caribbean Island economies, leakages of over 50 per cent are common, i.e. 50 cents in every dollar earned is leaked outside the economy (Candido, 2005).

Since the term was coined in 1983 (Ceballos-Lascuráin, 1996), 'ecotourism' has been the subject of much debate, with a plethora of different definitions promoted by researchers, NGOs and the tourism industry. The WTO defines 'ecotourism' as *". . . all forms of tourism in which the tourists' main motivation is the observation and appreciation of nature, that contributes to the conservation of, and that generates minimal impacts upon, the natural environment and cultural heritage*" (Frangialli, 2001). However, some enterprises have abused the term, and have marketed nature-based tourism products that have not benefited local people, or have actually damaged the environment, as 'ecotourism.'

The consequence has been a dilution of the term's value. A WTO study in seven of the main ecotourism generating markets of Europe and North America highlighted that the use of the term 'ecotourism' in the private sector was actually very limited (Vereczi, 2001). Tour operators were quite reluctant to use the concept in their marketing literature and brochures, and instead preferred to use words like 'sustainable', 'responsible','environmental,' and 'ethical' (Candido, 2005).

2.14. NATURE BASED-TOURISM

Nature-based tourism is motivated by enjoying wildlife or undeveloped natural areas (WTTERC, 1993) and may incorporate natural attractions including scenery, topography, waterways, vegetation, wildlife, and cultural heritage; and activities like hunting or white-water rafting (Ceballos-Lascuráin, 1996).

Nature-based tourism does not necessarily contribute to the conservation of biodiversity, nor must it benefit host populations. Some tourism researchers have chosen to avoid the confusion and controversy surrounding the term 'ecotourism' by using nature-based tourism, as a less contentious concept (e.g. Deng *et al., 2002* ; McKercher, 1998).

'Wildlife tourism' is a form of nature-based tourism that includes the consumptive and non-consumptive use of wild animals in natural areas (Roe *et al.*, 1997). Roe *et al.* (1997) note that wildlife tourism has frequently been used to link wildlife management with economic incentives to promote conservation in developing countries. Wildlife tourism has the potential to contribute towards the management of protected areas by generating revenue, employment, conservation awareness and stimulating economic activity. Within rural areas, wildlife tourism also provides a mechanism to realise tangible benefits from conservation and wildlife for local communities. Wildlife tourism may be undertaken through guided or self-driven excursions in vehicles, or through guided walks.

2.15 CONCLUSION

This review has critically considered contemporary underlying themes, impacts of tourism, assessment methods related to tourism. The information found in the secondary sources consulted resulted in the identification of the following concepts: background of the event, history of the sardine run, sardine fisheries, the contribution of the event to the economic development, impact of the fishing industry, the economic value of the South Africa's coast, the value of the sardine run to the south coast, socio economic impact of tourism, an overview of the economic benefits of Reed Dance ceremony and Sydney Olympic Games, segmentation criterion, standard approaches of segmentation, types and use of segmentation, basis for segmentation, marketing in tourism, different forms of tourism, tourist's spending and nature-based tourism. Areas of controversy and limitations of existing knowledge that were identified have highlighted the challenge of integrating approaches to evaluating segmentation in a practical, valid and reliable way.

In order to fulfill international obligations made by the public and private sectors to promote sustainable development, this research endeavoured to highlight complexities and constraints inherent in assessing the sustainability of tourism, with the aim of developing a marketing strategy.

In tourism, market segmentation has developed to become a very common tool in strategic marketing. However, there are still many unresolved issues in the area that can cause segmentation solutions to be invaluable. Segmentation is a long-term building block of organization success and, as such, represents one of the most critical managerial decisions. The following questions might help a manager in decision- making:

Do I need to search for segments? Which benefits do I expect from treating different tourist groups differently?

What is the purpose of my segmentation?

Keeping this purpose in mind, what are segmentation criteria or segmentation bases that are relevant in this context?

Are there single segmentation criteria that are known and guaranteed to split the tourists into relevant segments?

Which segmentation base is relevant and should be explored in an attempt to identify or construct market segments?

Which one of the many possible data-driven market segmentation solutions is managerially most useful?

Are the resulting market segments valid; either because they can be revealed repeatedly or because they differ with regard to additional information about the tourists?

Which segment(s) are the best matching targets for the offer my organisation / destination can make?

Which segments are most appropriate targets considering product positioning and competition knowledge?

Does a chosen segment change over time?

Understanding the market, understanding the consumer and the variety among consumers remains a rich source of competitive advantage in tourism. However, the amount of readily available market data is constantly increasing. Market segmentation makes use of the understanding of systematic variety among customers and represents a powerful tool for success (Ingram, 1997).

The next chapter provides an overview of the research methodology. The data collection method is clearly defined together with the sampling method.

CHAPTER THREE-RESEARCH METHODOLOGY

3.1. INTRODUCTION

This quantitative study aimed to identify and assess suitable region and target market methods for the sardine run and to determine the perceptions and spending patterns of tourists at the event. The study will further analyse the socio-economic impact of the sardine run in the south coast region and provide input to the development of marketing strategy for the sardine run. A quantitative study, consistent with the quantitative paradigm, is an inquiry into a social or human problem, based on testing a theory composed of variables, measured with numbers, and analysed with statistical procedures, in order to determine whether the predictive generalisations of the theory hold true (Creswell, 1994: 2).

The research was also descriptive as it attempted to describe this phenomenon in detail, and to investigate the spending patterns of the tourists (Bailey, 2000). Malhotra (1999:87) defines descriptive research as a type of conclusive research which has as its major objective the description of something. Thus, the research, marked by a clear statement of the problem, and detailed information needs, as was shown in the previous chapters, corresponds to descriptive research. Finally, the 'five Ws' of research specific to a descriptive design, have been identified (Malhotra, 1996): Who (the tourists), When (during the sardine run period), Where (Kwa Zulu Natal, South coast region.), Why (to analyse the socio-economic impact of the sardine run), How (by determining their spending patterns).

As the respondents were considered at a fixed point in time, the research also used a cross- sectional methodology (Bailey: 2000). The cross-sectional study is the most frequently used descriptive design in marketing research. Cross-sectional designs involve the collection of information from any given sample of population elements only once (Malhotra, 1999: 89).

This research design required an assessment of respondents in terms of social and economic emancipation, followed by a cross-analysis of the tourists' spending patterns. This assessment was achieved by the use of a single data collection instrument that addressed both these issues.

3.2 SAMPLE SELECTION

3.2.1 Definition of the target population

The population of interest is called the target population. Data should only be gathered from objects in the population of interest. Properly defining the target population is a crucial step in the design of the research project (Crask *et al.,* 1995: 176).

To conduct this research, local and international tourists who visited the south coast region during the sardine run period were selected as the target population. The target population must be defined precisely. Imprecise definition of the target population will result in research that is ineffective, at best, and misleading, at worst. Defining the target population involves translating the problem definition into a precise statement of who should, and who should not, be included in the sample (Crask *et al.,* 1995: 180).

3.2.2 Quota sampling

According to Murphy (2000: 330), the target population can be defined in terms of elements, sampling units, extent, and time. “An element is the object that possesses the information sought by the researcher and about which inferences are to be made” (Leedy, 1997: 334). In this research, the sampling elements were the respondents, that is to say, the tourists.

A sampling unit is the basic unit containing the elements of the population to be sampled. In this case, the sampling units were the local and international tourists. Extent refers to the geographical boundaries. The south coast region, Hibberdene area, is the geographic area in which this research was conducted. The time factor is the time period under consideration. For this research, the period under consideration was July and August 2006. The first step was to select the sampling units (or quota) where interviews would be conducted. The second step was to select the elements in these accommodation units.

3.2.3 Sampling method

In this study, non-probability sampling has been used, as it was impossible to identify the elements beforehand. There was no list available corresponding to the required elements. Non-probability sampling relies on the personal judgment of the researcher rather than chance to select sample elements. These sampling techniques do not use chance selection procedures (Malhotra, 1999: 334).

There were two steps to sample the population for this study. First, the sampling units, that is, the places where the interviews were to be conducted were selected. Thus, for each category of accommodation, quota sampling has been used. According to Malhotra (1999: 335), quota sampling is a form of convenience sampling in which the population elements are purposively selected based on the geographical area.

This method was required as the places which were believed to be representative of the target population had to be chosen subjectively (Crask et al., 1995:231) as tourists in the south coast region tend to visit different places because of different reasons. Quota sampling is a non-probability sampling technique that attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer (Leedy, 1997: 335).

Quota sampling was the least expensive and least time consuming of all sampling techniques. The sample elements were easily accessible, easy to measure, and co-operative.

3.2.4. Sampling size

The sample size refers to the number of elements to be included in the research. Although it is difficult to generalise from project to project, the sample should be large enough so that there are 100 or more units in each category of the major breakdowns and a minimum of 20 to 50 in the minor breakdowns (Diamantopoulos and Schlegelmilch, 1997: 17).

3.2.5 Sampling units: The accommodation units

Eight accommodation units were selected through the method of quota sampling explained above. The reasons why specific accommodation units were chosen will be discussed in the next section.

3.2.6 Sampling elements: Tourists

A sample of 400 respondents was selected at the site of research to provide the sample size recommended by Diamantopoulos and Schlegelmilch (1997). Due to time constraints, it was impossible to respect precisely the advice of Diamantopoulos and Schlegelmiich (1997).

3.3. SAMPLING SELECTION AND PROCEDURE

In order to select the final units where the questionnaires would be administered, several accommodation units in the Hibberdene area were identified and visited to check if there were national and international tourists who have come to witness the sardine run.

Table 3.1 indicates the accommodation units that were selected

Table 3.1: Places selected

Accommodation	No of Tourists
Ambleside Country Guest Lodge	**50**
Khaya La Manzi Guest Lodge	**50**
Palm Beachfront Home	**50**
Mon-Cha-Re	**50**
Woodgrange Chalets	**50**
Little Sea Horse	**50**
5 Coral Beach	**50**
Marhaba chalets & Dive Resort	**50**
TOTAL =	**400**

3.4. DATA COLLECTION

In order to research this target population, self-administered questionnaires were used. This method was appropriate because the tourists are very skeptical when it comes to providing personal information. This is the most effective and most frequently used method to collect data in social marketing research.

The tourists were given questionnaires from the receptionist to take them to their respective rooms; they filled them in and returned them to the receptionist. Those tourists who could not return the questionnaires were requested to leave them in their rooms for collection.

The response rate tends to be better than other methods (Bailey, 2000). However, this method has drawbacks, among which respondent bias is the most important. The respondent could misunderstand the content of the questionnaire due to language difficulties (Bailey, 2000).

The questions were made simpler and easy to understand. The purpose was to reduce response errors. Finally, it was important that the respondents felt comfortable and so it was emphasized that there was no right or wrong answer and that the information provided would be kept confidential.

3.4.1 Data collection plan

The self-administered questionnaires were distributed to the selected hotels on the same day. This distribution was done in order to have a reliable study and a representative sample. The self–administered questionnaires were collected on the following morning.

3.4.2 Data collection instrument

The questionnaire has been adopted from Weber and Weber (2001:69) and modified in terms of scaling techniques to make it relevant to the study. A self-administered questionnaire was constructed and was kept deliberately short to suit the method and to improve the response rate.

3.4.3 Types of questions

The response formats were of two kinds:

- Closed-ended questions. Multiple choice questions provide respondents with a list of the possible answers (Crask *et al*., 1995:220). Dichotomous questions are questions in which the respondents have the choice between only two answers.

- Rankings are a comparative scaling technique in which respondents are presented with several objects simultaneously and asked to rank them according to some criterion.

3.4.4 Pre-testing

Survey pre-testing involves administering the questionnaire to a small sample of respondents to determine if the questions are understood and if the survey procedures work (Crask *et al*., 1995: 210).

The questionnaire was pilot tested before it was finalised. For the final stage in questionnaire construction, the questionnaire was tested with tourists who had the same characteristics of the respondents in the study population. Two Marketing Research lecturers were also asked to give their opinions about the questionnaire.

3.5 RELIABILITY AND VALIDITY OF THE RESEARCH DESIGN PROCEDURE

The reliability refers to the extent to which a scale produces consistent results if measurements are made repeatedly (Malhotra, 1999: 281).

Reliability is assessed by determining the proportion of systematic variation in a scale. This assessment is done by determining the association between scores obtained from different administrations of the scale.

The internal consistency method can assess the reliability of a summated scale in which several items are summed to form a total score. In a scale of this type, each item measures some aspect of the construct measured by the entire scale, and the items should be consistent in what they indicate about the characteristic. This measure of reliability focuses on the internal consistency of the set of items forming the scale (Malhotra, 1999).

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences among objects on the characteristics being measured, rather than systematic or random errors (Malhotra, 1999: 285).

The central aim of a research design is to establish a relationship between the independent and dependent variables with a high degree of certainty. The potential of a design to achieve this aim is referred to as the validity of the design. Validity is measured in terms of two separate but related dimensions: internal and external validity (Bless and Higson -Smith, 1999).

Internal validity is a measure of accuracy of an experiment. It measures if the manipulation of the independent variables, or treatments, actually causes the effects on the dependent variables (Malhotra, 1999: 219).

Thus, internal validity refers to whether the observed effects are influenced by variables other than the treatment. If the observed effects are influenced or

confounded by extraneous variables, it is difficult to draw valid inferences about the causal relationship between the independent and dependent variables.

Internal validity is the basic minimum that must be present in an experiment before any conclusion about treatment effects can be made. Without internal validity, the experimental results are confounded. Control of extraneous variables is a necessary condition for establishing internal validity. External validity refers to whether the cause-and-effect relationships found in the experiment can be generalised (Malhotra, 1999: 219).

The researcher must consider two factors in order to achieve high external validity. Firstly, the sample must be representative of the population in question. In this study, the accommodation units have been chosen in precise areas in order to select a sample that is an accurate representation of the population. This selection was achieved by using the judgmental sampling method. Secondly, the researcher must ensure that the study simulates the real world as closely as possible.

The conditions and situation must be seen as normal, depicting the usual reality of the participants. This means that the tests and tasks that are required of the subjects must be planned to minimize the whole range of reactive effects.

Techniques for ensuring minimum reactivity include making data collection as unobtrusive as possible and testing people within their usual surroundings. In this study, tourists who had come to witness the sardine run were given the questionnaires to complete (Bless and Higson-Smith, 1995).

In any statistical analysis, the adequacy of the estimated model must be tested. Diagnostic procedures are used in this study to assess the reliability of the fitted discriminant model.

The most reliable way of telling how well the estimated linear discriminant function fits the data is to examine the overall percentage of correct classification. The higher the percentages of correct classification, the more reliable are the predictor variables chosen for the study concerning the spending patterns of the tourists (Crask *et al*., 1995: 230).

The second method is to examine the magnitude of the estimated Eigen value. Large Eigen values are associated with good discriminant functions. The last method is to examine the magnitude of the estimated Will's lambda statistic. Small values of the Will's lambda statistic indicate that the criterion used to define the different categories of the dependent variable of study is good (Crask *et al*., 1995: 277).

3.6 QUESTIONNAIRE

The questionnaire is presented in Appendix A. In order to categorise respondents according to their level of spending and the socio-economic impact of the sardine run, questions were developed as follows:

■ Awareness;

■Respondents indicate how they became aware of the event by choosing from different categories;

■Purpose of visiting the south coast region;

■Accommodation and local residents;

■Choosing statement that best describes the condition of accommodation;

■Spending on accommodation;

■ Spending on eating out;

■ Spending on entertainment;

■ Spending on local shops;

■ Area of origin;

■General perception of the event;

■Satisfaction with the way the event was organized;

■ Gender;

■Age;

■Level of education;

■Total monthly household income;

■Home language;

■Work status; and

■Duration of the visit.

3.7 DATA ANALYSIS

3.7.1 Introduction

A computerised statistical analysis of the data was necessary to describe and

interpret the data that were obtained from the questionnaires. A conversion was made through a computer package (i.e. SPSS version 13) in order to analyse the information.

The obtained data needed to be analysed in order to accept or reject the hypothesis, and to make inferences.

The stages in the statistical analysis were data preparation, tabulation of data, and then various tests were conducted to analyse relationships.

3.7.2 Data preparation

Data preparation includes coding and editing (Malhotra, 1996). As mentioned previously, the questionnaires were pre-coded. However, open-ended questions had to be analysed and coded after completion by the respondents. Open-ended questions were kept to a minimum to avoid any coding problems.

Questionnaires were discarded if they fell outside the sample parameters, and if it appeared that a respondent had not understood the question, then a decision was made whether to leave out just that question or the whole questionnaire. Answers were also checked for inconsistencies.

3.7.3 Tabulation and basic analysis

Tabulating the data aids in finding how the data were distributed, what was typical in the data, how much the data varied, and whether there was any significant relationship between different sets of data. Tabulation is merely a frequency count of each question's answers (Crask *et al*., 1995: 229).

Moreover, data are influenced by the scale, which can be nominal or ordinal. A nominal scale is a figurative labeling scheme in which the numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects (Malhotra, 1996).

An ordinal scale is a ranking scale in which numbers are assigned to objects to indicate the relative extent to which some characteristic is possessed. Thus, it is possible to determine whether an object has more or less of a characteristic than some other object.

Statistical analysis is a method of describing and interpreting the data. Such analysis includes the organisation and summarising of information for the purpose of generalising and making Inferences. There are two different procedures for data analysis: frequencies and percentages for all variables of the study. Frequencies and percentages are widely used in marketing research because the relative importance of figures is revealed more clearly by these simple tools than by the original data.

3.7.4 Screening of variables

Screening of variables was done using the chi-square test. The following variables were selected, at the end of the screening procedure, as key variables to be used as grouping variables:

- Tourists' spending patterns;
- Perception of the respondents;
- Awareness of the respondents;
- Accommodation of the respondents; and

- Demographic profile of the respondents.

Discriminant analysis

The discriminant analysis was done using each key variable as a grouping variable and the other key variables as predictable variables. The goal of this procedure is to give the order of importance of each key variable.

Broadly the analysis of data achieved the following:

Questions related to spending patterns have been analysed to categorise respondents into categories of spending (low or high) and then the demographic questions have been summarised and cross-analysed with the perception categories. From this analysis, it was possible to identify spending patterns of the different categories. Finally, from the demographic questions (from questions 12 to 18), it was possible to develop a demographic profile of the tourists.

The statistical analysis process was covered under the following headings:

> Descriptive Statistics; and

> Inferential Statistics.

Descriptive statistics

Descriptive statistics describe data in terms of measures of central tendency (Fink, 1995). The following statistical methods were used:

Frequency

A report of the number of responses that a question has received

(Aaker *et al.*, 1995: 772).

Percentages

The percentage is the proportion of respondents who answer a question a certain way, multiplied by 100 (Aaker *et al*., 1995: 450).

Bar Charts

Kinnear and Taylor (1991: 674) describe bar charts as depicting magnitudes of the data by the length of the various bars that have been laid out with reference to a horizontal or vertical scale. Luck *et al.* (1999: 452) say that the vertical bars are more appropriate for data that are classified quantitatively or chronologically.

Pie Charts

According to Martins *et al*. (1996), a pie chart consists of a circle divided up into slices, each of which represents a portion of the total. Churchill (1992: 792) believes that the pie chart is particularly effective for depicting relative size or emphasising static comparisons since the sections are represented as part of the whole or total.

Inferential statistics

These have been used to gain knowledge about the structural relationships among the variables.

Cross tabulations

The objective of cross tabulations is to identify a relationship between variables. The question arises as to whether this observed relationship is simply the result of sampling error, and the chi-square test is designed to answer this question (Crask *et al*., 1995).

Chi-square test

Chi-square distribution is the most commonly used method of comparing proportions and to establish whether the relationships mentioned above are dependent or independent of each other.

Discriminant analysis

Discriminant analysis is a classification technique. Its primary task is to identify group membership of objects, which could be consumers, companies, shares or products. Such analysis performs this task by identifying certain discriminating criteria which distinguish objects from the various groups. The objects within each group will have similar profiles, but will differ significantly from the profile of objects in other groups (Martins *et al*., 1996: 356).

Eigen – value

The significance of a factor is determined by its Eigen-value, which is generated by principal components analysis for each factor (Martins *et al*., 1996:369).

3.8. CONCLUSION

In this section, the methodology used in the study has been discussed. This chapter has also shown that the methodology was designed to maximize reliability and validity, and thus the findings of the study can be accepted with a reasonable degree of confidence. This discussion of the methodology also allows an easier understanding of the following chapter that concerns the analysis of the data collected.

CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1 INTRODUCTION

In the previous chapter, the research methodology and techniques that were selected to design a questionnaire for this investigation were outlined. The presentation of the detailed analysis and the findings of the literature that were taken from questionnaires, which were administered to tourists at Hibberden area, will be discussed in this chapter.

4.2 STATEMENT, ANALYSIS AND DISCUSSION OF RESULTS

4.2.1 AREA OF ORIGIN AND SPENDING ON ACCOMMODATION

The tourists' area of origin and their spending on accommodation

Figure 4.1: The tourists' area of origin and their spending on accommodation

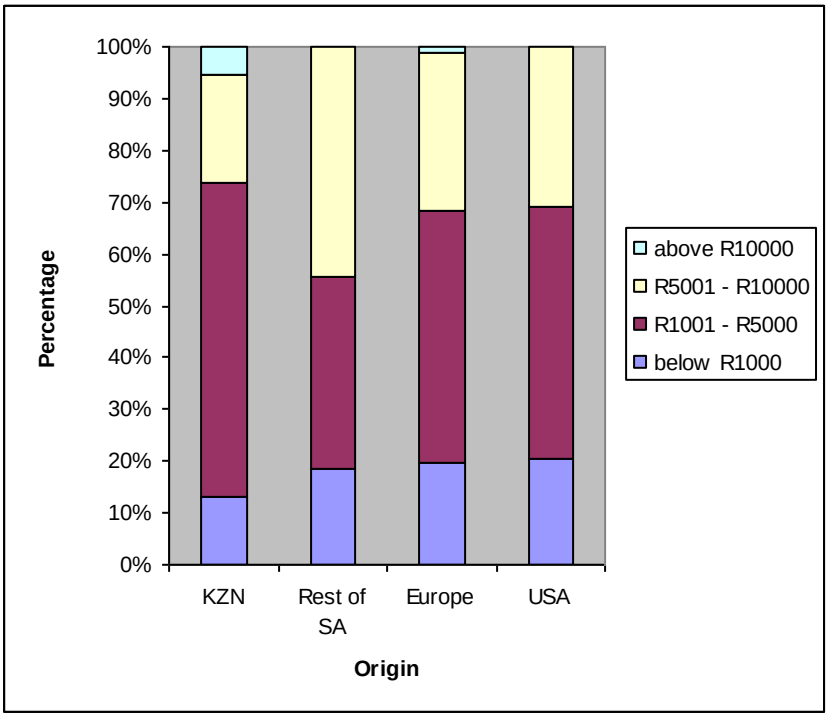

Figure 4.1 reveals that 12 per cent of the tourists from KZN spent below R1000 on accommodation, 62 per cent of the tourists from the rest of South Africa spent between R1001 to R5000, 22 per cent of the tourists from Europe spent between R5001 to R10 000 on accommodation and 4 per cent of the tourists from USA spent above R10 000 on accommodation.

4.2.2 TOURISTS' KNOWLEDGE OF SARDINE RUN

Figure 4.2 shows the tourists' knowledge of the sardine run.

Figure 4.2: The tourists' knowledge of sardine run

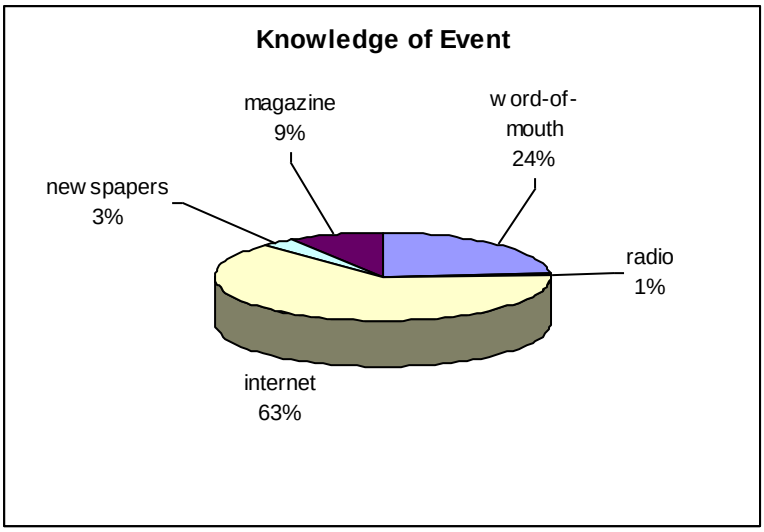

Figure 4.2 shows that 95 (24%) of the tourists knew about the event through word-of-mouth, 3 (1%) through the radio, 37 (9%), through the magazine, 253 (63%) through the internet and 12 (3%) through newspapers. This result is in line with the earlier literature review, which suggests that majority of tourists knew about the event through the use of the internet (Bailey, 2000).

4.2.3 PURPOSE OF VISIT

Figure 4.3 shows the tourists' purpose of visit.

Figure 4.3: The tourists' purpose of visit

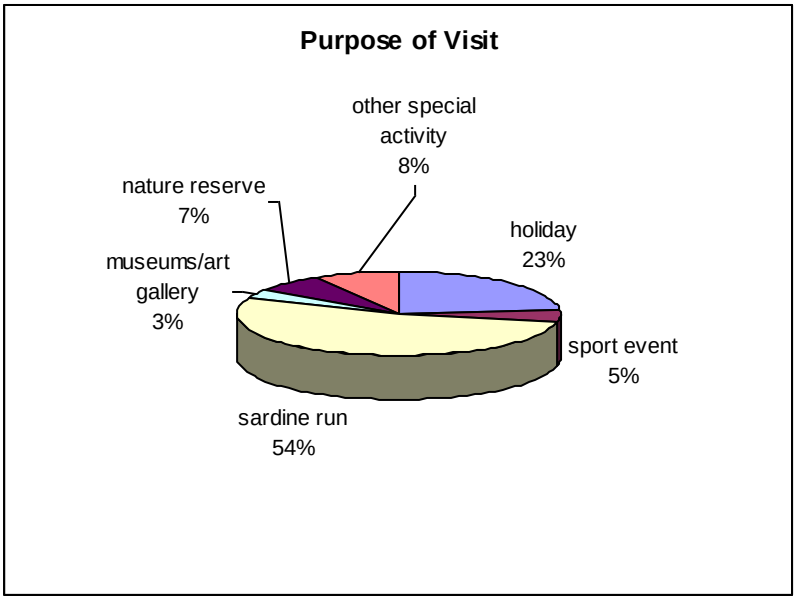

Figure 4.3 shows that 93 (23%) of the tourists witnessed the event while on holiday, 20 (5%) while on sport events, 28 (7%) while on nature reserve visits, 13 (3%) while on museum/art gallery visits, 213 (54%) came for the sardine run and 33 (8%) while on other special activity.

4.2.4 TOURISTS' PERCEPTION OF THE EVENT

Figure 4.4 shows the tourists' perception of the event.

Figure 4.4: The tourists' perception of the event

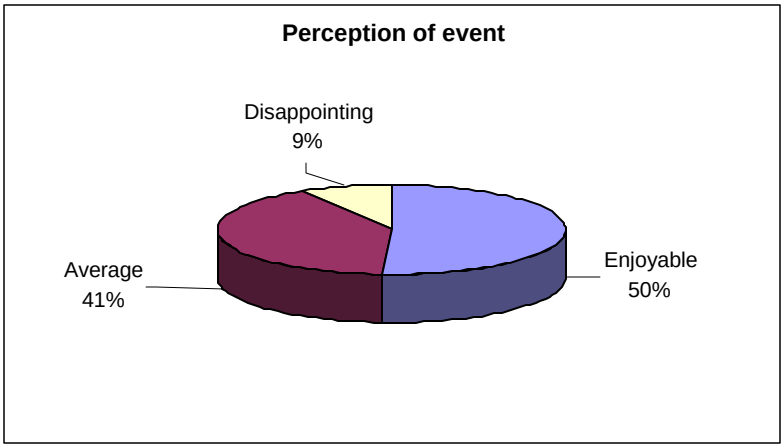

Figure 4.4 reveals the following perceptions of tourists about the event: enjoyable (50%), average (41%) and disappointing (9%). This result is in line with the earlier literature review, which suggests that majority of the tourists perceived the event to be enjoyable (Bailey, 2000).

4.2.5 TOURISTS' SATISFACTION WITH THE ORGANISATION EVENT

Figure 4.5 shows the tourists' satisfaction of the organization of the event

Figure 4.5: The tourists' satisfaction with the organization of the event

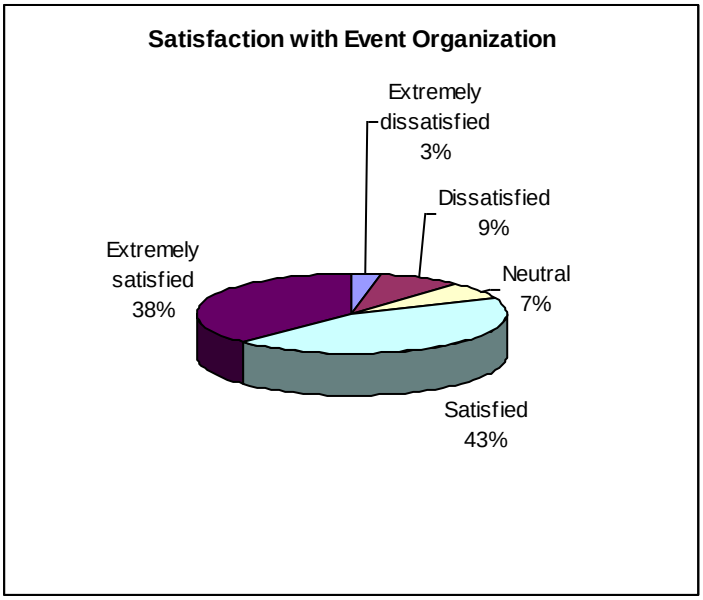

Figure 4.5 shows that 12 tourists (3%) were extremely dissatisfied with the event organization, 35 tourists (9%) were dissatisfied, 28 tourists (7%) were neutral, 174 tourists (43%) were satisfied and 151 tourists (38%) were extremely satisfied. This finding shows that the majority of tourists were satisfied with the organization of the event.

4.2.6 TOURISTS' DURATION OF THE VISIT

Figure 4.6 shows the tourists' duration of the visit.

Figure 4.6: The tourists' duration of visit

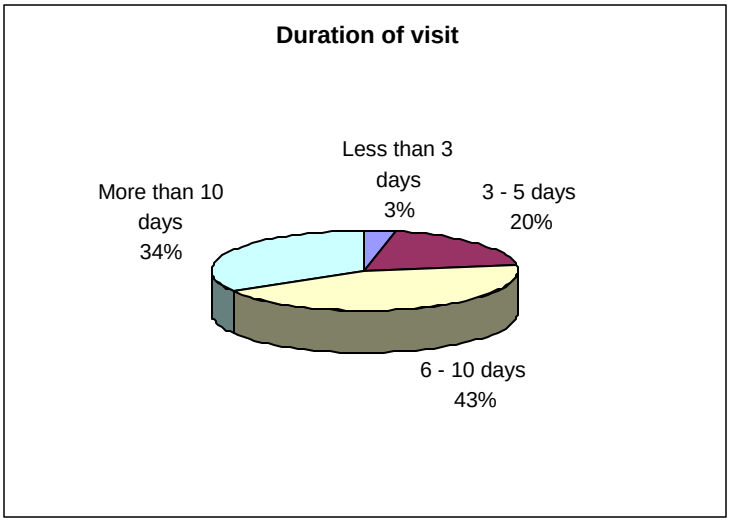

Figure 4.6 shows that 13 (3%) tourists stayed for the sardine run for less than three days, 79 (20%) tourists stayed for three to five days, 173 (43%) tourists stayed for six to ten days and 135 (34%) tourists stayed for more than ten days. This results shows that majority of tourists stayed between six to ten days.

4.2.7 AREA OF ORIGIN AND SPENDING AT LOCAL SHOPS

Figure 4.7 shows the tourists' area of origin and their spending at the local shops

Figure 4.7: The tourists' area of origin and their spending at local shops

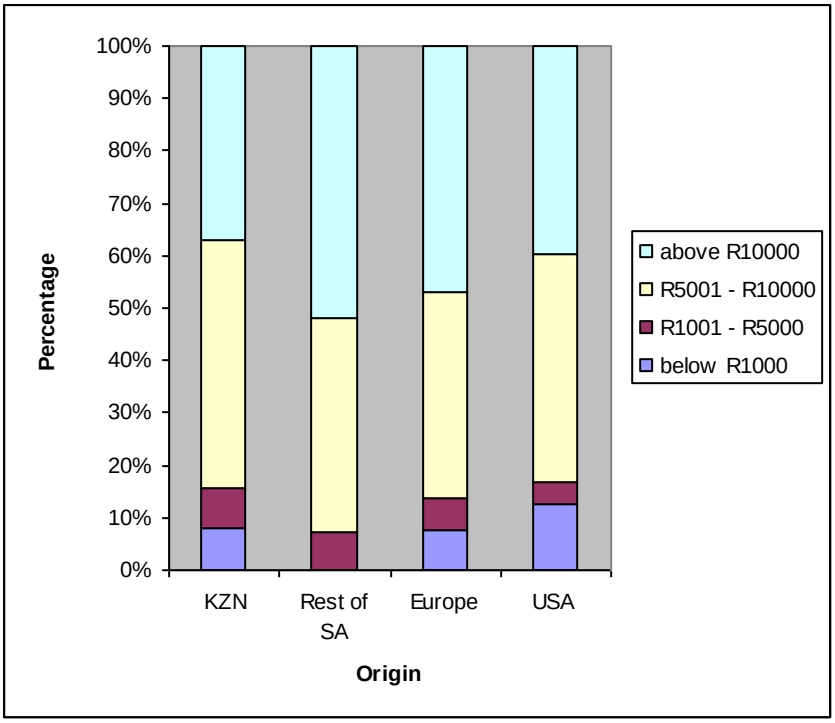

Figure 4.7 shows that 8% of the tourists from KZN spent below R1000 on local shops, 8% of the tourist from the rest of South Africa spent between R1001 to R5000, 44% of the tourists from Europe spent between R5001 to R10 000 and 38% of the tourists from USA spent above R10 000 at the local shops. This finding shows that the tourists who spent more money at local shops came from the United States of America. The findings concur with the prior studies which indicate that tourists from different countries have different spending patterns (Bailey, 2000).

4.2.8 AREA OF ORIGIN AND SAFETY OF ACCOMMODATION

Figure 4.8 shows the tourists' area of origin and their safety on accommodation.

Figure 4.8: The tourists' area of origin and safety of accommodation

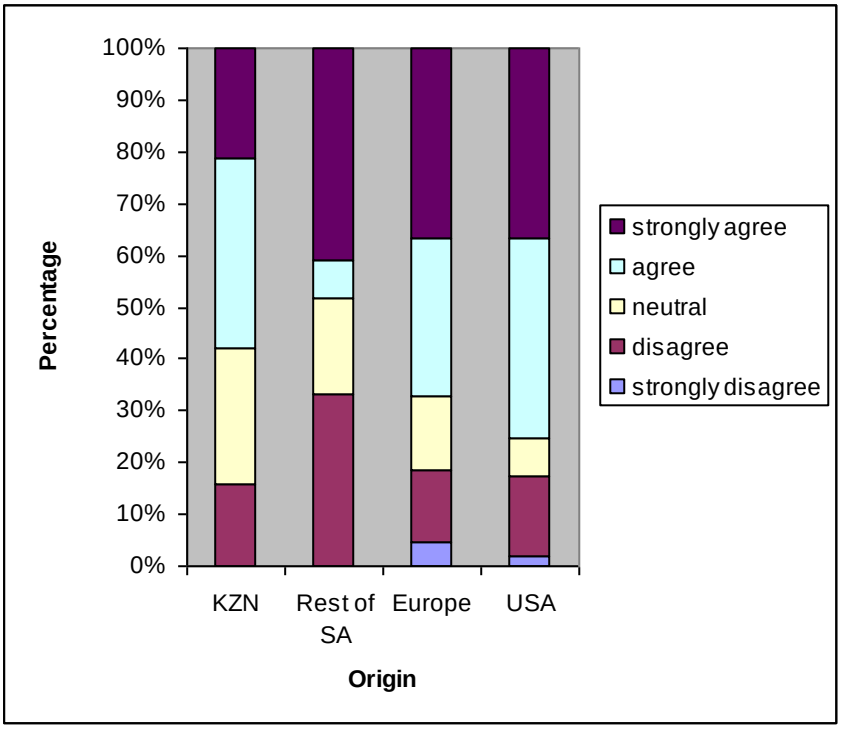

Figure 4.8 reveals that 16% of the respondents from KwaZulu-Natal strongly disagreed that the accommodation was safe for them, 25% of the respondents disagreed, 37% of the respondents agreed and 11% of the respondents strongly agreed. This finding shows that the majority of the respondents from KwaZulu-Natal agreed that accommodation was generally, safe. Tourists view safety as an important factor when choosing a destination; this is cited in the literature review (Shaw and Williams, 1998).

4.2.9 AREA OF ORIGIN AND CLEANLINESS OF ACCOMMODATION

Figure 4.9 shows the tourists' area of origin and the cleanliness of the accommodation.

Figure 4.9: The tourists' area of origin and cleanliness of accommodation

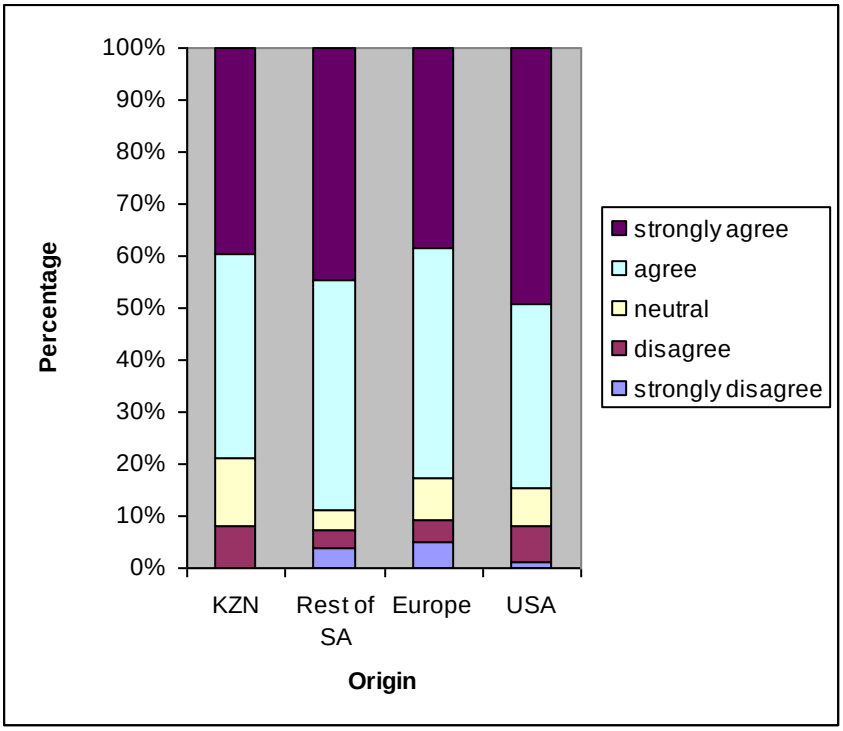

Figure 4.9 show that 9% respondents from KZN disagreed that the accommodation was clean, 12% were neutral, 39% agreed and 40% strongly agreed that the accommodation was clean. Concerning the respondents from the rest of South Africa, 4% strongly disagreed, 2% disagreed, 5% were neutral, 44% agreed and 45% strongly agreed. With respondents from Europe, 5% strongly disagreed, 5% disagreed, 8% were neutral, 44% of the respondents agreed and 38% respondents strongly agreed. From the USA, 1% of the respondents strongly disagreed, 5% of the respondents disagreed, 9% of the respondents

were neutral, 35% of the respondents agreed and 50% of the respondents strongly agreed.

4.2.10 CONDITIONS OF ACCOMMODATION FACILITIES

Figure 4.10 shows the tourists' area of origin and the condition of accommodation.

Figure 4.10: The tourists' area of origin and the satisfaction of accommodation facilities

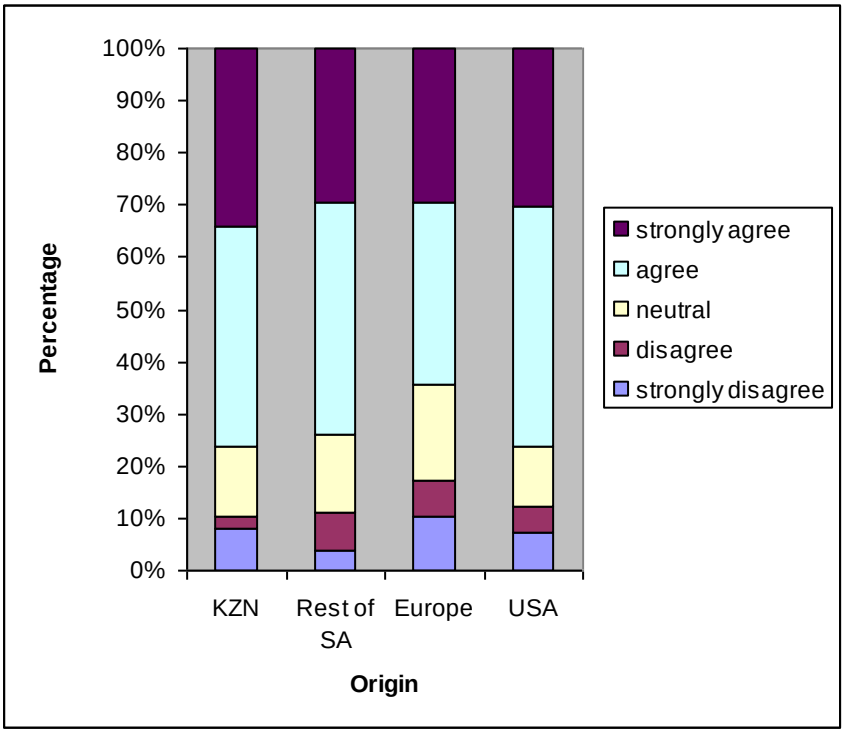

Figure 4.10 reveals that 8% of the respondents from KwaZulu-Natal strongly disagreed that the facilities of the accommodation were satisfying, 2% disagreed, 14% were neutral, 41% agreed and 35% strongly agreed. From the rest of South Africa, 3% of the respondents strongly disagreed, 7% disagreed, 14% were

neutral, 45% agreed and 30% strongly agreed. From Europe, 11% of the respondents strongly disagreed, 7% disagreed, 17% were neutral, 35% agreed and 30% strongly agreed. From USA, 8% of the respondents strongly agreed, 4% of the respondents agreed, 12% of the respondents were neutral, 45% agreed and 31% strongly agreed. This finding shows that respondents from USA mostly agreed that the condition of the accommodation was satisfactory. The literature review stresses the importance of condition of the destination. Ambience and decorations plays a vital role when a customer chooses a destination (Shaw and Williams, 1998).

4.2.11 AREA OF ORIGIN AND FRIENDLINESS OF STAFF

The following figure 4.11 shows the area of origin and the friendliness of accommodation staff.

Figure 4.11: The tourists' area of origin and friendliness of accommodation staff

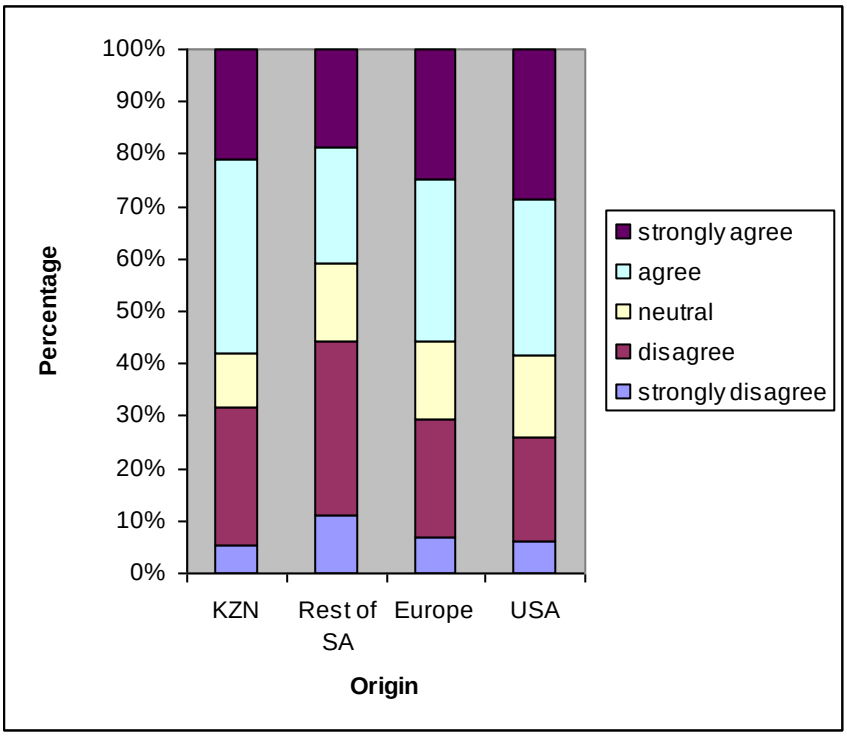

Figure 4.11 shows that 5% of the respondents from KwaZulu-Natal strongly disagreed that the accommodation staff were friendly, 27% of the respondents disagreed, 10% of the respondents were neutral, 37% of the respondents agreed and 21% of the respondents strongly agreed. Respondents from the rest of South Africa: 11% of the respondents strongly disagreed, another 11% of the respondents disagreed, 17% of the respondents were neutral, 20% of the respondents agreed and 20% of the respondents strongly agreed.

Respondents from USA: 5% of the respondents strongly disagreed, 23% of the respondents disagreed, 14% of the respondents were neutral, 29% of the respondents agreed and 29% of the respondents strongly agreed and another 29% of the respondents strongly agreed.

4.2.12 AREA OF ORIGIN AND GOOD VALUE OF ACCOMMODATION

Figure 4.12 shows the tourists' area of origin and good value of accommodation.

Figure 4.12: The tourists' area of origin and good value of accommodation

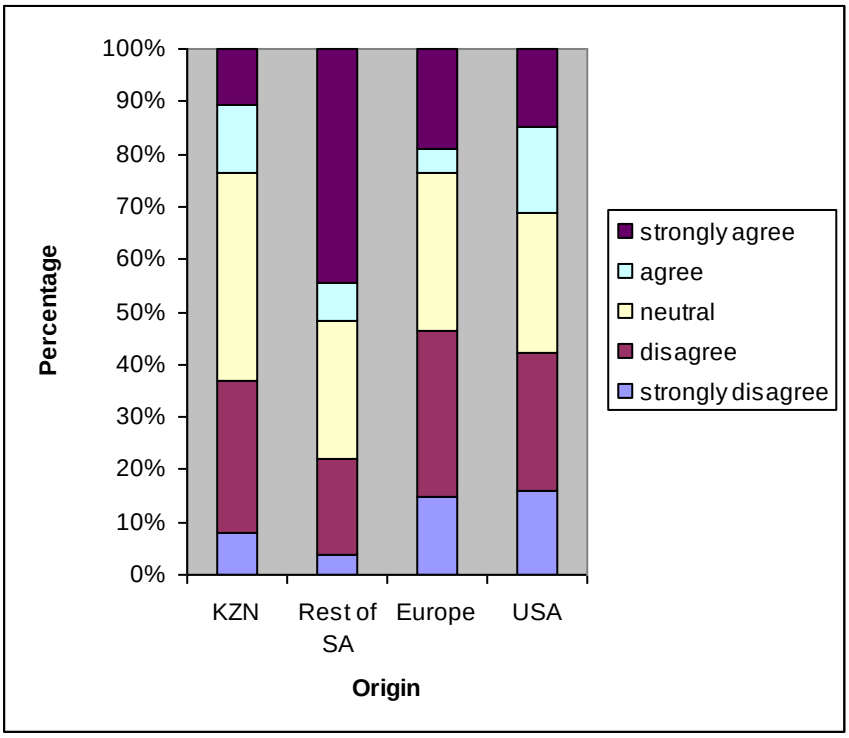

Figure 4.12 shows that 8% of the respondents from KwaZulu-Natal strongly disagreed that there was a good value for accommodation, 30% of the respondents disagreed, 40% of the respondents were neutral, 11% of the respondents agreed and 11% of the respondents strongly agreed.

Respondents from the rest of South Africa: 4% strongly disagreed, 18% of the respondents disagreed, 27% of the respondents were neutral, 6% of the respondents agreed, and 55% of the respondents strongly agreed. Respondents from Europe: 15% strongly disagreed, 33% of the respondents disagreed, 30% of the respondents were neutral, 4% of the respondents agreed and 18% of the respondents strongly agreed. Respondents from USA: 18% strongly disagreed, 24% disagreed, 27% were neutral, 16% agreed and 15% strongly agreed.

4.2.13 AREA OF ORIGIN AND FRIENDLINESS OF LOCALS

The following figure 4.13 shows the tourists' area of origin and friendliness of locals.

Figure 4.13: The tourists' area of origin and friendliness of locals

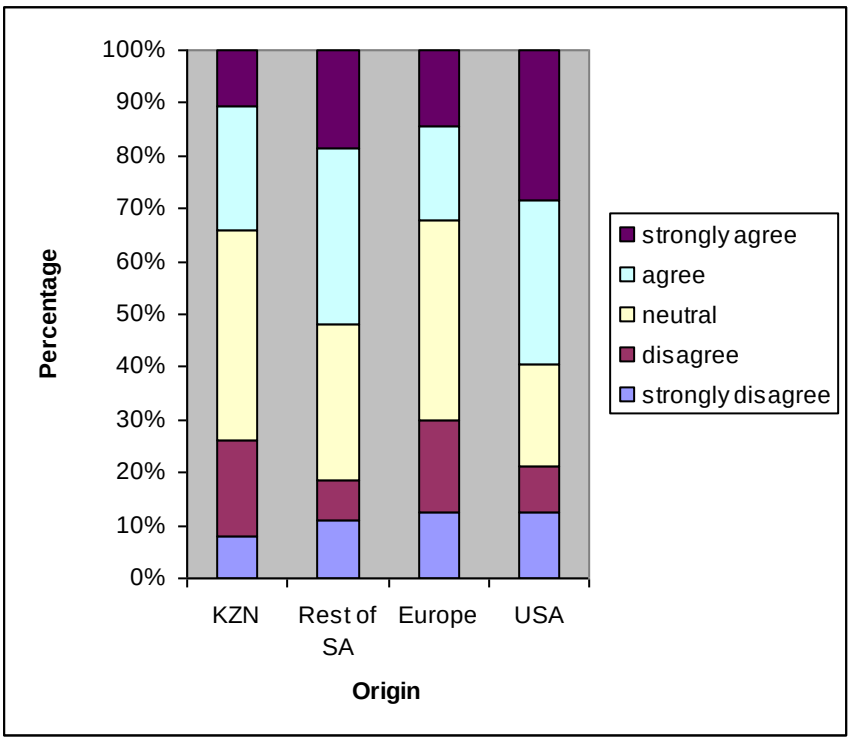

Figure 4.13 reveals that 8% of the respondents from KwaZulu-Natal strongly disagreed that the locals were friendly, 28% of the respondents disagreed, 39% of the respondents were neutral, 22% of the respondents agreed and 11% of the respondents strongly agreed. Respondents from South Africa: 11% strongly disagreed, 8% disagreed, 30% were neutral, 32% agreed and 19% strongly agreed. Respondents from Europe: 12% strongly disagreed, 18% disagreed, 38% were neutral, 17% agreed and 15% strongly agreed. Respondents from USA: 12% strongly disagreed, 9% disagreed, 19% were neutral, 32% agreed and 28% strongly agreed.

4.2.14 AREA OF ORIGIN AND TYPE OF SERVICE OF ACCOMMODATION

Figure 4.14 shows the tourists' area of origin and the type of service of accommodation.

Figure 4.14: Tourists' area of origin and the type of service of accommodation.

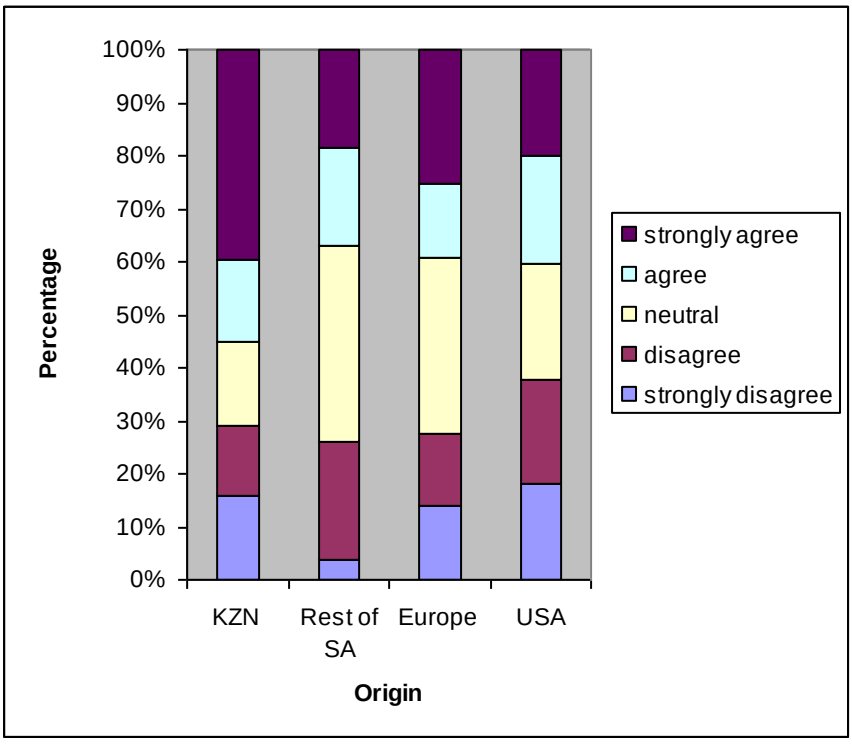

Figure 4.14 reveals that 18% of the respondents from KwaZulu-Natal strongly disagreed that the services at the accommodation were excellent, 12% of the respondents disagreed, 15% of the respondents were neutral, 15% of the respondents agreed, and 40% of the respondents strongly agreed. Respondents from the rest of South Africa: 4% strongly disagreed, 24% disagreed, 34% were neutral, 19% agreed and 19% strongly agreed. Respondents from Europe: 15%

strongly disagreed, 28% disagreed, 40% were neutral, 14% agreed and 25% strongly agreed. Respondents from USA: 19% strongly disagreed, 20% disagreed, 21% were neutral, 20% agreed and 20% strongly agreed.

4.2.15 DISCRIMINANT ANALYSIS

Discriminant analysis is a technique which can be used for several purposes. It was applied in this case to assess the relative importance of the independent variables in classifying the dependent variable. For this study, the dependent variable is 'Purpose of Visit' where the options are either 'To witness the sardine run event' or 'some other reason'. The independent variables are Q9 and Q12 to Q18 which describe the demographics of the respondent, Q10 to Q11 which pertain to their perceptions and Q5 to Q8 which describe their spending patterns. A stepwise discriminant analysis was performed where the order of entry of independent variables into the model is decided by statistical criteria.

4.2.16 OUTPUT OF RESULTS AND INTERPRETATION

Tables 4.1 and 4.2 give information about the data and the number of cases in each category of the dependent variable.

Table 4.1: Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		400	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		400	100.0

The table 4.2 indicates whether there is a statistically significant difference between the dependent variable means (group) for each independent variable. Only *Gender* (Sig. 0.030 < 0.05) is statistically significant. The Wilks' Lambda is the statistical criterion that is used here to add or remove variables from the analysis.

Table 4.2: Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Area of origin	.999	.316	1	398	.575
Perception of event	1.000	.096	1	398	.757
Satisfaction with event	1.000	.154	1	398	.695
Gender	.988	4.719	1	398	.030
Age	.995	2.062	1	398	.152
Education	1.000	.034	1	398	.853
Monthly household income	.993	2.776	1	398	.096
Language	.997	1.169	1	398	.280
Work status	.994	2.246	1	398	.135
Duration of visit	.999	.246	1	398	.620
Spend on accommodation	.995	2.020	1	398	.156
Spend on eating out	1.000	.064	1	398	.801
Spend on entertainment	.997	1.222	1	398	.270
Spend at local shops	.994	2.399	1	398	.122

Table 4.3 below shows which variables have entered the analysis. The only variable is *Gender* with a Wilks' Lambda of 0.988.

Table 4.3 Variables Entered/Removed (a,b,c,d)

Step	Entered	Wilks' Lambda							
		Statistic	df1	df2	df3	Exact F			
						Statistic	df1	df2	Sig.
1	Gender	.988	1	1	398.000	4.719	1	398.000	.030

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

The table above shows that the maximum number of steps is 1 and the minimum partial F to enter is 3.84. The maximum partial F to remove is 0.988 and F level is insufficient for further computation.

4.2.17 CHI-SQUARE TEST OF INDEPENDENCE ON CONTINGENCY TABLES

Question 3, dealing with the purpose of the visit, has been broken down by gender, age, level of education, income, language, work status, duration of visit, origin spending on accommodation, spending on eating out, spending on entertainment and spending at local shops. For each of these cross tabulations, a chi-square test of independence was carried out to ascertain whether or not there is relationship between the different categories of the above demographic properties and the purpose of the visit (for the sardine run or not).

4.2.18 THE RELATIONSHIP BETWEEN TOURISTS' VISIT AND GENDER

Table 4.4: Cross tabulation -Gender

			Gender		
			Male	Female	Total
Purpose of visit	Sardine event	Count	81	132	213
		Expected Count	70.8	142.2	213.0
	Other event	Count	52	135	187
		Expected Count	62.2	124.8	187.0
Total		Count	133	267	400
		Expected Count	133.0	267.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.687(b)	1	.030		
Continuity Correction(a)	4.238	1	.040		
Likelihood Ratio	4.717	1	.030		
Fisher's Exact Test				.034	.020
Linear-by-Linear Association	4.675	1	.031		
N of Valid Cases	400				

a Computed only for a 2x2 table
b 0 cells (.0%) have expected count less than 5. The minimum expected count is 62.18.

The test statistic of 4,687 with 1 degree of freedom is significant at the 0,05 level of significance since p (0,03) is less than 0,05. Thus, there is a significant relationship between gender and the purpose of the visit.

Interpretation: The result reveals that more males visited the area for the sardine run. Leedy (1997: 335) agrees that many males favour tourism events.

4.2.19 THE RELATIONSHIP BETWEEN TOURISTS' PURPOSE OF VISIT AND EDUCATION

Table 4.5: Cross tabulation -Education

			Education							Total
			No formal schooling	Matric	Trade qualification	University degree	Technikon Diploma	Post graduate degree	Other tertiary education	
Purpose of visit	Sardine event	Count	15	7	19	32	9	19	112	213
		Expected Count	9.6	6.9	18.6	43.1	11.7	26.6	96.4	213.0
	Other event	Count	3	6	16	49	13	31	69	187
		Expected Count	8.4	6.1	16.4	37.9	10.3	23.4	84.6	187.0
Total		Count	18	13	35	81	22	50	181	400
		Expected Count	18.0	13.0	35.0	81.0	22.0	50.0	181.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.137(a)	6	.000
Likelihood Ratio	24.924	6	.000
Linear-by-Linear Association	.035	1	.853
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.08.

The test statistic of 24.137 with 6 degrees of freedom is significant at the 0,05 level of significance, since p (0,000) is less than 0,05. Thus, there is a significant relationship between education and the purpose of the visit.

Interpretation: Those with no formal schooling or with 'other tertiary education' visited the area for the sardine run while those with university degrees were there for some other reason.

4.2.20 THE RELATIONSHIP BETWEEN TOURISTS' PURPOSE OF VISIT AND INCOME

Table 4.6: Cross tabulation - Monthly household income

			Monthly household income					
			below R1000	R1001 - R5000	R5001 - R10000	R10001 - R15000	Above R15000	Total
Purpose of visit	Sardine event	Count	2	4	25	62	120	213
		Expected Count	1.1	6.9	24.5	71.9	108.6	213.0
	Other event	Count	0	9	21	73	84	187
		Expected Count	.9	6.1	21.5	63.1	95.4	187.0
Total		Count	2	13	46	135	204	400
		Expected Count	2.0	13.0	46.0	135.0	204.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.872(a)	4	.043
Likelihood Ratio	10.687	4	.030
Linear-by-Linear Association	2.764	1	.096
N of Valid Cases	400		

a 2 cells (20.0%) have expected count less than 5. The minimum expected count is .94.

The test statistic of 9.872 with 4 degrees of freedom is significant at the 0, 05 level of significance since p (0,043) is less than 0, 05. Thus, there is a significant relationship between income and the purpose of the visit.

Interpretation: Those in the 'above R15000' category visited the area for the sardine run. In the literature review, one of the authors cited the importance of the disposable income when tourists travel.

4.2.21 THE RELATIONSHIP BETWEEN TOURISTS' PURPOSE OF VISIT AND LANGUAGE

Table 4.7: Cross tabulation -Language

			Language									
			English	Afrikaans	Both English and Afrikaans	Pedi	SouthSotho	Tswana	Xhosa	Zulu	Swazi	Total
Purpose of visit	Sardine event	Count	43	4	65	16	27	5	10	33	10	213
		Expected Count	50.6	7.5	51.1	24.5	23.4	6.4	7.5	32.0	10.1	213.0
	Other event	Count	52	10	31	30	17	7	4	27	9	187
		Expected Count	44.4	6.5	44.9	21.5	20.6	5.6	6.5	28.1	8.9	187.0
Total		Count	95	14	96	46	44	12	14	60	19	400
		Expected Count	95.0	14.0	96.0	46.0	44.0	12.0	14.0	60.0	19.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.968(a)	8	.002
Likelihood Ratio	24.393	8	.002
Linear-by-Linear Association	1.168	1	.280
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.61.

The test statistic of 23.968 with 8 degrees of freedom is significant at the 0,05 level of significance since p (0,002) is less than 0,05. Thus there is a significant relationship between language and the purpose of the visit.

Interpretation: Those who spoke both English and Afrikaans visited the area for the sardine run. English speaking tourists were in the majority.

4.2.22 THE RELATIONSHIP BETWEEN TOURISTS' WORK STATUS AND PERCEPTION OF THE EVENT

Table 4.8: Cross tabulation -Perception of event

			Perception of event			
			enjoyable	Average	disappointing	Total
Work status	Full-time	Count	82	65	10	157
		Expected Count	79.7	64.0	13.3	157.0
	Part-time	Count	11	9	4	24
		Expected Count	12.2	9.8	2.0	24.0
	Housewife/Househusband	Count	24	7	4	35
		Expected Count	17.8	14.3	3.0	35.0
	Student	Count	14	13	2	29
		Expected Count	14.7	11.8	2.5	29.0
	Retired	Count	39	47	13	99
		Expected Count	50.2	40.3	8.4	99.0
	Unemployed	Count	33	22	1	56
		Expected Count	28.4	22.8	4.8	56.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.315(a)	10	.036
Likelihood Ratio	20.785	10	.023
Linear-by-Linear Association	.348	1	.555
N of Valid Cases	400		

a 4 cells (22.2%) have expected count less than 5. The minimum expected count is 2.04.

The test statistic of 19.315 with 10 degrees of freedom is significant at the 0, 05 level of significance since p (0,036) is less than 0, 05. Thus, there is a significant relationship between work status and the responses to this question.

Interpretation: The unemployed did not find the experience disappointing while the retired did not find it enjoyable. The literature review stated that people from different groups have different tastes and opinion.

4.2.23 Chi-square goodness-of-fit tests

Single sample chi-square tests were carried out on Questions 2, 3, 5, 6, 7, 8, 9, 10 and 18. This test compares the observed frequencies in each category with the theoretical expected frequencies. In this case, it is expected that the frequencies will be the same for each category. Thus, one is testing whether the frequency in each category is significantly different from what one is expecting it to be. Again, the 0.05 level of significance is used.

4.2.23.1 Test of tourists' knowledge of event

Table 4.9 Chi-square and p-value-Knowledge of event

Knowledge of event

	Observed N	Expected N	Residual
word-of-mouth	95	80.0	15.0
radio	3	80.0	-77.0
internet	253	80.0	173.0
newspapers	12	80.0	-68.0
magazine	37	80.0	-43.0
Total	400		

The test statistic of 531.950 with 4 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in the manner in which respondents got to know about the sardine run. The residual values in the table indicate that the 'internet' was the category which

contributed most to this statistic (173.00) and since the observed value is greater than the expected value, it can be said that more people 'heard' of the event on the internet than any other way. The Internet is regarded as the most effective method of communicating with the international markets; this fact is cited by Gunn (1994:65).

4.2.23.2 Test of tourists' purpose of visit

Table 4.10 Chi-square and p-value-purpose of visit

Purpose of visit

	Observed N	Expected N	Residual
holiday	93	66.7	26.3
sport event	20	66.7	-46.7
sardine run	213	66.7	146.3
museums/art gallery	13	66.7	-53.7
nature reserve	28	66.7	-38.7
other special activity	33	66.7	-33.7
Total	400		

The test statistic of 446.900 with 5 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in the purpose of visits of the respondents. The residual values in the table indicate that 'sardine run' was the category which contributed most to this statistic (146.3) and since the observed value is greater than the expected value, it can be said that more people were there for the sardine run than for any other reason.

4.2.23.3 Test of tourists' spending on accommodation

Table 4.11 Chi-square and p-value-spend on accommodation

Spend on accommodation

	Observed N	Expected N	Residual
below R1000	77	100.0	-23.0
R1001 - R5000	196	100.0	96.0
R5001 - R10000	123	100.0	23.0
above R10000	4	100.0	-96.0
Total	400		

The test statistic of 194.900 with 3 degrees of freedom is significant at the 0, 05 level of significance since p (.000) is less than 0, 05. Thus, there is a significant difference in the spending on accommodation. The residual values in the table indicate that the 'R1001 to R5000' and 'above R10 000' income groups contributed most to this statistic (96.0). More people than expected spent 'R1001 to R5000' on accommodation and fewer than expected spent 'above R10000'.According to Gunn (1994:65), tourists spend their money wisely when visiting places.

4.2.23.4 Test on tourists' spending on eating out

Table 4.12 Chi-square and p-value-Spend on eating out

Spend on eating out

	Observed N	Expected N	Residual
below R1000	151	133.3	17.7
R1001 - R5000	221	133.3	87.7
R5001 - R10000	28	133.3	-105.3
Total	400		

The test statistic of 143.195 with 2 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in spending on eating out. The residual values in the table indicate that 'R5001 to R10000' was the category which contributed most to this statistic (-105.3). The observed value is less than the expected value which indicates that people did not tend to spend as much as R5000 to R10000 on eating out.

4.2.23.5 Test on tourists' spending on entertainment

Table 4.13 Chi-square and p-value-spend on entertainment

Spend on entertainment

	Observed N	Expected N	Residual
below R1000	61	133.3	-72.3
R1001 - R5000	178	133.3	44.7
R5001 - R10000	161	133.3	27.7
Total	400		

The test statistic of 59.945 with 2 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in the spending on entertainment. The residual values in the table indicate that 'below R1000' was the category which contributed most to this statistic (-72.3). This finding indicates that people spent more than R1000 on entertainment. Many tourists, according Haley (2001:45), spend less on entertainment.

4.2.23.6 Test on tourists' spending at local shops

Table 4.14 Chi-square and p-value- spend at local shops

Spend at local shops

	Observed N	Expected N	Residual
below R1000	36	100.0	-64.0
R1001 - R5000	23	100.0	-77.0
R5001 - R10000	167	100.0	67.0
above R10000	174	100.0	74.0
Total	400		

The test statistic of 199.900 with 3 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in spending at local shops. The residual values in table 4.14 indicate that people tend to spend significantly more than R5000 on entertainment. Tourists enjoy shopping unique and exclusive products when travelling.

4.2.23.7 Test on tourists' area of origin

Table 4.15 Chi-square and p-value-Area of origin

Area of origin

	Observed N	Expected N	Residual
KZN	38	100.0	-62.0
Rest of SA	27	100.0	-73.0
Europe	174	100.0	74.0
USA	161	100.0	61.0
Total	400		

The test statistic of 183.700 with 3 degrees of freedom is significant at the 0, 05 level of significance since p (.000) is less than 0, 05. Thus, there is a significant difference in the area of origin. The residual values in the table indicate that

there were significantly more people from Europe and USA than from South Africa.

4.2.23.8 Test on tourists' perception of event

Table 4.16 Chi-square and p-value-Perception of event

Perception of event

	Observed N	Expected N	Residual
enjoyable	203	133.3	69.7
average	163	133.3	29.7
disappointing	34	133.3	-99.3
Total	400		

The test statistic of 117.005 with 2 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus, there is a significant difference in the perception of the event. The residual values in the table indicate that there were significantly fewer disappointed people than expected.

4.2.23.9 Test on tourists' duration of visit

Table 4.17 Chi-square and p-value

Duration of visit

	Observed N	Expected N	Residual
Less than 3 days	13	100.0	-87.0
3 - 5 days	79	100.0	-21.0
6 - 10 days	173	100.0	73.0
More than 10 days	135	100.0	35.0
Total	400		

The test statistic of 145.640 with 3 degrees of freedom is significant at the 0,05 level of significance since p (.000) is less than 0,05. Thus there is a significant difference in the duration of visits. The residual values in the table indicate that there were significantly fewer short visits (less than 3 days) than expected and significantly more visits of 6 to 10 days.

4.2.24 Chi-squares test of independence on demographics and perception

Question 10, dealing with the perception of the visit, has been broken down by gender, age, level of education, income, language, work status, duration of visit, origin, spending on accommodation, spending on eating out, spending on entertainment and spending at local shops. For each of these cross tabulations, a chi-square test of independence was carried out to ascertain whether or not there is relationship between the different categories of the above demographic properties and the perception of the visit (for the sardine run or not).

4.2.24.1 The relationship between gender and perception of event

Table 4.18 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	disappointing	Total
Gender	Male	Count	62	57	14	133
		Expected Count	67.5	54.2	11.3	133.0
	Female	Count	141	106	20	267
		Expected Count	135.5	108.8	22.7	267.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.850(a)	2	.396
Likelihood Ratio	1.826	2	.401
Linear-by-Linear Association	1.822	1	.177
N of Valid Cases	400		

Interpretation: The above Chi-square (X) test statistical result indicates a p value of 0.396 which is greater than 0.05. The result reveals that there is no statistically significant relationship between gender and perception of event. The two variables are independent of each other. According to Gunn (1994:67), people of different genders have different perceptions about events.

4.2.25.1The relationship between gender and satisfaction with event

Table 4.19 Cross tabulation –satisfaction with event

			Satisfaction with event				
			Extremely dissatisfied/Dissatisfied	Neutral	Satisfied	Extremely satisfied	Total
Gender	Male	Count	14	5	60	54	133
		Expected Count	15.6	9.3	57.9	50.2	133.0
	Female	Count	33	23	114	97	267
		Expected Count	31.4	18.7	116.1	100.8	267.0
Total		Count	47	28	174	151	400
		Expected Count	47.0	28.0	174.0	151.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.791(a)	3	.285
Likelihood Ratio	4.130	3	.248
Linear-by-Linear Association	1.589	1	.208
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.31.

Interpretation: The above Chi-square (X) test statistic result indicates a **p** value of 0.285, which is greater than 0.05. The result reveals that there is no statistically significant relationship between gender and satisfaction with event. Gunn (1994:23) highlighted that different genders experience different satisfaction levels.

4.2.24.3 The relationship between gender and safety of accommodation

Table 4.20 Cross tabulation-safe accommodation

			safe accommodation				
			strongly disagree/disagree	neutral	agree	strongly agree	Total
Gender	Male	Count	35	21	46	31	133
		Expected Count	24.9	17.3	43.6	47.2	133.0
	Female	Count	40	31	85	111	267
		Expected Count	50.1	34.7	87.4	94.8	267.0
Total		Count	75	52	131	142	400
		Expected Count	75.0	52.0	131.0	142.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.823(a)	3	.001
Likelihood Ratio	16.109	3	.001
Linear-by-Linear Association	14.864	1	.000
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.29.

Interpretation: The above Chi-square (X) test statistic result indicates a **p** value of 0.01, which is less than 0.05. The result reveals that there is a statistically significant relationship between gender and safe accommodation. The two variables are dependent of each other. According Haley (2001:43), safety affects both genders.

4.2.24.4 The relationship between gender and clean accommodation

Table 4.21 Cross tabulation-clean accommodation

			clean accommodation				
			strongly disagree/disagree	neutral	agree	strongly agree	Total
Gender	Male	Count	9	11	75	38	133
		Expected Count	11.3	10.6	53.5	57.5	133.0
	Female	Count	25	21	86	135	267
		Expected Count	22.7	21.4	107.5	115.5	267.0
Total		Count	34	32	161	173	400
		Expected Count	34.0	32.0	161.0	173.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.546(a)	3	.000
Likelihood Ratio	23.666	3	.000
Linear-by-Linear Association	3.199	1	.074
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.64.

Interpretation: The above Chi-square (X) test statistic result indicates a **p** value of 0.000, which is less than 0.05. The result reveals that there is a statistically significant relationship between gender and clean accommodation. The two variables are independent of each other. Gunn (1994:43) emphasizes that cleanliness is crucial in the tourism industry.

4.2.24.5 The relationship between age and spending on accommodation

Table 4.22 Cross tabulation –spend on accommodation

			Spend on accommodation			
			below R1000	R1001 - R5000	above R5000	Total
Age	Below 26 years	Count	11	20	9	40
		Expected Count	7.7	19.6	12.7	40.0
	26-35	Count	21	31	15	67
		Expected Count	12.9	32.8	21.3	67.0
	36-45	Count	15	68	51	134
		Expected Count	25.8	65.7	42.5	134.0
	46-55	Count	26	62	47	135
		Expected Count	26.0	66.2	42.9	135.0
	above 55	Count	4	15	5	24
		Expected Count	4.6	11.8	7.6	24.0
Total		Count	77	196	127	400
		Expected Count	77.0	196.0	127.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.360(a)	8	.019
Likelihood Ratio	18.468	8	.018
Linear-by-Linear Association	3.604	1	.058
N of Valid Cases	400		

a 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.62.

The test statistic of 18.360 with 83 degrees of freedom is significant at the 0,05 level of significance since p (0,019) is less than 0, 05. Thus, there is a significant relationship between age and the responses to this question. According to the literature review, the level of spending differs according to age (Shaw and Williams, 1998).

Interpretation: The 26-35 age group spends below R1000 but fewer than expected of the 36-45 age group falls into this spending category.

4.2.24.6 The relationship between age and perception of event

Table 4.23 Cross tabulation-perception of event

			Perception of event			
			enjoyable	average	disappointing	Total
Age	Below 26 years	Count	15	19	6	40
		Expected Count	20.3	16.3	3.4	40.0
	26-35	Count	38	24	5	67
		Expected Count	34.0	27.3	5.7	67.0
	36-45	Count	73	53	8	134
		Expected Count	68.0	54.6	11.4	134.0
	46-55	Count	64	58	13	135
		Expected Count	68.5	55.0	11.5	135.0
	above 55	Count	13	9	2	24
		Expected Count	12.2	9.8	2.0	24.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.977(a)	8	.539
Likelihood Ratio	6.830	8	.555
Linear-by-Linear Association	.244	1	.621
N of Valid Cases	400		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.04.

Interpretation: The above Chi-square (X) test statistic result indicates a p value of 0.539, which is greater than 0.05. The result reveals that there is no statistically significant relationship between age and perception of event. The two variables are independent of each other. Haley (2001:56) cited that people from different age groups have different perceptions about events.

4.2.24.7 The relationship between tourists' educational level and perception of event

Table 4.24 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	Disappointing	Total
Education	No formal schooling	Count	8	9	1	18
		Expected Count	9.1	7.3	1.5	18.0
	Matric	Count	9	4	0	13
		Expected Count	6.6	5.3	1.1	13.0
	Trade qualification	Count	23	7	5	35
		Expected Count	17.8	14.3	3.0	35.0
	University degree	Count	41	33	7	81
		Expected Count	41.1	33.0	6.9	81.0
	Technikon Diploma	Count	9	10	3	22
		Expected Count	11.2	9.0	1.9	22.0
	Post graduate degree	Count	25	21	4	50
		Expected Count	25.4	20.4	4.3	50.0
	Other tertiary education	Count	88	79	14	181
		Expected Count	91.9	73.8	15.4	181.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.544(a)	12	.483
Likelihood Ratio	13.005	12	.369
Linear-by-Linear Association	.377	1	.539
N of Valid Cases	400		

a 5 cells (23.8%) have expected count less than 5. The minimum expected count is 1.11.

Interpretation: The above Chi-square (X) test statistic result indicates a p value of 0.483, which is greater than 0.05. The result reveals that there is no statistically significant relationship between education and perception of event. The two variables are independent of each other.

4.2.24.8 The relationship between tourists' educational level and satisfaction with event

Table 4.25 Cross tabulation-Education / Satisfaction with event

			Satisfaction with event			
			Extremely dissatisfied/Dissatisfied/neutral	Satisfied	Extremely satisfied	Total
Education	No formal schooling	Count	0	7	11	18
		Expected Count	3.4	7.8	6.8	18.0
	Matric	Count	4	5	4	13
		Expected Count	2.4	5.7	4.9	13.0
	Trade qualification	Count	4	13	18	35
		Expected Count	6.6	15.2	13.2	35.0
	University degree	Count	9	42	30	81
		Expected Count	15.2	35.2	30.6	81.0
	Technikon Diploma	Count	5	11	6	22
		Expected Count	4.1	9.6	8.3	22.0
	Post graduate degree	Count	9	24	17	50
		Expected Count	9.4	21.8	18.9	50.0
	Other tertiary education	Count	44	72	65	181
		Expected Count	33.9	78.7	68.3	181.0
Total		Count	75	174	151	400
		Expected Count	75.0	174.0	151.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.396(a)	12	.079
Likelihood Ratio	22.381	12	.033
Linear-by-Linear Association	8.498	1	.004
N of Valid Cases	400		

a 4 cells (19.0%) have expected count less than 5. The minimum expected count is 2.44.

Interpretation: The above Chi-square (X) test statistic result indicates a value of 0.079, which is greater than 0.05. The result reveals that there is no statistically significant relationship between education and satisfaction with event. The two variables are independent of each other.

Gunn (1994:89) states that people from different educational levels have different outlook about events.

4.2.24.9 The relationship between tourists' monthly household income and perception of event

Table 4.26 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	disappointing	Total
Monthly household income	below R5000	Count	6	7	2	15
		Expected Count	7.6	6.1	1.3	15.0
	R5001 - R10000	Count	25	19	2	46
		Expected Count	23.3	18.7	3.9	46.0
	R10001 - R15000	Count	74	54	7	135
		Expected Count	68.5	55.0	11.5	135.0
	Above R15000	Count	98	83	23	204
		Expected Count	103.5	83.1	17.3	204.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.283(a)	6	.392
Likelihood Ratio	6.551	6	.364
Linear-by-Linear Association	.910	1	.340
N of Valid Cases	400		

a 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.27.

Interpretation: The above Chi-square (X) test statistic result indicates a p value of 0.392, which is greater than 0.05. The result reveals that there is no statistically significant relationship between monthly household income and perception of event. The two variables are independent of each other.

4.2.24.10 The relationship between tourists' language and perception of event

Table 4.27 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	disappointing	Total
Language	English	Count	50	36	9	95
		Expected Count	48.2	38.7	8.1	95.0
	Afrikaans	Count	5	7	2	14
		Expected Count	7.1	5.7	1.2	14.0
	Both English and Afrikaans	Count	52	38	6	96
		Expected Count	48.7	39.1	8.2	96.0
	Pedi	Count	28	14	4	46
		Expected Count	23.3	18.7	3.9	46.0
	SouthSotho	Count	21	17	6	44
		Expected Count	22.3	17.9	3.7	44.0
	Tswana	Count	4	7	1	12
		Expected Count	6.1	4.9	1.0	12.0
	Xhosa	Count	4	10	0	14
		Expected Count	7.1	5.7	1.2	14.0
	Zulu	Count	31	23	6	60
		Expected Count	30.5	24.5	5.1	60.0
	Swazi	Count	8	11	0	19
		Expected Count	9.6	7.7	1.6	19.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.209(a)	16	.372
Likelihood Ratio	19.376	16	.250
Linear-by-Linear Association	.269	1	.604
N of Valid Cases	400		

a 7 cells (25.9%) have expected count less than 5. The minimum expected count is 1.02.

Interpretation: The above Chi-square (X) test statistic result indicates a p value of 0.372, which is greater than 0.05. The result reveals that there is no statistically significant relationship between monthly household income and perception of event. The two variables are independent of each other.

4.2.24.11 The relationship between tourists' language and satisfaction with event

Table 4.28 Cross tabulation-satisfaction with event

			Satisfaction with event				
			Extremely dissatisfied/Dissatisfied	Neutral	Satisfied	Extremely satisfied	Total
Language	English	Count	12	7	38	38	95
		Expected Count	11.2	6.7	41.3	35.9	95.0
	Afrikaans	Count	1	1	6	6	14
		Expected Count	1.6	1.0	6.1	5.3	14.0
	Both English and Afrikaans	Count	11	5	41	39	96
		Expected Count	11.3	6.7	41.8	36.2	96.0
	Pedi	Count	5	3	20	18	46
		Expected Count	5.4	3.2	20.0	17.4	46.0
	South Sotho	Count	5	6	21	12	44
		Expected Count	5.2	3.1	19.1	16.6	44.0
	Tswana	Count	2	2	6	2	12
		Expected Count	1.4	.8	5.2	4.5	12.0
	Xhosa	Count	1	1	6	6	14
		Expected Count	1.6	1.0	6.1	5.3	14.0
	Zulu	Count	10	1	24	25	60
		Expected Count	7.1	4.2	26.1	22.7	60.0
	Swazi	Count	0	2	12	5	19
		Expected Count	2.2	1.3	8.3	7.2	19.0
Total		Count	47	28	174	151	400
		Expected Count	47.0	28.0	174.0	151.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.532(a)	24	.776
Likelihood Ratio	21.069	24	.635
Linear-by-Linear Association	.076	1	.782
Language anf es	400		

a 12 cells (33.3%) have expected count less than 5. The minimum expected count is .84.

Interpretation: The above Chi-square (X) test result indicates a p value of 0.776, which is greater than 0.05. The result reveals that there is no statistically significant relationship between language and satisfaction of event. The two variables are independent of each other. Haley (2001:90) highlights the importance of language spoken in a country and the marketing strategy.

4.2.24.12 The relationship between tourists' work status and perception of event

Table 4.29 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	disappointing	Total
Work status	Full-time	Count	82	65	10	157
		Expected Count	79.7	64.0	13.3	157.0
	Part-time	Count	11	9	4	24
		Expected Count	12.2	9.8	2.0	24.0
	Housewife/Househusband	Count	24	7	4	35
		Expected Count	17.8	14.3	3.0	35.0
	Student	Count	14	13	2	29
		Expected Count	14.7	11.8	2.5	29.0
	Retired	Count	39	47	13	99
		Expected Count	50.2	40.3	8.4	99.0
	Unemployed	Count	33	22	1	56
		Expected Count	28.4	22.8	4.8	56.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.602(a)	15	.072
Likelihood Ratio	24.499	15	.057
Linear-by-Linear Association	.430	1	.512
N of Valid Cases	400		

a 7 cells (29.2%) have expected count less than 5. The minimum expected count is 1.68.

Interpretation: The above Chi-square test statistic result indicates a **p** value of 0.072, which is greater than 0.05. The result reveals that there is no statistically significant relationship between work status and perception of event. These two variables are independent of each other.

4.2.24.13 The relationship between tourists' work status and satisfaction with event

Table 4.30 Cross tabulation-satisfaction with event

			Satisfaction with event				Total
			Extremely dissatisfied/Dissatisfied	Neutral	Satisfied	Extremely satisfied	
Work status	Full-time	Count	20	6	71	60	157
		Expected Count	18.4	11.0	68.3	59.3	157.0
	Part-time	Count	4	3	9	8	24
		Expected Count	2.8	1.7	10.4	9.1	24.0
	Housewife/Househusband	Count	7	1	18	9	35
		Expected Count	4.1	2.4	15.2	13.2	35.0
	Student	Count	5	0	13	11	29
		Expected Count	3.4	2.0	12.6	10.9	29.0
	Retired	Count	7	9	44	39	99
		Expected Count	11.6	6.9	43.1	37.4	99.0
	Unemployed	Count	4	9	19	24	56
		Expected Count	6.6	3.9	24.4	21.1	56.0
Total		Count	47	28	174	151	400
		Expected Count	47.0	28.0	174.0	151.0	400.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.602(a)	15	.072
Likelihood Ratio	24.499	15	.057
Linear-by-Linear Association	.430	1	.512
N of Valid Cases	400		

a 7 cells (29.2%) have expected count less than 5. The minimum expected count is 1.68.

Interpretation: The above Chi-square test statistic result indicates a p value of 0.072, which is greater than 0.05. The result reveals that there is no statistically significant relationship between work status and satisfaction of event. These two variables are independent of each other.

4.2.24.14 The relationship between tourists' work status and perception of event

Table 4.31 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	Disappointing	Total
Work status	Full-time	Count	82	65	10	157
		Expected Count	79.7	64.0	13.3	157.0
	Part-time	Count	11	9	4	24
		Expected Count	12.2	9.8	2.0	24.0
	Housewife/Househusband	Count	24	7	4	35
		Expected Count	17.8	14.3	3.0	35.0
	Student	Count	14	13	2	29
		Expected Count	14.7	11.8	2.5	29.0
	Retired	Count	39	47	13	99
		Expected Count	50.2	40.3	8.4	99.0
	Unemployed	Count	33	22	1	56
		Expected Count	28.4	22.8	4.8	56.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.315(a)	10	.036
Likelihood Ratio	20.785	10	.023
Linear-by-Linear Association	.348	1	.555
N of Valid Cases	400		

a 4 cells (22.2%) have expected count less than 5. The minimum expected count is 2.04.

The test statistic of 19.315 with 10 degrees of freedom is significant at the 0, 05 level of significance since the p value of 0,036 is less than 0, 05. Thus, there is a significant relationship between work status and the responses to this question.

Interpretation: The unemployed did not find the experience disappointing while the retired did not find it enjoyable. According to the literature, people from different social class have different tastes and opinions.

4.2.24.15 The relationship between tourists' area of origin and perception of event

Table 4.32 Cross tabulation-Perception of event

			Perception of event			
			enjoyable	average	Disappointing	Total
Area of origin	KZN	Count	21	13	4	38
		Expected Count	19.3	15.5	3.2	38.0
	Rest of SA	Count	10	14	3	27
		Expected Count	13.7	11.0	2.3	27.0
	Europe	Count	90	68	16	174
		Expected Count	88.3	70.9	14.8	174.0
	USA	Count	82	68	11	161
		Expected Count	81.7	65.6	13.7	161.0
Total		Count	203	163	34	400
		Expected Count	203.0	163.0	34.0	400.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.634(a)	6	.726
Likelihood Ratio	3.696	6	.718
Linear-by-Linear Association	.219	1	.639
N of Valid Cases	400		

a 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.30.

Interpretation: The above Chi-square (X) test statistic result indicates a p value of 0.726, which is greater than 0.05. The result reveals that there is no statistically significant relationship between area of origin and perception of event. These two variables are independent of each other. Haley (2001:43) states that people from different regions have different mindset.

4.2.25 TESTS

A t-test is used to investigate if there is any significance in the means for two groups in the variables of interest, and the variations on the t-tests are used for independent and related samples (Shaw and Williams, 1998). Generally, t-tests are used to find out if there are any significant perceptions of gender towards the study variables. One sample t-test was carried out on Questions 4 and Question 11. In each case the 0.05 level of significance is used.

Table 4.33: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
safe accommodation	400	3.82	1.159	.058
clean accommodation	400	4.15	.991	.050
Accommodation facilities satisfactory	400	3.79	1.184	.059
Accommodation staff friendly	400	3.46	1.272	.064
Accommodation good value	400	2.91	1.292	.065
Friendly locals	400	3.28	1.260	.063
Accommodation service excellent	400	3.18	1.367	.068

Table 4.34: One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
safe accommodation	14.188	399	.000	.82	.71	.94
clean accommodation	23.264	399	.000	1.15	1.06	1.25
Accommodation facilities satisfactory	13.258	399	.000	.79	.67	.90
Accommodation staff friendly	7.156	399	.000	.46	.33	.58
Accommodation good value	-1.470	399	.142	-.10	-.22	.03
Friendly locals	4.364	399	.000	.27	.15	.40
Accommodation service excellent	2.670	399	.008	.18	.05	.32

The interpretations of the above questions are as follows:

4.2.25.1 Safe accommodation

Interpretation: The above result of 14.188 with 399 degrees of freedom is not significant at the 0.05 level of significance since the **p** value of 0.82 is greater than 0.05. The result reveals that the sample means do not differ significantly.

4.2.25.2 Clean accommodation

Interpretation: The above result of 23.264 with 399 degree of freedom is not significant at the 0.05 level of significance since the **p** value of 1.15 is greater than 0.05.

Accommodation facilities satisfactory

Interpretation: The above result of 13.258 with 399 degrees of freedom is not significant at the 0.05 level of significance since the **p** value of 0.79 is greater than 0.05.

4.2.25.3 Accommodation staff friendliness

Interpretation: The above result of 7.156 with 399 degree of freedom is not significant at the 0.05 level of significance since the **p** value of 0.46 is greater than 0.05.

4.2.25.4 Accommodation good value

Interpretation: The above result of -1.470 with 399 degree of freedom is not significant at the 0.05 level of significance since the **p** value of 0.142 is greater than 0.05.

4.2.25.5 Friendly locals

Interpretation: The above result of 4.364 with 399 degree of freedom is not significant at the 0.05 level of significance since the **p** value of 0.27 is greater than 0.05.

4.2.25.6 Accommodation services excellent

Interpretation: The above result of 2.670 with 399 degree of freedom is not significant at the 0.05 level of significance since the **p** value of 0.18 is greater than 0.05.

4.2 CONCLUSION

This chapter presented the results of the study using descriptive and inferential statistics. Descriptive and inferential statistics provided a description and interpretation of results using different methods. Clear presentation of results enables one to identify significant relationships between the variables in the study and point out areas where improvement is required. The next and final chapter will outline a summary of the theoretical orientation, indicate achievement of research objectives, conclusions and recommendations and determine the possibility for further research.

CHAPTER FIVE- CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

In the previous chapter, the study findings were analysed and interpreted using descriptive and inferential statistics. Statistical tests were used to analyse and interpret data including the Chi-Square tests and t-tests.

At the beginning of this dissertation, a series of research objectives was outlined (cf. Chapter 1: section 1.3). The extent to which these objectives have been achieved is outlined below. The purpose of this chapter is to ascertain if the study objectives were achieved; highlight study restrictions that were encountered during the study process; and present recommendations for future research.

Recommendations are based on the research results and analysis, and the literature review. The literature review demonstrated that in order to develop a good marketing strategy for a tourist destination, demographic profile plays a very important role. Destination, consumer behaviour needs and personality type need to be considered. Understanding these factors will also be valuable for tourism and travel agents when they draw up marketing strategies related to the tourism market. Some of the following aspects should be emphasized that currently may have been ignored by marketers.

According to Gunn (1994), the images of the particular travel and tourism product (South Africa) are mainly formed on the basis of four attributes:

a. Marketing communication;
b. Previous experience of the destination;
c. Word-of-mouth recommendations from friends and /or family ;and
d. The prospective tourist's immediate needs (i.e. motivation).

5.2 ACHIEVEMENT OF RESEARCH OBJECTIVES

- **Objective: To identify and assess suitable segmentation variables and target market methods for the sardine run (event).**

An extensive literature review highlighted many segmentation techniques that addressed the development of a suitable target market for the sardine run (event). The strengths and weaknesses of these techniques were evaluated, and limitations and gaps in existing knowledge were considered. These limitations were addressed both within the methodological process and segmentation variable produced.

- **Objective: To determine the perceptions and spending patterns of tourists at the event (sardine run).**

The study was, therefore, able to present the spending patterns of the visiting tourists and detailed perceptions of tourists regarding the event. The results revealed that most of the tourists who participated in this study had a positive perception about the event and favoured many tourism activities.

The data reviewed indicate that there is significant differentiation in terms of the income levels of visitors to the sardine run event. This differentiation requires the availability of different types of accommodation options and activities. Furthermore, income is much more likely to be a determinant of general tastes and preferences for environmental attributes, amenities, as well as activities, than is race or gender.

As such, it is probably income and age differentiation, more than anything else, that deserve consideration in differentiated sardine run event planning. The main spending patterns at the event are on food and refreshments, as well as entertainment.

A significant proportion of those people who are attracted to the sardine run event are part of the 'free spending' (individuals or families with disposable incomes) prime target market. This finding bodes well for the economic leverage of tourism events, as these groups are more likely to have disposable incomes which results in an increase in spending at the event and, in the case of tourists, in KZN more generally.

● **Objective: To analyse the socio-economic impact of the sardine run in the south coast region**

A series of economic, environmental and social assessment techniques were drawn from the literature, which could be used as tools to assess sustainable nature-based tourism. It is imperative that entertainment and cultural options available in the region be enhanced to support and/or provide alternatives to tourism events as the only/main attraction in KZN. Thus, KZN needs to broaden its tourism development goals.

To some extent, there is evidence of local and regional integration of tourist options. This is most visible in terms of the marketing of tours in relation to major tourism events held in the KZN.

Another consideration is that KZN could develop 'sport tourism plus' packages where organized tours to game reserves, for example, are sold as combined packages with accommodation resorts.

Also, developing partnerships with foreign tour operators to offer 'Sport tourism plus' packages is an important step in taking this forward. The Tourism department suggests that event tourism, beach tourism and cultural tourism should not be a choice since they are all required to diversify tourism products and to build adequate connections, legibility and access to the city's diverse offerings.

● **Objective: To provide input to the development of marketing strategy for the sardine run**

Results described in chapter 4 clearly demonstrated that the demographic information collected from the tourists is reliable and comparable data. These results also indicated that the data collected can be very useful in developing the marketing strategy.

The most influential advertising strategies cited by the respondents include:

1. TV – relatively low influence;
2. Newspaper – major source of information but often locally based;
3. Word - of - mouth (family and friends) – on average, 30 percent of the respondents learn about the sardine run event from friends and family;
4. Internet – Most of the respondents, mostly tourists, access the Internet to gain information about the sardine run event. Although, in general, less than 10 percent of the respondents, on average, indicated that they use the Internet, it is important to note that this source of accessing information is increasing rapidly. Furthermore, it is an important way in which international tourists access information pertaining to tourism event.

5.3 CONCLUSIONS

This research has demonstrated a new process by which a tool capable of assessing sustainable tourism can be generated. Existing knowledge was appraised with the aim of identifying techniques used to assess the economic, environmental and social impacts of tourism, and to identify relevant variables that could provide valuable contributions to the development of the marketing strategy.

The Delphi technique was used to guide a staged consultation process, which identified factors that tourists consider when choosing an offering.

The literature review also highlighted the value of the segmentation and the data regarding economic, environmental and social aspects of tourism.

The research process not only led to the development of a good guide for segmentation, with the capacity to assess sustainable nature-based tourism, but also illustrated a new method of developing reliable assessment tools. This implies that researchers wishing to develop assessment tools relevant to other niches of tourism, in other habitats, and in different regions of the world, could replicate this approach.

5.4 RECOMMENDATIONS REGARDING SEGMENTATION

The aim of the study was to determine the profile of a typical tourist visiting the sardine run event. From this research, a specific market segment has been determined, which can promote all marketing efforts and makes it easy to target this particular market. Based on the conclusions, the following recommendations can be made:

The data could make a contribution to the formulation of future national tourism strategies and strengthen the regional and national tourism database.

Owing to the research conducted on a regional level, the information obtained may be used by all levels of government, industry associations and tourist operators to make decision-making more effective. Small tourism industry operators may benefit from the information owing to their limited resources to undertake this type of research themselves.

Another recommendation is that since research on the environmental impacts of tourism receives high priority, such research should be integrated with national

management and monitoring plans for the improvement of marketing strategies. It is recommended that primary surveys and analyses of the data be undertaken to improve the general understanding of the whole tourism market's attitude to and preferences for the natural and traditional cultural environment.

It is recommended that available data be accessed and interpreted to identify, as far as possible, tourism that can be associated with natural features and eco-tourism. Further surveys are clearly required on a comprehensive basis to collect better primary data.

It is recommended that visitor surveys be improved by incorporating questions specifically directed to nature-based and ecotourism. The attributes and preferences of visitors should be identified as part of this information gathering.

The content and coverage of domestic visitor surveys should be vastly improved. Little is known about the recreational and tourism habits and preferences of domestic visitors, even though domestic tourism involves much greater total expenditure than international tourism.

Small ecotourism operators, faced with limited marketing resources, should be assisted in their endeavours to reach larger markets. This assistance could be achieved through industry cooperatives, support by tourism commissions and promotion by governments, particularly for the overseas market.

Overseas marketing should continue to promote the sardine run and KwaZulu-Natal and its rich diversity of ecosystems and species. This promotion requires informative advertising and educational programmes and literature. Such strategies could be implemented by a joint government/tourism industry effort, possibly making use of KwaZulu-Natal and international educational networks tapping universities and educational institutions.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

The following issues were uncovered by the empirical research and might be reflective of the industry. Further investigation and quantitative research is, however, suggested in order to establish to what extent it is representative of the industry and to suggest the following solutions if required:

Some intermediaries' integrity and product knowledge leaves room for improvement, and this might result in visitors being exploited or their needs not being addressed optimally. The behaviour of intermediaries may require further investigation to determine to what extent it results in exploitation and fails to meet customers' expectations.

The price sensitivity of the market, and, in particular, amongst South African visitors, is a threat but may also be exploited as an opportunity. Guests either do not perceive what is being offered as value, or products are not available that satisfy their particular travel motives, or activity needs. It is necessary to establish from a representative sample of visitors what they really want, and if there are significant differences between identified groups, that are similar within a particular group, to segment the market and develop appropriate offerings if required.

5.6 CONCLUSION

This chapter focused on the achievement of research objectives, recommendations, regarding segmentation, the price sensitivity of the market, intermediaries' integrity and product knowledge. Owing to the research conducted on a regional level, the information obtained may be used by all levels of government, industry associations and tourist operators to make decisions.

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APPENDIX A - LETTER OF CONSENT

449 Ridge Road
Durban
4001

Attention: Respondents

Dear Respondents

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

I am currently undertaking a research project that aims at investigating the socio-economic impact and marketing strategy in the South coast region of Kwazulu-Natal.

The purpose of this research is to understand the socio-economic impact of the sardine run and to find information that can be used to market the event locally and internationally.

Please fill the confidential questionnaire at your earliest convenience. It will take +/- 20 minutes of your time. Participation is entirely voluntary and you may withdraw from the study at any time without giving any reasons. The information you provide will be used for research purposes only and your identity and individual answers will be kept totally confidential.

Your co-operation will be much appreciated.

Thank you,
Yours faithfully
Themba Manana

APPENDIX B

(QUESTIONNAIRE FOR TOURISTS

1. Are you aware of the sardine run event?

Yes	1
No	2

(***If answer is yes continue)***

(If answer is No terminate interview)

2. How did you get to know about this event (Sardine run)?

(Please tick one)

Word-of- mouth	1
Radio	2
Internet	3
Newspapers	4
Magazine	5
Other (Please specify)	6

3. Below is the list of statements that could describe your main purpose of visiting the South coast region.

*(Please **tick** one statement that best describes your visit*.)

To holiday	1
To take part in a sport event	2
To witness the sardine run event	3
To visit a museum, art gallery or historical building	4
To visit a nature or wild life reserve	5
To take part in any other special activity	6
Please specify……..	7

4. Listed below are statements that rate your general impression regarding the accommodation and local residents. For each statement, please indicate your level of support by **ticking** the appropriate number i.e. Strongly agree = **5**, Agree = **4**, Neutral =**3**, Disagree =**2** and Strongly disagree =**1**

(Please tick one)

	Strongly disagree	***Disagree***	***Neutral***	***Agree***	***Strongly agree***
4.1The accommodation was safe	1	2	3	4	5
4.2The accommodation was clean	1	2	3	4	5
4.3The accommodation's facilities were satisfactory	1	2	3	4	5
4.4 Accommodation staff were friendly	1	2	3	4	5

4.5The accommodation was good value for money	1	2	3	4	5
4.6 Local people were friendly	1	2	3	4	5
4.7 Accommodation service was excellent	1	2	3	4	5

Spending Pattern

5. Approximately how much money did you spend on **Accommodation** during the (sardine run) event?

(Please tick one)

Below R1000	1
R1001 – R5000	2
R5001 – R10 000	3
R10 001 – and above	4

6. Approximately how much money did you spend on **Eating out** during the (sardine run) event?

(Please tick one)

Below R1000	1
R1001 – R5000	2
R5001 – R10 000	3
R10 001 – and above	4

7. Approximately how much money did you spend on **Entertainment** during the (sardine run) event?

(Please tick one)

Below R1000	1
R1001 – R5000	2
R5001 – R10 000	3
R10 001 – and above	4

8. Approximately how much money did you spend at **Local shops** during the (sardine run) event?

(Please tick one)

Below R1000	1
R1001 – R5000	2
R5001 – R10 000	3
R10 001 – and above	4

9. What area are you from?

(Please tick one)

KZN	1
Rest of South Africa	2
Europe	3
USA	4
Other (Please specify)……	5

Perception

10. How would you rate your general perception of the (sardine run) event?

(Please tick one)

Enjoyable	1
Average	2
Disappointing	3

11. How satisfied are you with the way the event was organized?

(Please tick one)

Extremely Dissatisfied	1
Dissatisfied	2
Neutral	3
Satisfied	4
Extremely Satisfied	5

Demographic)

12. Please indicate your gender. (***Please tick one***)

Male	1
Female	2

13. Please indicate your age.

(***Please tick one***)

Below 18	1
18 – 25	2
26 – 35	3
36 – 45	4
46 – 55	5
56 and above	6

14. Please indicate your highest level of education?

(***Please tick one***)

No formal Schooling	1
Some primary school (up to Std.5/Grade 7)	2
Primary school completed (std.5/Grade7)	3
Some high school (Std.6 -Std.9/Grade 8-Grade11)	4
High school completed/Matric (Std.10 /Grade 12)	5
Trade qualification completed	6
University degree	7
Technikon Diploma	8
Post graduate degree	9
Other Tertiary education	10
Other (Please specify)……..	11

15. Please indicate the income bracket into which your **TOTAL MONTHLY HOUSEHOLD INCOME** falls. By this I mean the total of all the income earners in your house, before deductions.

(***Please tick one***)

Less than R1000 per month	1
R1001 - R5000 per month	2
R5001 - R10 000 per month	3
R10 001 - R15 000 per month	4
More than R15000 per month	5

16. Please **tick** the number that best describes the language you speak most frequently at home?

(***Please tick one***)

English	1
Afrikaans	2
Both English and Afrikaans	3
North South/Pedi	4
South Sotho	5
Tswana	6
Xhosa	7
Zulu	8
Swazi	9
Other (please specify……	10

17. What is your current work status?

(Please tick one)

Employed full time	1
Employed part- time	2
Housewife/Househusband	3
Student	4
Retired	5
Unemployed	6
Other (please specify……	7

18. How long is the duration of your visit?

Less than 3 days	1
3-5 days	2
6-10 days	3
More than 10 days	4

Thank you for your willingness to participate in this study. It is highly appreciated.