

EXPENDITURE PATTERNS OF STUDENTS AT TOURIST ATTRACTIONS IN THE VHEMBE DISTRICT MUNICIPALITY

by

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DECLARATION

I, Malesini Magdeline Segooa-Maombe (11533455) hereby declare that the dissertation for the Master of Commerce degree at the University of Venda hereby submitted by me has not previously been submitted for a degree at this or any other university, and that it is my own work in design and in execution and that all referenced material contained therein has been duly acknowledged.

MM Segooa-Maombe

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Signature

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Date

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ABSTRACT

Tourism demand is mainly measured in terms of tourism arrivals and departures together with tourist expenditure and receipts. Further variables commonly cited in the literature are travel exports and/or imports, tourist length of stay and number of nights spent at the accommodation. This study aimed to analyse the expenditure patterns of students travelling to attractions in the Vhembe District Municipality and focused on how much students spend when travelling and when at the attraction. The researcher used a descriptive approach and employed a quantitative research design. A sample of 600 respondents was selected using the convenient sampling method, with data collected at three major institutions in the Vhembe District Municipality, namely the University of Venda, the Vhembe TVET College and the Limpopo College of Nursing (Vhembe Campus). To analyse the data, chi-square, factor analysis and cluster analysis were used. The findings revealed the demographic descriptors of time spent and activities preferred by student travellers when visiting the attractions. In addition, the expenditure patterns of students visiting tourist attractions were analysed. The information provided by this study should help service providers, product owners, government departments, private sectors and travel agencies in their decision-making regarding the planning, developing, packaging and marketing of Vhembe as a destination.

Keywords: Tourists expenditure, spending behaviour, student travellers, tourist's attraction

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LIST OF ABBREVIATIONS

LTA	Limpopo Tourism Agency
NHCTS	National Heritage and Cultural Strategy
NTSS	National Tourism Sector Strategy
PTO	Provincial Tourism Organisation
RETOSA	Regional Tourism Organisation of Southern Africa
RTO	Regional Tourism Organisation
SADC	Southern African Development Community
TVET	Technical and Vocational Education and Training
UNWTO	United Nations World Tourism Organization
VDM	Vhembe District Municipality
WTO	World Trade Organisation
WTTC	World Travel and Tourism Council

CHAPTER 1

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 INTRODUCTION

For a long time, tourism has been recognised as an instrument for local economic development and the regeneration of rural areas due to its ability to increase profits and to generate economic benefits for host regions and communities (Mihalic, 2016:77). Within this context, understanding and measuring tourism expenditure is essential for tourism destinations whose major sources of income are based on tourism revenues (Disegna and Osti, 2013:2). As suggested by Ghalia (2016:28), tourism demand is mainly measured in terms of tourism arrivals and departures together with tourist expenditures and receipts. Further variables commonly found in the literature are travel exports and/or imports, tourist length of stay and number of nights spent at the tourism destination. According to Poudel (2013:13), tourist expenditure and visitor spending behaviour play crucial roles in understanding the economic benefits that a destination experiences when engaging in tourism.

Student travel is an increasingly important segment of the global travel market, with young people tending to travel more frequently and for longer periods than their older counterparts (Zhu, 2016:22). The youth and student travel industry has expanded rapidly in recent decades, with a growing number of specialist travel professionals catering to this market. In addition, the youth and student travel industry have major growth potential as the international student population expands, their incomes rise and new markets are opened up in newly industrialised economies (Sheng and Gu, 2018:77). The analysis of visitors' expenditure patterns is an essential step for tourism decision-makers in setting

adequate planning strategies and stimulating an increase in tourist expenditure at the destination (Disegna and Osti, 2013:4).

According to Anderson (2013:01), expenditure patterns are important elements for tour organisers and marketers when planning, designing and delivering their products and services. In tourism management, knowledge of the determinants of tourism expenditure provides the means to plan, design and implement policies and strategies. Getz and Page (2016:04) mention that in order to maximise tourism benefits, management should identify the variables that have a positive impact on expenditure with the aim of capturing the consumer surplus that is central to the economy.

This study aimed to determine the expenditure patterns of students travelling to destinations in the Vhembe District Municipality (VDM). The results should help tourism service providers in catering to the needs of youth travellers. Furthermore, the study provides literature on student expenditure patterns in the VDM.

1.2 PROBLEM STATEMENT

There is the perception that student travellers represent a less profitable market, which is associated with working holidays, backpacking, youth hostels and generally low-budget travel (Chebal and Oumlil, 2015:192). The prevailing misconception that the student market is low value in terms of its spending levels has led to limited research into the perceptions, images and behaviours of student travellers, which has resulted in the under-marketing of this segment (Whalley, 2014:90).

According to Light (2017:287), student expenditure on tourism has received very little attention in tourism academic literature and consequently, organisations such as the

Adventure Travel Tourism Association have been established to survey and analyse the leisure industry and its components. The lack of research gave rise to the current study with the problem statement that concerns the limited information available on students' expenditure patterns. Such research could be used to provide destination owners in the leisure travel industry with insightful information on the contribution of students who travel and the value that students add to destinations in the VDM.

The following questions arose from the problem statement:

- How do the students spend their money?
- Which destinations are the most visited?
- How much do the students spend?
- What is the time period of spending?
- Will business owners, host communities, municipalities and residents be willing to use the information on students' expenditure patterns?

Research on expenditure patterns can assist tourism decision-makers in strategically planning, marketing and developing sectors of the tourism industry.

Vhembe District Municipality has three major tertiary institutions, namely the University of Venda which is 1 km from Thohoyandou CBD, Limpopo College for Nursing, which is 5 km from the Thohoyandou CBD, and the Vhembe Technical and Vocational Education and Training (TVET) College, which is 6 km from Thohoyandou CBD. These institutions offer a range of undergraduate and postgraduate qualifications to students from the nine provinces of South Africa and other African countries.

Some students travel for educational reasons while other students enjoy spending weekends away from university to network with others, to celebrate birthdays and to have

fun and relax in attractive places away from their books. When students are in these attractive places, they are willing to pay the prices charged for the different activities. Types of places where students can enjoy themselves can be found in the VDM. These include the Royal Gardens at the Nandoni Dam view, the Phiphidi Waterfalls, Nandoni Picnic site, The Elias Resort, Tshipise a Forever Resort, Nwanedi Nature Reserve, Mphephu Resort, Kruger National Park and Mapungubwe National Park.

To date, limited research has been published on the expenditure patterns of student travellers as a growing type of tourism in the VDM. With reference to the discussion above, this study sought to examine the expenditure of students at tourism attractions and facilities within the VDM.

1.3 OBJECTIVES OF THE STUDY

The objectives of a research study are related to the problem statement and summarise the proposed steps to achieve the aims of the research study (Balakumar, Inamdar and Jagadeesh, 2013:01). The objectives of this study are divided into the primary objective and the secondary objectives.

1.3.1 Primary objective

The primary objective of this study was to analyse the expenditure patterns of students at tourist attractions and facilities within the VDM.

1.3.2 Secondary objectives

The secondary objectives of this study are as follows

Secondary Objective 1: To determine the demographics of student travellers in the VDM

Secondary Objective 2: To determine time spent by students at facilities and attractions

Secondary Objective 3: To assess the types of activities that students often engage in at the destinations

1.4 CONTRIBUTION OF THE STUDY

This study provided a literature foundation that describes the behaviour and norms of students' expenditure patterns within the VDM. The research findings should help tourism decision-makers, especially those in the VDM, to plan strategically and market the attractions in addition to catering for the youth who wish to study at the major tertiary institutions. Furthermore, the research findings will be published in referral academic outlets.

1.5 RESEARCH QUESTIONS

- The research questions are as follows:
- What are the expenditure patterns of students at tourism facilities in the Vhembe District Municipality (VDM)?
- What are the demographics of student travellers to the VDM?
- How long do the students stay in these attractions?
- Which type of activities do the students engage in when travelling around VDM?

1.6 DESCRIPTION OF CONCEPTS

The following concepts are mentioned throughout the study:

Tourism: The temporary movement of people away from their normal place of residence and work, including the activities undertaken during their stay in the destination and the facilities created to cater for their needs (Minnaert and Inkson, 2012).

Expenditure patterns: A regular and intelligible form or sequence of payment of cash or cash equivalent for goods or services in settlement of an obligation as evidenced by an invoice, receipt, voucher or other such document (Zhu, 2016: 17)

Tourist attraction: A place of interest that tourists visit for its inherent or exhibited natural or cultural value, historical significance and natural or built beauty and which offers leisure, adventure and amusement (Adebayo, Ogunsina and Gbadamosi, 2014:01).

Market segmentation: The process of dividing a total market such as all visitors or a market sector such as holiday travel into subgroups or segments for marketing management purposes (Pesonen, 2013:17)

1.7 RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge (Elisabeta, 2013:4). This section discusses the research design, population and sampling, the research instruments and the data collection methods.

1.7.1 Research design

The study is based on descriptive research, which is a scientific method of research in which a problem is identified, relevant data are gathered, and a hypothesis is formulated from the data and empirically tested. Descriptive research involves observing and

describing the behaviour of a subject without influencing it in any way (Disegna and Osti, 2013:01).

The researcher conducted a quantitative study regarding the spending patterns of students travelling to attractions within the VDM during their spare time. Numerical and statistical data were collected and subsequently analysed and interpreted. According to Khaldi (2017:06), the quantitative approach is used to examine relationships between variables and to determine cause-and-effect interactions between these variables. Such data can then be compared in a systematic way and the conclusions generalised across groups of people or used to test the theories with hypotheses.

1.7.2 Population and sampling

A target population is very specific and cannot be randomly selected. Therefore, non-probability sampling was used to select sample members. Non-probability sampling is a sampling technique in which the samples are gathered through a process that does not give all the individuals in the population an equal chance of being selected (Alvi, 2016:14).

The population for this study consisted of students from three major tertiary institutions in the VDM, that is, UNIVEN with total of 13000 registered students, the Vhembe TVET College which comprised of 7000 registered students and the Limpopo College of Nursing with total of 3800 nursing students, which are 1 km, 5 km and 4 km from Thohoyandou CBD respectively. The targeted population consisted of selected students with valid student cards who visit the attractions within the VDM. Popular attractions such as the Kruger National Park, Mapungubwe National Park, Nwanedi Nature Reserve, Nandoni Picnic site, The Elias Resort, the Royal Gardens at the Nandoni Dam, Phiphidi Waterfalls

and Mphephu Resort were purposefully selected by the researcher. For this study, 300 students from UNIVEN, 150 students from Vhembe TVET College and 150 students from the Limpopo College of Nursing were selected by the researcher, resulting in a sample size of 600 (n=600) students.

1.7.3 RESEARCH INSTRUMENT

The research study was based on a quantitative methodology and thus, a self-completion questionnaire was used as the research instrument. A self-completion questionnaire is a systematically prepared document with a series of questions that are deliberately designed to produce responses from respondents for the purpose of collecting data that will provide insight into the nature of the study (Rowley, 2014:4). The research instrument was used to acquire the necessary data to address the problem statement. The questionnaire was constructed using questionnaires from completed dissertations and theses on expenditure patterns of tourists as guidelines and was adapted to suit the current research study. The self-completion questionnaires were represented numerically for factor analysis.

1.7.4 DATA COLLECTION, CODING AND CAPTURING

Data collection is the gathering of relevant information by way of the techniques identified in the research methodology (Khaldi, 2017:18). To collect data, the researcher employed the help of field workers to visit students with valid student cards at their institutions and at the selected tourist attractions. For the students located at the attractions, screening questions were posed prior to the distribution of the self-completion questionnaires. This allowed for direct responses and a higher response rate.

1.7.4.1 Pilot study

A pilot study is a standard scientific tool for research that allows scientists to conduct a preliminary analysis before committing to the entire study or experiment (Vaismoradi, 2013:339). For the current study, a pilot study was conducted to determine whether or not the categories in the questionnaire were valid, reliable, efficient and easily understood and to establish the time required for respondents to complete the questionnaire. A pilot study is also performed to check the simplicity of the instrument and to ensure that there are no mistakes in the instrument. For the current research, a pilot study involving two people who were not part of the study was conducted to check the validity of the questionnaire.

1.7.4.2 Data analysis and interpretation

The data obtained was analysed using the Statistical Package for the Social Sciences (SPSS), which is software program for statistical analysis and the management of data. The SPSS package allowed for the multiple statistical methods that were required for the research and presented the test results through descriptive statistics (Arkkeling, 2014:05). The data analysed were presented in graphs, frequencies and tables.

1.8 ETHICAL CONSIDERATIONS

Research ethics is defined as the ethics involved in planning, conducting and reporting research. It is clear that research ethics should include the protection of human and animal subjects (Beckmann, 2017:08). When conducting research, engaging in ethical practices is not a matter of choice but a necessity (Wiid and Diggins, 2013:21). In this study, the researcher adhered to the required ethical standards.

Ethical Clearance was obtained from the Higher Degrees Committee of UNIVEN and the approval letter was forwarded to the management of the university and the managements of the Limpopo College of Nursing and the Vhembe TVET College. The letter informed that the researcher is a master's student undertaking a research study on the expenditure patterns of students at tourist attractions in the VDM. In addition, the researcher obtained the respondents' consent to participate in the study. The respondents were provided with sufficient information for them to make an informed decision regarding whether or not to participate in the study and to ensure participation without fear. The findings of the research were reported fairly and accurately.

1.9 EXPOSITION OF THE PROPOSED CHAPTERS

The chapters of this research study were determined by the research topic. Each chapter has an introduction, a literature review and a discussion. The dissertation consists of six chapters, which are as follows:

Chapter 1: Introduction and Background of the Study – Chapter 1 includes the introduction and the contextual background and indicates the motivation for the study. The problem statement, the primary and secondary objectives and the definitions of concepts used throughout the study are presented.

Chapter 2: Understanding the Tourism Industry – Chapter 2 provides insight into tourism and the different types of travellers and their motives. This provides service providers and marketers with the information needed to cater for the needs of all types of tourists and gives marketers insight into how to segment their target markets. The chapter also investigates the theoretical background regarding tourist expenditure patterns. Characteristics of youth travellers, especially student travellers, and their travel motivations are discussed in this chapter.

Chapter 3: Youth Travel in Perspective – Chapter 3 provides an overview of youth and student travel, the economic impact of youth travel, youth travel motivation, expenditure patterns and forms of travel preferred by students' travellers.

Chapter 4: Research Methodology – Chapter 4 discusses the research design, population and sampling, the research instrument and the data collection methods.

Chapter 5: Data Presentation and Interpretation – Chapter 5 reports on the empirical research in the form of statistical results. The focus of this chapter is on the interpretation of the statistical results and the reliability testing of the data.

Chapter 6: Conclusions and Recommendations – Chapter 6 presents an assessment of the research results in order to draw conclusions and inferences about the expenditure patterns of students at tourism facilities within the VDM. This chapter also discusses the limitations experienced during the study and presents possible recommendations for future studies.

CHAPTER 2

UNDERSTANDING THE TOURISM INDUSTRY

2.1 INTRODUCTION

For decades, growth of the tourism industry has been a major contributor to increased economic activity throughout the world. The tourism industry has created jobs in both large and small communities and is a major industry in many places (Kreag, 2015:02). Tourism is a dominant economic activity in many countries, including South Africa. The impacts of tourism on a community are not widely understood, even where tourism is increasing dramatically and where this should be of the greatest interest or concern (Getz and Page, 2016:599). According to Kreag (2015:07), most people think of tourism in terms of economic impacts, jobs and taxes. However, the range of impacts from tourism is broad, and areas are often influenced in ways that are beyond those commonly associated with tourism.

The economic benefits of tourism are touted by the industry for a variety of reasons. Claims regarding the economic significance of tourism cause the business community, public officials and the public in general to consider the industry with greater respect (Eruotor, 2014:10). This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism since it is an activity that affects the entire community (Muganda, Sirima and Ezra, 2013:13). Kreag (2015:03) adds that tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community.

According to Eruotor (2014:10), tourism activity involves economic costs that include the direct costs incurred by tourism businesses, the governmental costs for infrastructure to serve tourists better and the related costs borne by individuals of the community such as congestion. The economic impacts of tourism are an important consideration in state, regional and community planning and economic development. The economic impacts experienced by an area are also important factors in marketing and management decisions and, therefore, there is a need to understand the relative importance of tourism to the region, including the contribution of tourism to the economic activity in the area (Thrymbakam and Bethapudi, 2013:1264).

Tourism is not an industry per se but a collection of interrelated industries that sells products to not only tourists but also to a range of other customers (Dube, 2013:118). Tourism consumption usually leads to increased output and increased prices and wages in the industries that sell products directly to tourists. Therefore, poor households are likely to be negatively affected by the price channel since rising prices will reduce the real income effect (Kreag, 2015:04).

This chapter provides an understanding of the tourism industry by presenting an overview of tourism, the components of the tourism industry, youth tourism and student travel. The state of tourism globally is discussed, with a focus on South Africa and the Limpopo province.

2.2 UNDERSTANDING TOURISM

Pallavicini (2017:04) argues the existence of a multitude of definitions of tourism, stating that there is no single definition that is used by scholars and institutions universally. The

International Recommendation for Tourism Statistics (UNWTO, 2016b:12), the United Nations World Tourism Organization (2017:04) and Muresherwa, Machisa and Steyn (2017:02) define tourism as

“The activities of travellers taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited”.

Poudel (2013:7) appraises the above definition of tourism, stating that the definition is sufficiently broad because it includes movement from one place to another, accommodation at the destination and activities undertaken in the process.

Although the word ‘tourism’ was first introduced by an English sporting magazine in 1811, the term is still subject to much scrutiny in academia (Taillon, 2014:20). Richards (2011:11) posited that early in the 20th century, economists remarked that certain activities of tourists demonstrated effects similar to those of other industries. Mid-century, economists asserted that tourism resembled an industry, and this later morphed into ‘is an industry’. However, tourism as an academic discourse was first recognised in 1946 when the first journal for tourist researchers was published in Switzerland. Other journal publications followed such as the *Journal of Travel Research* (1979), *Annals of Tourism Research* (1973) and *Tourism Management* (1980) (Anderson, 2013:563).

The definitions proposed in literature are similar. Minnaert and Inkson (2012:16) define tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay at these destinations and the facilities created to cater to the individual's life activities. According to Poudel

(2013:14), tourism is generally considered to comprise provisions and services regarding transportation, accommodation, food and beverages, attractions and destinations for visits, entertainment and information. Nguyen and Yang (2016:12) mentioned that all these components have one predominant feature, customer service. It is this service that determines the satisfaction of the traveller who is appropriately referred to as the 'customer of tourism'. Kreag (2015:07) mentions that tourism can be divided into six categories. These are indicated in Table 21.

Table 2.1: Categories of tourism

Tourism Categories	Explanation
Domestic tourism	Residents of a country visiting in their own country (Makoni and Tichaawa, 2017:03) domestic tourism comprises the activities of a resident visitor within the country of reference on a domestic tourism trip or as part of an outbound tourism trip (UNWTO, 2016a).
Inbound tourism	Visits to a country by non-residents (Disegna, 2016:13). Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip (UNWTO, 2016b).
Outbound tourism	Residents of a country visiting destinations in other countries (Disegna, 2016:13). Outbound tourism is the activities of a residence visitor outside the country of reference as part of an outbound tourism trip or as part of a domestic tourism trip (UNWTO, 2016a).
Internal tourism	The combination of domestic tourism and inbound tourism (Timothy, Saarinen and Viken, 2016:09) Internal tourism comprises domestic tourism and inbound tourism that involves the activities of resident and non-resident visitors within the country of reference as part of a domestic trip or an international tourism trip (UNWTO, 2016b:40).

<p>National tourism</p>	<p>The combination of internal and outbound tourism (Smith and Trede, 2013:17)</p> <p>National tourism comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference as part of a domestic trip or an outbound tourism trip (UNWTO, 2016a:7).</p>
<p>International tourism</p>	<p>The combination of inbound tourism and outbound tourism (Smith and Trede, 2013:23)</p> <p>International tourism comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference as part of a domestic trip or an outbound tourism trip and the activities of non-resident visitors within the country of reference on an inbound tourism trip (UNWTO, 2016a:07).</p>

Source: Author

Hall and Page (2016:04) maintain that although international tourism is usually the primary national policy focus because of its trade dimensions and international tourism is where many national tourism organisations focus their marketing attention. Domestic tourism is still relatively important in the development of the domestic economy and in the improvement of lives through the benefits that accrue with domestic tourism growth (Lehloenya, 2017:01). Poudel (2013:23) argue that the phenomenon of the ‘Grand Tour’, which became popular in the 16th century, best represents the initial development of international tourism. Mass tourism refers to a mainstream, well-developed and highly commodified form of tourism. This type of tourism is most commonly experienced and involves an exchange of discretionary income for an experience that takes place away from the normal sphere of life (McGehee, 2014:08). Csapo (2014:38) suggests that the

concept of tourism is explained through 'Fordism', the system of mass production and consumption.

There are several different interfaces between domestic and international tourism within a destination. In terms of demand, questions arise regarding the size of the respective markets and the nature of the facilities and services. The demand for tourism can be defined in various ways, depending on the economic, psychological, geographic and political point of view of the author.

2.3 TOURISM DEMAND AND SUPPLY

Tourism as an industry comprises demand and supply. Smith and Trede (2013:23) maintain that tourism demand focuses on the travellers and tourists and the supply of tourism focuses on the tourism businesses and services with the inclusion of tourism attractions. The acceptance of a common definition for tourism has been questioned in literature. Theobald (2013:26) argues that the tourism industry consists of businesses that primarily serve tourists. Leiper (2014:04) concurs and describes tourism as a collection of businesses, institutions and agencies that work together to form the tourism system. Leiper (2014:05) further posits that the tourism system is composed of four elements: market, destination, travel and marketing. However, Theobald (2013:26) states that referring to tourism as an industry may be a major contributor to the misunderstanding, resistance and even hostility that often plague proponents of travel and tourism.

In order to comprehend the tourism industry more clearly, a systems approach was proposed in the literature (Giampiccoli and Saayman, 2016:97). A typical ecological

system demonstrates the inter-dependency of the system components that support the life of the system and in this way, tourism can also be viewed from a systems approach. According to Leiper (2014:04), this is a logical way to investigate how the different parts of tourism work together to create the tourism industry.

In the early phases, tourism was mainly mass tourism in nature. The production of mass tourism can be attributed to the industrial era that saw long-distance travel becoming more comfortable, more attractive and more affordable (Kreag, 2015:06). In 1841, Thomas Cook took advantage of society's increased spending power and its interest and motivation to travel. Supported by transport developments and legislations and regulations that gave workers more freedom and discretionary time, Cook founded the first travel agency and offered rail tourism products (Kiambo, 2014:28). According to (Timothy, Saarinen and Viken, 2016:01), mass tourism has, however, been criticised as being unsustainable and exploitative of tourism resources. Vainikka (2013:03) affirmed that alternative tourism emerged as an opposing form of tourism since it is considerate to the locals and is economically friendly. New forms of tourism products such as backpacking, ecotourism and medical tourism started to develop.

A tourism product can be defined as the physical and psychological satisfaction provided for tourists during their travelling en route to a destination (Vainikka, 2013:06). The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, the sum of the country's tourist attractions, transport, accommodation and entertainment that result in customer satisfaction (Dung and Mohan, 2016:05). According to Middleton and Clarke (2012:11), each of the components of a tourist product is supplied by individual service providers such as hotel companies,

airlines and travel agencies. Poudel (2013:06) mentions that a tourist product can be analysed in terms of its attraction, accessibility and accommodation.

2.4 CHARACTERISTICS OF TOURISM PRODUCTS

Ramesh (2016:90) affirms the uniqueness of tourism products. The characteristics presented in Table 2.2 make tourism products unique.

Table 2.2: Characteristics of tourism products

Characteristic of tourism product	Explanation
Intangibility	Tourism products cannot be seen, touched or handled since tourism products are fundamentally experiences; however, physical products are needed for facilitation of tourism service consumption (Keyser, 2009:141). Kandampully, (2000:17) affirm that intangibility refers to the fact that tourism services do not have a physical dimension.
Inseparability of production and consumption	Tourism services cannot be produced in one place, transported to another for sale and consumed in another (Kandampully, 2000:18). Tourism products are first sold, then produced and consumed in the same place at the same time (Kiambo:142).
Perishability	Tourism products and services cannot be stored for sale later (Keyser, 2009:143). Tourism products and services are short-lived, and unused tourism services and products cannot be returned, claimed and resold (Jamal, 2016:20).
Heterogeneity	he quality of tourism services and products varies from producer to producer, from customer to customer

	and from day to day (Keyser, 2009:143). As an industry dependant on human performance, products and services differ across providers and consumers (Hall and Page, 2016:19).
Seasonality	Tourism seasonality is the fluctuation in tourism demand at different times of the year (Ghalia, 2016:143).
Parity	Parity refers to companies offering the same basic product (Dung and Mohan, 2016:144).
Ownership	The purchase of tourism products does not necessarily transfer ownership but only a temporary right to use the service or product (Dube, 2013:20).

Source: Compiled by the author

According to Theobald (2016:09), all of these components have one predominant feature, customer service. It is the service that determines the satisfaction of the traveller who can be more appropriately referred to as the ‘customer of tourism’. To elucidate tourism based on the above definitions, tourism consists of five components, namely attractions, accessibility, destination facility, image and price (Minnaert and Inkson, 2012:21).

2.5 COMPONENTS OF TOURISM INDUSTRY

The five components of tourism are highlighted by Ramesh (2013:23) as attractions, accommodation, intermediaries and tourism information, transportation and guiding services. Middleton and Clarke (2012:11) also referred to the abovementioned five components but indicated “destination marketing organisation” instead of tourism information and guiding services. For the purpose of this study, the component tourism

information and guiding, was adopted since tourists first gather information about different destinations and thereafter, need guiding services before and during the chosen tour.

The five components of tourism are illustrated in Figure 2.1, which also indicates the different types of each component.

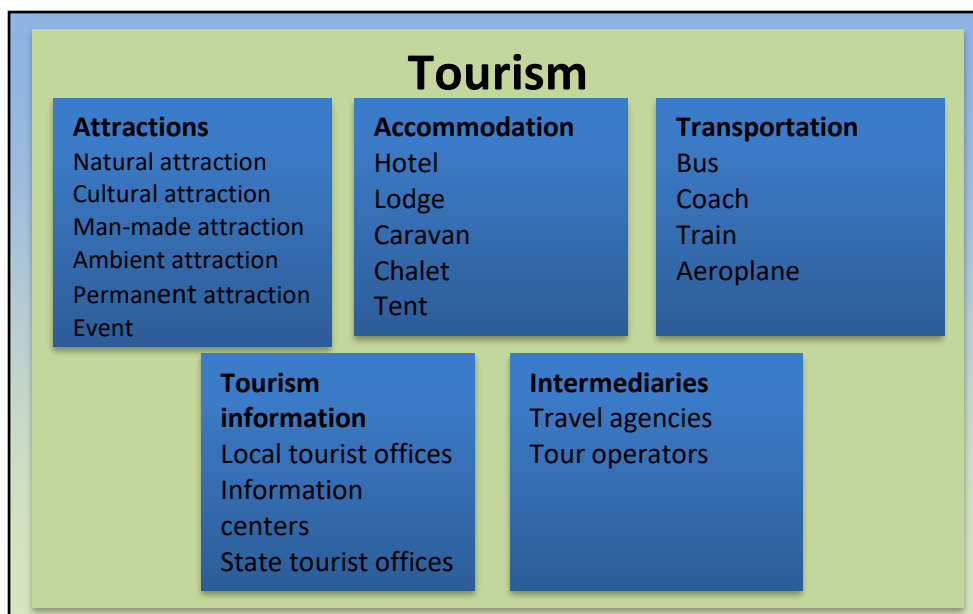


Figure 2.1: Components of the tourism industry

Source: Adapted from Tahiri and Kovaci (2017:31)

Attractions, transportation, accommodation, tourism Information and guiding, intermediaries and activities together with the supporting facilities and infrastructure enhance a tourist's experience and should be considered when designing a successful tourism industry (Raikkonen, 2014:37).

Below is a discussion of each component of the tourism industry.

2.5.1 Attractions

An attraction is described by Raikkonen (2014:15) as a feature of an area, involving a place or activities with the ability to attract visitors from their normal residence and to provide a fun and pleasurable experience and an enjoyable way to spend leisure time. Kreag (2015:07) refers to tourist attractions as “a designated resource that is controlled and managed for its own sake and the enjoyment, amusement, entertainment and education of the visiting public”.

Getz and Page (2014:282) adds that attractions need to be managed to provide tourist satisfaction. Attractions and activities are the fundamental elements of a tourist’s itinerary and in some cases, the attraction, event or activity may be the main reason for the person to travel (Getz and Page, 2014:283). Ngwira and Kankhuni (2018:186) mention that attractions must provide an appropriate level of facilities and services to cater for the demands and interests of tourists, and to help achieve this, some attractions charge an entrance fee. The definition of a tourist attraction by Kreag (2015:07) that is presented above also highlights the roles of a tourism attraction. Nyikana (2013:02) describes attractions as the components of tourism that are most intimately connected to the destination and its identity as a location for tourist activities. Attractions should appeal to both local and international tourists since different people are attracted to different attractions.

2.5.1.1 Types of attractions

Attractions are resources that are man-made or naturally occurring. As such, attractions differ according to geographic region. The top 20 visitor attractions in the world generated more than 150 million visits per year at the turn of the century according to Leask

(2016:266). Below is a discussion of the three classes of attractions as illustrated in Figure 2.2.

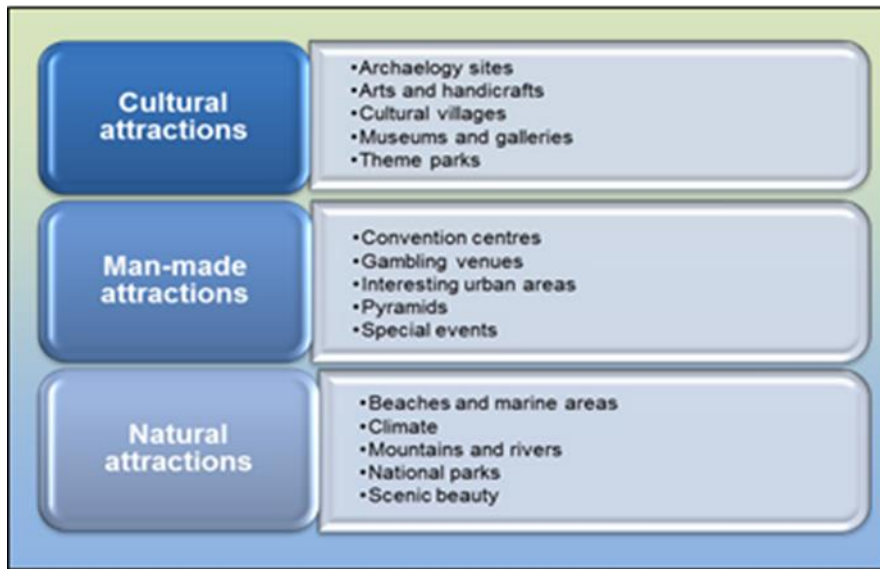


Figure 2.2: Types of attractions

Source: Adapted from Swarbrooke (2002:23); Tsung-Chiung, Chyong-Ru and Wan-chen (2012:186)

Man-made attractions are built or created by man and usually involve significant planning. Some of these attractions may be constructed for non-profit purposes such as the commemoration of people and/or events. In such cases, there may not be profitability consideration in their planning (Tsung-Chiung *et al.*, 2012:186). Natural attractions are attractions that are not artificially created and include rivers, mountains, canyons and volcanoes (Ngwira and Kankhuni, 2018:186). Cultural attractions comprise man-made and natural attractions with certain cultural, natural and historical significance (Gozner and Zarrilli, 2012:114; Csapo, 2014:03; Michopoulou and Moisa, 2016:17).

There are various types of attractions that tourists in the VDM can select, and the selection in most cases is influenced by facilities and location. Table 2.3 presents some of the attractions in the VDM and their classification.

Table 2.3: Attractions in the Vhembe District Municipality and their classification

Classification	Attraction
Cultural attractions	Noriah Mabaso Crafts Muti Wa Vatsonga Cultural Village
Natural attractions	Kruger National Park Mapungubwe National Park Makuya, Langjan and Mphaphuli nature reserves Botanical garden nature reserves Phiphidi Waterfalls Mphephu Resort Dzata Ruins Lake Fundudzi Nandoni Dam
Man-made attractions	Jericho Resort The Elias Resort Sedzazwau picnic site Marshall Resort Zwonaka Park Tshipise, a Forever Resort Mphephu Resort

Source: Limpopo Tourism Agency (2012:01)

Research conducted by Limpopo Tourism Agency (2012:01) demonstrated that most attractions in the VDM fall under man-made and natural attractions.

2.5.1.2 Role of attractions

Attractions increase the demand for tourism and create more reasons to travel. The main role of attractions is to induce the public to visit a specific destination. Attractions are the main factors for visiting a destination and contribute towards creating the demands of tourists to visit a destination (Kreag, 2015:09).

The higher the demand of tourists to visit an attraction, the greater will be the revenue generated by the destination, and this in turn will contribute towards creating employment opportunities for local communities (Mihalic, 2016:08). Attractions are a critical component of tourism and influence a tourist's desire to travel or take part in tourism. The attraction acts as a strong motivator and in many instances, it is the initial cause for a person to undertake a trip (Chetthamrongchai, 2017:02).

According to Ngwira and Kankhuni (2018:03), considering the purpose of visitor attractions within a destination, it is important not only to consider the views of visitors and how they may be attracted and catered for but also to consider the growth of the destination. Packaged tours and the growth in air travel have made attractions in distant locations accessible to more people than ever before.

Ngwira and Khankhuni (2018:06) state that no tourist simply travels to a destination as the main objective but does so to enjoy the attractions and the destination features. Makhaola (2015:11) states that without attractions, tourism would not exist. An attraction entices people to travel to the destination and when they do, they are tourists. If this is replicated, tourism exists. According to Manhas (2016:27), existing attractions at a

destination influence the development of other components of tourism such as accommodation, and this makes the tourism activity more viable and attractive.

2.5.2 Accommodation

Accommodation is one of the components of tourism indicated in Figure 2.1. Adamietz (2012:69) describes accommodation as a basic tourism requirement because it is a home away from home. Poudel (2013:10) define accommodation as any commercial tourism accommodation for which tourists pay and which is normally convenient for tourists' activities. Research by Skripak, Parsons, Cortes and Walz (2016:348) found that accommodation is a combination of different forms of sleeping and hospitality facilities, with catering either included or excluded. The commonality within these definitions is that different forms of accommodation exist to cater for different tourists needs. Accommodation is one of the two elements that make up the hospitality sector, the other being the restaurant and food and beverage element (Skripak, Parsons, Cortes and Walz (2016:349). Poudel (2013:69) proposed the forms of accommodation presented in Table 2.4.

Table 2.4: Forms of accommodation

<p>Paying/Non-paying</p> <p>This form relates to the ownership of accommodation used by the tourists (commercial ventures versus private homes). The accommodation expenditure of tourists who are visiting friends and relatives (VFR) is less than that of business or holiday tourists.</p>	<p>Serviced/Non-Serviced</p> <p>Serviced accommodation ranges from the luxurious with extensive services found in five-star hotels to more basic accommodation and self-catering establishments with services such as daily cleaning.</p>
<p>Primary purpose/Secondary occupation</p> <p>Some accommodation is provided in units designed specifically for this purpose. Other accommodation for tourists is provided in establishments whose main purpose is not that of accommodating tourists. This may include rooms in farmhouses, university campuses and schools.</p>	<p>Purpose of visit</p> <p>Some accommodation types are designed for particular types of visitors whereas others are suitable for a variety of users. For example, holiday camps cater specifically for holiday tourists, but hotels cater for a mix of guests.</p>
<p>Rented</p> <p>Most accommodation occupied by tourists is provided on a rental basis. Owned accommodation includes timeshares, caravans and second homes.</p>	<p>Owned</p> <p>Most accommodation occupied is owned by the tourists. Owned accommodation includes caravans and second homes.</p>

There are various types of accommodation for tourists in the VDM. A tourist's selection is in most cases influenced by price, location and tour theme. The accommodation sector

is owned and operated by a variety of small, medium and micro-sized enterprises (SMMEs) and individuals. Accommodation establishments cater for various classes of tourists, and the choice depends upon the tourists themselves. Munar and Jacobsen (2013:69) add that most tourists are interested in determining the state of the accommodation establishment before purchasing.

Accommodation is divided into different types as discussed in the following section.

2.5.2.1 Types of accommodation

People have different needs, preferences and expectations. Tourists also have different accommodation preferences and often, the activities, length of stay and services provided influence the type of accommodation preferred. For example, the number of students taking a group tour could influence the type of accommodation selected. Figure 2.3 indicates the different types of accommodation in the tourism industry.

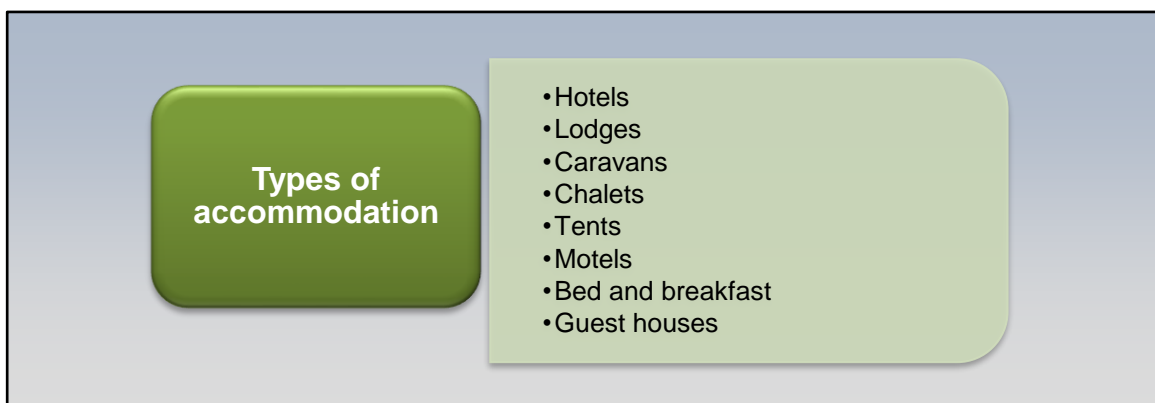


Figure 2.3: Types of accommodation

Source: Middleton and Clarke (2012:18)

Mokabe (2013:51) mentioned that graded accommodation has the ability to convince tourists that it is of good quality with a good reputation. The grading of an accommodation establishment removes any doubt of price for the tourist and reflects the standard that can be expected.

Table 2.5: Accommodation in the Vhembe District Municipality according to classification

Classification	Accommodation
Hotels	Khoroni Hotel Casino and Convention Resort 2Ten Hotel Muofhe Graceland Lodge Sand River Resort Porche Villa Tshipise, a Forever Resort
Lodges	Naledzi Lodge The Fig Tree Lodge Mashovhela Bush Lodge Vhueni Village Lodge Shiluvani Lakeside Lodge
Chalets	Kruger National Park camps
Bed and Breakfasts	Masili Guesthouse

Guest houses	Vhafamadi Bed and Breakfast Plaas Guest House The Ultimate Guesthouse Old Mine Guesthouse Makwatambani Guest Manor Musina Siesta Guest House Lutombo Guest House Lantern Guest House
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Source: Limpopo Tourism Agency (2012:01)

2.5.2.2 Role of accommodation

The main role of accommodation is to provide tourists with a place to sleep; therefore, accommodation performs a vital role in a country's tourism sector. In addition to providing the basic infrastructure to accommodate tourists, accommodation is also regarded as part of experiencing a place (Poudel, 2013:13). Ntimane and Tichaawa (2017:01) identifies cleanliness, self-catering facilities, location, room rate, security, service, quality and reputation as the characteristics of accommodation establishments that are of importance to prospective tourists.

The volume of tourists to a particular destination is directly influenced by the size of the accommodation sector at the destination, destination's ability to react to demand and the quality of the accommodation provided at the destination (Poudel, 2013:25). When customers consider buying an inclusive tour, one of their concerns is where they are going to be accommodated. Saayman and Van der Merwe (2017:282) adds that it is very

important that there are different types of accommodation facilities available at the destination so that the tourist's choice or preference is not limited. In support of Disegna (2016:06) mentions that accommodation preference is based on the reasons for travelling and the activities to be performed.

From the above discussion, accommodation remains a very important component in the tourism industry and that tourists are very selective in their choice of accommodation.

2.5.3 Transportation

As indicated in Figure 2.1, transportation is one of the components of tourism. It is generally regarded as the enabling factor of tourism since tourists require transport to move to destinations and attractions (Manhas, 2016:28). Transportation takes tourists from where they are to the places where they want to be.

Tourism and transport cannot be separated because tourists use transportation to travel both locally and internationally. Lehloenya (2017:07) stipulates that the vital role played by transportation in tourism has led to the development of sophisticated transportation networks, and these have contributed to the general growth of tourism. Marin and Taberner (2015:03) mention that as much as transportation to and within a destination enables the tourism functionality of a destination, the lack of transportation can cause the opposite. Research by Raikkonen (2014:03) reveals that if there is no means of reaching a destination or travelling within a destination, it is simply not a viable destination. An exception is perhaps the hardcore adventure tourists whose purpose is overcoming the difficulties of reaching and negotiating remote and inaccessible destinations.

Manente and Minghetti (2014:245) highlighted that transportation and travel can be discussed without considering tourism, but tourism cannot thrive without transportation. Zaei and Zaei (2013:13) assert that transportation is an integral part of tourism, and improvements in transportation contribute towards the expansion of tourism. The findings of Zaei and Zaei (2013:14) are in line with those of Jamal (2016:06) who argued that transportation modes and their management are considered the most important ingredients of tourism systems and acknowledged that linkages by air, sea and land modes are essential for tourism.

2.5.3.1 Types of transportation

The type of transportation should be suitable for the nature and purpose of the journey, and examples of this are indicated in Table 2.6.

Table 2.6: Types of transport

Transport Type	Purpose
Buses, coaches and trains	Leisure, sports, business and normal visits
Elephants, camels and horses	Cultural exploration, ecotourism
Airlines	Business travel, sports and leisure
Ships and boats	Leisure and fun
Hot-air balloons	Adventure
Cable cars	Exploration and access to attractions

Source: Adapted from Murphy, Pritchard and Smith (2000:44) and Bhatia (2014:74)

The different types of transport indicated in Table 2.6 above are associated with different activities. Transportation is not only important as an essential support influence for

tourism, but it also positions tourism within a wider societal and environmental framework (Zaei and Zaei, 2013:14). Aven (2016:05) asserts that transportation can also be a focus of interest due to its purpose and essential attributes. In addition, transport can itself be an attraction. Ramesh (2016:92) explains that certain forms of transport offer unique transport experiences that are based on the nature of the transport and the location travelled, thereby contributing towards the spirit of a place. For example, tourists in Africa may choose to use the luxury Blue Train or Rovos Rail to reach a specific tourist destination. The availability of different modes of transport helps tourists to choose the most relevant and preferred mode.

2.5.3.2 Role of transportation

Transport is a critical element of domestic and international tourism because of its ability to move tourists from a generating area to the destination area. Transportation enables tourists to consume the tourism products they have purchased because it links the supply chain together (Disegna, 2016:17)

According to Van Truong and Shimizu (2017:3097), transportation makes the accessibility of a destination easier, and this clearly influences the attractiveness of a destination. Furthermore, transportation networks enable tourists to move around the destination that they are visiting and are widely viewed as a key element that satisfies the need to travel (Mokabe, 2013:61). The type of transportation is also important and influences the ease of reaching and travelling within the destination.

Marin and Taberner (2015:05) adds that transportation modes and transportation management are considered the most important ingredients of tourism systems, and

acknowledged that linkages by air, sea and land modes are essential for tourism. Manhas (2016:28) mentions that transportation infrastructure is critical for the development of tourism, and the transportation system of a tourism destination has an impact on the experience of a tourist.

A transport system that displays quality and reliability has the ability to motivate a person to travel to attractions and could be the reason why a person wants to visit a certain destination (Sundling, 2015:01). An emerging tourist attraction can also influence the provision of needed transport systems. For example, the rapid train transport system, the Gautrain and the Rea Vaya buses in Gauteng were influenced by the 2010 FIFA World Cup South Africa.

2.5.4 Tourism information offices and guiding

Tourism Information Offices (TIOs) is the fourth component of tourism as indicated in Figure 2.1. Most major cities and towns in South Africa have a TIO that provides local, national and international tourists with information such as directions to attractions and places to stay. In addition, National Department of Tourism (2018:58) explains that TIOs work directly with local tourism authorities and businesses. The information offices update information if the need arises, distribute pamphlets with useful information for tourists and assist tourists when they encounter problems. Examples of TIOs are the Thulamela Tourism Information Centre in Thohoyandou and the Makhado Information Centre at Makhado in the VDM region.

The TIOs work in partnership with the Provincial Tourism Organisation (PTO), the National Tourism Organisation (NTO) and the Regional Tourism Organisation (RTO). The

National Heritage and Cultural Tourism Strategy (NHCTS) explains that PTOs deal with all tourism matters at a provincial level and report to the national tourism body. The PTO markets the province and aids in hosting events such as tourism agency soccer matches (Limpopo Tourism Agency,2012:37). The NTSS explains that NTOs deal with all national tourism matters and represent their country on the international tourism market. The scope of work of an NTO includes administration, production, marketing and financing (National Department of Tourism (2018:61).

The South African Tourism Annual report (2015/2016:30) stipulates that an NTO can obtain information on tourists' preferences in terms of their tourism wants and needs through research and thereafter provide stakeholders with the findings. South African Tourism (SATOUR) is the organisation that deals with tourism nationally. The Regional Tourism Organisations are responsible for marketing a concentrated tourism area and compiling tourist information for a particular region. The Regional Tourism Organisation of Southern Africa (RETOSA) includes all the countries in the Southern African Development Community (SADC) (Department of Tourism, 2018:13).

The above organisations and TIOs provide information to stakeholders and tourists alike. Therefore, tour guides, tour operators and students who organise tours normally work with these organisations to obtain assistance with information regarding certain attractions and destinations.

2.5.5 Intermediaries

Csapo (2014:225) indicates that intermediaries bestow benefits on manufacturers, tourists and destinations. These benefits are discussed below:

- Manufacturers are able to sell in large quantities and transfer the risk to tour operators. However, wholesalers attempt to cover their risks by including release clauses in agreements. Intermediaries can reduce promotion expenses by focusing on the travel trade rather than on tourist promotion, which is more costly.
- Tourists can avoid unnecessary costs in regard to both time and money when they purchase an inclusive tour. Through such tours, tourists often benefit from lower prices, particularly in the case of resorts dealing with large numbers of visitors. In such cases, destination wholesalers are able to negotiate discounts of up to 60% off the normal price through their buying power.
- Destinations in developing countries where budgets are limited may benefit substantially from the international marketing network of tour operators.

According to Kayster (2015:35), intermediaries are in close proximity to tourists and are thus in a strong position to gather information on tourists, which enables them to communicate effectively with tourists and to liaise between tourists and tourism service providers. Customers, therefore, view intermediaries as a shortcut in arranging tours. Mokabe (2013: 64) mentions that intermediaries do not only deal with packaged tours but also arrange trips for individuals.

2.5.5.1 Types of intermediaries

There are two main types of intermediaries involved in packaged tours, travel agencies and tour operators.

➤ **Travel agencies**

Travel agencies are businesses that organise or book tourism services and obtain a share of the income as commission (Verma, 2016:157). Research by Bessy (2013:16) found that travel agencies often secure lower rates as a result of loyalty (loyalty points) with certain service providers. Borker (2018:36) states that travel agencies often obtain large contracts with companies or governmental departments to take care of their travelling needs. Verma (2016:157) indicate that the critical role of travel agencies lies in shaping tourism systems by providing undecided tourists with information and advice about potential destinations. Rodey, Biwal and Joshi (2009:170) add that travel agents sell and sometimes market tourism products and services offered by service providers and tour operators.

➤ **Tour operator**

A tour operator is a person or organisation that buys individual travel services/products or tourism components such as transportation and accommodation from providers such as carriers and hotels and combines them into a package (the tour) that is sold directly to the public or through intermediaries with a mark-up (Mokabe, 2013:82).

Rodey, Biwal and Joshi (2009:181) describe the different types of tour operators as indicated in Table 2.7.

Table 2.7: Types of tour operators

Type of tour operator	Description
Inbound tour operators	Deal with international tourists coming into a country. These tour operators arrange everything, from air transfers to accommodation and activities (Manente and Minghetti, 2014:03; Mowforth and Munt, 2015:27).
Outbound tour operators	Arrange and design packaged tours for tourists visiting foreign countries, including organisation of transport, accommodation and activities. Sometimes, these operators assist with arrangements for visas and insurance. They often work with foreign tour operators when arranging tours (Zaei and Zaei, 2013:15; Bhatia, 2014:60).
Domestic tour operators	Sell tours within the country and arrange everything for individuals or groups (Raikkonen, 2014:59; Nguyen and Yang, 2016:14).

2.5.5.2 Role of intermediaries

Describing the specific roles of intermediaries is not simple because intermediaries undertake many tasks to satisfy customers' needs. Moreover, different types of intermediaries have different roles or specialise in different arrangements (Munar and Jacobsen, 2013:07). Intermediaries are involved in designing and selling packaged tours

that are aimed at attracting tourists (Raikonen, 2014:59). Intermediaries not only deal with packaged tours, but they also arrange trips for individuals (Mokabe, 2013:63).

Research by Fernandez (2016:41) found that that tour operators are sometimes considered unnecessary, and this has caused disintermediation. In addition, it has been debated that operators take advantage of their customers. Conversely, Buhalis (2014:558) mentioned that tour operators undertake a broad range of activities in order to bargain with suppliers and to plan and sell their packages to tourists. These negotiations include securing discounts and modifying products to suit customers' needs and expectations (Munar and Jacobsen, 2013).

2.6 FORMS OF TOURISM

A description of youth tourism is presented in Table 2.8 below.

Table 2.8: Forms of youth travel

Form of tourism	Description
Youth tourism	Travel involving independent tourists aged 15–29 years who are travelling to explore new opportunities
Educational tourism (edu-tourism)	Travel to acquire new knowledge that encompasses eco-tourism, heritage tourism, rural/farm tourism and student exchange between educational institutions
Volunteer tourism (voluntourism)	Travel to perform voluntary activities such as aiding society in poverty alleviation groups or restoring specific elements of the environment

Work and Travel programme	Travel in order for participants to be hired at a company in the host country, to earn income and to have the opportunity to travel
Cultural tourism	Travel to expose visitors to people from different cultural, religious, geographic and socio-economic backgrounds
Sports tourism	Travel to observe or participate in sporting events outside the usual environment
Leisure tourism	Travel involving independent, adventurous visitors aged 15–29 years who are on holiday or VFR and who participate in recreational activities
Adventure tourism	Travel to remote or exotic locations in order to take part in physically challenging outdoor activities

Source: Demeter and Brătucu (2014:3)

For the purpose of this study, only youth tourism is discussed since most student travellers are youths.

2.7 YOUTH TOURISM

Youth tourism is a form of tourism that includes independent individuals aged between 15 years and 29 years with a certain motivation to travel for periods of less than one year (Ghete, 2015:689). Tenitskaya (2015:10) states that youth are willing to experience new cultures and to benefit from new learning opportunities, both formal and informal, in an unknown environment that is different from everyday life. Research by UNWTO (2016a:01) found that youth tourism is considered to be the most dynamic market of the global tourism industry, with almost 20% of the 940 million international travellers in 2010 being young people.

Demeter and Brătucu (2014:1) emphasise that independently or in an organised group, youth tourists have a flexible travel schedule and take extended rather than brief holidays. The most important forms of tourism for young people are leisure tourism, educational tourism, Work and Travel programmes and volunteer tourism, cultural tourism and tourism to study a foreign language (Ghete, 2015:318).

The forms of youth tourism are discussed in detail below.

2.7.1 Educational tourism

Educational tourism involves educational activities that are usually organised for young people (Gozner and Zarrilli 2012:118). Ankomah and Larson (2014:1) agree with Gozner and Zarrilli (2012:118), stating that edu-tourism is any programme in which participants travel to a location as a group with the primary purpose of engaging in a learning experience that is directly related to the location. Research by Tenitskaya (2015:11) involving Russian students travelling to Finland reveals that the diversity and the beauty of the landscape in Finland attracts a multitude of pupils, students and teachers. Although practised for centuries, edu-tourism today is a modern method for gaining an academic education or a general learning experience.

2.7.2 Leisure tourism

Leisure tourism is travel in which the primary motivation is to take a vacation away from everyday life (Wolf, 2011:06). According to Tahiri and Kovaci (2017:02), leisure travel is often characterised by staying in good hotels or resorts, relaxing on beaches or at the lodgings or going on guided tours and experiencing local tourist attractions. Poudel

(2013:30) mentions that a tourism holiday may also consist of a period of almost total rest in a very quiet area with few attractions, a resting period in which everyday activities are replaced by others.

Bujdosó (2015:38) indicates that favourable places for relaxing tourism activities are those characterised by a peaceful climate with adequate facilities. Bonaire (2012:04) mentions that in the management of such areas, efforts to increase the tourism offerings should be undertaken.

2.7.3 Cultural tourism

Csapo (2014:203) defines cultural tourism as an activity that enables people to experience the ways of life of other people, thereby gaining a first-hand understanding of their customs and traditions. In the definition, Csapo (2014:203) also includes the physical environment, intellectual ideas and places of architectural, historical, archaeological and cultural significance. Based on literature by Michopoulou and Moisa (2016:17) and Gozner and Zarrilli (2012:114) on youth tourism, there is much evidence that the student spends money on travelling, which is a clear indication that young people contribute to the GDP of a country, province and region. They are also included in counting the number of domestic, inbound and outbound tourism.

An overview of global reports on tourism and the state of tourism in South Africa, the Limpopo Province and the VDM follows.

2.8 STATE OF TOURISM GLOBALLY

The Secretary-General of UNWTO addressing the 60th meeting of the UNWTO Regional Commission for the Americas meeting in Havana, Cuba stated that “tourism is today a major category of international trade in services” (UNWTO, 2016b:94). The UNWTO statement included that international tourism represents 7% of total world exports and 30% of services exports, with an overall increase from 6% to 7% in 2015 (UNWTO, 2016a: 07).

Travel and Tourism is a key sector for economic development and job creation throughout the world. During the 2016 financial year, Travel and Tourism directly contributed US\$2.3 trillion and 109 million jobs worldwide (Budiasa,Suparta and Nadra, 2018:07), meaning that 1 in every 11 jobs was created by Travel and Tourism. In addition, the wider indirect and induced impacts of Travel and Tourism contributed US\$7.6 trillion to the global economy and supported 292 million jobs in 2016, which equated to 10.2% of the world’s GDP and approximately 1 in 10 of all jobs (Budiasa, Suparta and Nadra, 2018:08).


The Department of Tourism (2016:14) further stated that at country level, among the fastest growing Travel and Tourism economies in 2016 with strong inbound international visitor spending were Azerbaijan (46.1%), Mongolia (24.4%), Iceland (20.1%), Cyprus (15.4%), Kazakhstan (15.2%), Moldova (14.2%), Costa Rica (12.1%), Georgia (11.2%), Sri Lanka (10.7%) and Thailand (10.7%). The growth of Travel and Tourism in the abovementioned countries exceeded fast growth markets such as India (8.5%), China (8.1%) and Indonesia (5.8%). The G20 countries in which Travel and Tourism performed better than the economy as a whole in 2016 include Australia, Canada, China, India, Mexico and South Africa.

Travel for holidays, recreation and other forms of leisure accounted for just over one-half of all international tourist arrivals (53% or 598 million) in 2014, indicating that improvement in other forms of tourism such as business tourism is still required (Department of Tourism, 2016:14). Approximately 26% of international tourists were reported to be travelling for business and professional purposes, with an additional 27% travelling for other reasons such as VFR, participating in pilgrimages and religious and health reasons. The purpose of travel for the remaining 6% of arrivals was not specified (UNWTO, 2016a:01). Unfortunately, advanced economies are gaining the most from tourism, with France being the most visited international destination and the Russian Federation being the lowest in the top 10 destinations (UNWTO, 2016b).

2.9 STATE OF TOURISM IN AFRICA

The UNWTO top 10 ranking of international tourist arrivals in Africa is indicated in Table 2.9.

Table 2.9: Top 10 ranking of international arrivals in Africa

Rank	Destination	International Tourist arrivals (2015)	Changes 2014- 2015 (%)	International Tourist arrivals (2016)	Changes 2015-2016 (%)
1	 <u>Morocco</u>	10.2 million	▲ 1.0	10.3 million	▲ 1.5
2	 <u>South Africa</u>	8.9 million	▼ 6.8	10.0 million	▲ 12.8
3	 <u>Tunisia</u>	5.4 million	▼ 25.2	5.7 million	▲ 6.8
4	 <u>Egypt</u>	9.1 million	▲ 5.1	5.3 million	▼ 42.5
5	 <u>Zimbabwe</u>	2.0 million	▲ 9.4	2.2 million	▲ 5.4
6	 <u>Algeria</u>	1.7 million	▼ 25.7	2.0 million	▲ 19.2
7	 <u>Nigeria</u>	1.3 million	–	1.9 million	▲ 50.5
8	 <u>Mozambique</u>	1.6 million	▼ 6.6	1.6 million	▲ 5.6
9	 <u>Ivory Coast</u>	1.4 million	▲ 205.9	1.6 million	▲ 9.9
10	 <u>Namibia</u>	1.4 million	▲ 5.1	1.5 million	▲ 5.8

Source: UNWTO (2017:06b)

According to Table 2.9, Morocco received the highest number of tourists in the year 2016, the number of international arrivals consistently increased. South Africa was ranked second, with 8.9 million tourist arrivals in 2015 and 10.0 million in 2016. According to this table, South Africa is a favourite destination on the continent, with a fast-growing tourism industry. Annually, Nigeria, Mozambique, Ivory Coast and Namibia received less than 2 million tourists during the period 2015 to 2016.

2.10 TOURISM IN SOUTH AFRICA

The White Paper on the Development and Promotion of Tourism in South Africa was compiled by the Department of Environmental Affairs and Tourism in 1996 (Department of Tourism, 2018:12). According to this White Paper, the South African tourism proposition includes accessible wildlife, varied and impressive scenery, unspoilt wilderness areas, diverse cultures and a sunny and hot climate (Department of Tourism, 2018:12). Phiri (2016:34) pointed out that South Africa has enjoyed almost 70 years of professional experience in the tourism industry, with prominent developments in the industry being traced back to 1947 when SATOUR was formed as a separate entity from the publicity arm of the South African Railways and Harbours that formerly dealt with tourist matters.

South Africa is home to the most developed tourism market in Sub-Saharan Africa, with a supporting infrastructure to match. Air travel connections are extensive, and the hotel market is modern and competitive, particularly in established tourism destinations such as Cape Town and Durban. The country continues to attract many international visitors, and certain sectors such as luxury safari holidays are proving to be a valuable growth area (Department of Tourism, 2016:08). However, the South African Government, stated that while South Africa was forecasting healthy increases across all key market indicators over the following five years, the stricter visa regulations and ongoing security concerns had the potential to derail growth (Department of Tourism, 2016:17).

The World Travel and Tourism Council (WTTC) has provided empirical evidence of the economic contributions of Travel and Tourism for over 25 years. The direct contribution

of Travel and Tourism to the South African GDP was at ZAR127.9 billion, with a total direct employment of 716 500 persons in 2016 (Manzo, 2019:08).

2.10.1 International tourist arrivals

South Africa has seen a dramatic improvement in international arrivals, showing a growth increase of 12.8% in 2016 compared with 2015, which is attributed to South Africa receiving a record-breaking 10 million international tourist arrivals during this period (Department of Tourism, 2016:31). Adversely, growth in tourist arrivals during 2015 declined by 6.8% compared with 2014. The sharp decrease in arrivals during 2015 was due to the negative impact relating to the perception of the Ebola epidemic, xenophobic attacks, confusion surrounding the new visa regulations implemented in South Africa in 2014 and other issues (Stats SA, 2014:43). For an overview of the South African market, Table 2.10 indicates the source markets.

Table 2.10: South African source markets

	African market	2015	2016	%change
1	Zimbabwe	1 900 791	2 028 881	6.7%
2	Lesotho	1 394 913	1 757 058	26.0%
3	Mozambique	1 200 335	1 268 258	5.7%
4	Swaziland	838 006	893 618	6.6%
5	Botswana	593 514	679 828	14.5%
6	Namibia	212 514	214 664	1.0%
7	Zambia	161 259	174 767	8.4%
8	Malawi	135 260	154 017	13.9%
9	Nigeria	59 002	65 599	11.2%
10	Angola	48 416	43 608	-9.9%

Source: Department of Tourism (2016:32)

The largest source markets originated from Zimbabwe (2 028 881), Lesotho (1 757 058) and Mozambique (1 268 258), which are all land-based markets. The main African air-source markets were Nigeria (65 599), Angola (43 608) and the Democratic Republic of the Congo (29 586). The African markets that demonstrated an increase in growth in 2016 compared with 2015 included Lesotho (26.0%), Botswana (14.5%), Malawi (13.9%) and Nigeria (11.2%). Markets that showed little or no growth included the Democratic Republic of the Congo (3.8%) and Namibia (1%). Angola recorded a decrease in growth of 9.9%.

A discussion on the state of tourism in the Limpopo province is presented in the following section.

2.11 STATE OF TOURISM IN THE LIMPOPO PROVINCE AND THE VHEMBE DISTRICT MUNICIPALITY

The Human Sciences Research Council (HSRC) (2014:02) reported that the percentage of foreign tourists visiting the Limpopo province stood at 13.1%. These visits were not accompanied by high expenditure. The Limpopo province is currently number six in terms of money spent by foreign tourists in a province, indicating a need to induce expenditure from the existing tourists (HSRC, 2014:06). The *Domestic Tourism Survey (2014:13)* by reported that most of the domestic tourists visiting the Limpopo province were travelling for religious purposes.

The findings by HSRC (2014:06) reveal that the Limpopo province is currently fourth out of South Africa's nine provinces in terms of the number of foreign tourists. Moreover, these tourists do not stay for long periods of time. This is demonstrated by the fact that the province is currently last (ninth) in terms of length of visit by foreign tourists (Stats SA, 2014:05). The study conducted by the HSRC (2014:14) found that tourism in the Limpopo province contributes significantly to the national and provincial economies of South Africa, with more than 5% to the economy of the province and 3% to the national economy. No published literature regarding tourism statistics of the VDM was found.

2.12 SUMMARY

Chapter 2 provided insight into the history of tourism and discussed the categories and characteristics of tourism. The literature demonstrates the existence of different tourism consumers with various needs and wants, and it is thus critical for tourism product owners to be fully aware of this in regard to their potential customers. In addition, for product

owners in the VDM to attract the youth, they must strive to understand their expenditure behaviour.

All five components of tourism are equally important since each contributes towards the tourist's experience. Accommodation is regarded as the component with the largest expenditure, meaning that it generates more profit and thus contributes to tourism economically. Attractions are the reasons why people travel, and providing there is something to attract them, tourists will always want to travel and experience the offerings. Transportation is crucial in tourism because it provides access to tourist destinations. Tourism information offices and guides are the organisational bodies that inform tourists about the tourism products at a destination. Intermediaries form a link between the tourists and the service providers.

All the components of tourism complement each other. However, it is very important to keep in mind that the preferences of tourists differ regarding these components. While this chapter explored the components of tourism and the forms of tourism preferred by students, the following chapter provides a clear perspective of youth travel.

CHAPTER 3

YOUTH TRAVEL IN PERSPECTIVE

3.1 INTRODUCTION

Contemporary youth has been referred to as digital natives, a group of people who are very adventurous, who live in times of change and who are very fond of travelling and experimenting (Phiri, 2016:01). In practice, youth and student tourism is not a new phenomenon; its origins can be traced back to the aristocratic Grand Tour. Youth and student tourism have been sparsely researched in academia (Buffa, 2015:44), however, youth may not travel much due to the high unemployment rate.

The youth, however, remain resilient in the market arena, demonstrating an expenditure of over \$164 billion and a saving of over \$54 billion in the United States (National Treasury, 2019:01). The mobility of students in tertiary educational institutions is of an astonishing nature. The United Nations Educational, Scientific and Cultural Organization (2015:01) reported that approximately 2.5 million students are studying outside their home countries, and this figure is forecast to rise to 7 million by 2020.

Getz and Page (2016:593) stated that globally, the student travel market is one of the most underestimated youth markets. Student travel and activities add considerable economic value to the tourism offerings of student destinations. Liu, Zhou and Chandnani (2013:10) predicted that the “total global demand for international student places will increase from about 2.1 million in 2003 to approximately 5.8 million by 2020”. The growth in the youth and student tourism market has been prompted by

increased participation levels in tertiary education, labour mobility, overseas study programmes and changing concepts of youthfulness (Ghete, 2015:18). Njagi, Ndivo, and Manyara (2017:05) mentioned that the blurring lines of distinction between work, study and travel are leading to a joint of youth travel motives. The cultural aspect of youth travel, including the desire to mix with other like-minded people, is an aspect that merits particular attention by destinations interested in this market. Most students in tertiary institutions are young (Ork, 2015:14).

The previous chapter explained the components of tourism, forms of tourism and the global, national and regional tourism statistical reports. In this chapter, the overview of youth and student travel, the economic impact of youth travel, youth travel motivation, expenditure patterns and forms of travel preferred by youth are discussed. A discussion on student travel behaviour and students' market segmentation concludes this chapter.

3.2 YOUTH IN TOURISM

Youth tourism is defined as tourism activities organised for persons aged between 15 years and 29 years (WYSE Travel Confederation, 2011:01). As stated in the introduction above, youth tourism is becoming increasingly important and is considered to be the most dynamic market of the global tourism industry (UNWTO, 2016a:01). Saner, Yiu and Filadoro (2015:230) mention that in developed countries, recognition of youth tourism is continuously increasing, especially in the Americas, Asia and Europe. Buffa (2015:46) adds that young tourists are seen as individual tourists who mainly participate in tourism activities for purposes such as education and

culture. Getz and Page (2016:598) classify the young tourist population market into seven categories, as indicated in Table 3.1.

Table 3.1: Classification of youth travel

Youth travel categories	Description
International youth travel	International youth travel encompasses independent travellers aged between 15 years and 29 years who take trips of less than one year from one country to another (Buffa, 2015:14047).
Domestic youth travel	Domestic youth travel involves the youth of a country travelling only within that country (Nguyen and Yang, 2016:14).
Educational youth travel	Educational youth travel involves youth travelling to learn. It incorporates forms of tourism such as eco-tourism, heritage tourism, rural/farm tourism and student exchange between educational institutions (Demeter and Brătucu, 2014:116).
Alternative youth travel	Alternative youth travel involves youth who participate in tourism that is not conventional in nature. It can be a niche-type of tourism or it can be travel

	for people with alternative lifestyles (Ali-Knight, 2011:24).
Short-term youth travel	Short-term youth travel encompasses youth who travel between distant geographical locations on a one-way or a round trip. Travel can be done by foot, bicycle, automobile, train, boat, bus, airplane or other means, with or without luggage. This travel can also include relatively short stays between successive movements (Yoon, 2014:54).
Long-term youth travel	Long-term youth travel involves youth travelling for an extended time, usually over a year (Buffa, 2015:46).
Institutionalised youth travel	Institutionalised youth travel involves youth utilising institutions in their travels (e.g. educational institutions and the dedicated facilities for backpackers).
Non-institutionalised youth travel	Non-institutionalised youth travel involves youth travelling extensively but not utilising an institution (Getz and Page, 2016:593).
Experienced youth travel	Experienced youth travel involves youth who travel more often than other youth

	travellers (Joly and Vincent-Geslin, 2016:03).
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Source: Author

Youth travellers are in the first phase of their travel career, and the outcome of this stage may potentially affect their future travel behaviour (Joly and Vincent-Geslin, 2016:04). Getz and Page (2016:593) stated that although the youth tourism market has considerable potential to boost Travel and Tourism demand, less attention is given to this tourism segment. Additionally, backpackers are identified by the concept of youth tourism involving individuals who intend to travel for fun-related experiences (Makoni and Tichaawa, 2017:02). The current research strives to determine the expenditure patterns of student tourists when travelling around the VDM.

3.3 OVERVIEW OF THE YOUTH AND STUDENT TOURISM MARKET

3.3.1 Economic impact of youth travel

According to the 2017 annual report of the United Overseas Bank , during the 2011 financial year, youth travel accounted for 196 million arrivals globally, with the prediction of a rise in economic value to approximately US\$320 per annum by the year 2020 (UNWTO, 2016a:14). Youth travel has in the past often been viewed as a low-spend market. However, this view is beginning to change as people realise that youth travel is in fact high value (Richards, 2011:01).

The findings of Eurostats (2017:01) reveal that although young people often spend less per day than older tourists, they often stay longer and thus spend more in total. They also tend to deal directly with local businesses and often make repeat visits, all

of which means that they deliver as much or more value than many other market segments (Richards, 2011:01).

The economic value of youth travel lies in the unique character of the niche. Young people are more adventurous and are looking to make contact with other people, to discover new cultures and to develop their own knowledge (UNWTO, 2016a:10). Liu (2014:01) mentions that young people are often money poor but time rich, which means that they spend a longer time at the destination than other tourists. Young people are often driven to travel more and for longer periods of time, and they often visit areas that are not frequented by traditional tourists, which is of particular value to many destinations around the world (WTC, 2011:07).

The Global Report on the Power of Youth Travel (UNWTO, 2016) reveals that the global youth travel industry is estimated to represent almost 190 million international trips a year and that youth travel has increased faster than global travel overall, as indicated in Figure 3.1. According to UNWTO (2016) forecasts, by 2020, there will be almost 300 million international youth trips per year.

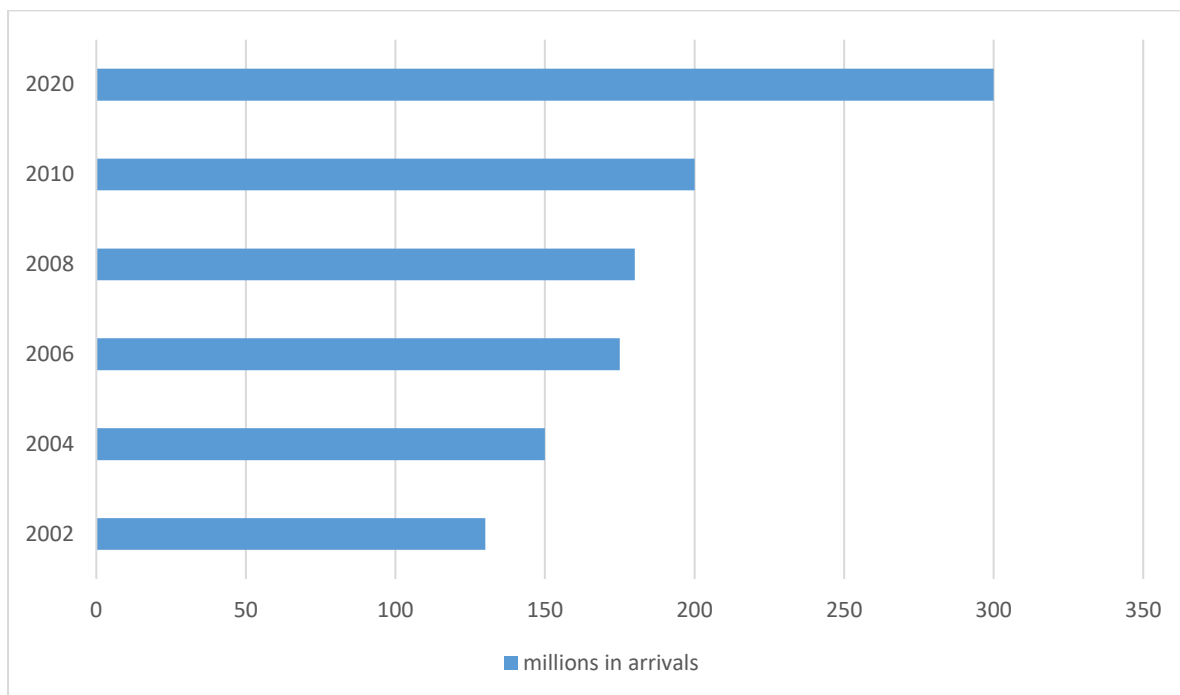


Figure 3.1: International youth trips per year

Source: UNWTO (2016:10)

The youth market, therefore, represents a major opportunity for future growth in the travel industry (Jamal, 2016:01). With effective development and marketing, the potential of the youth market could be increased still further (UNWTO, 2016:10).

3.3.2 Importance of youth travel

Youth travel is important because it is a market of the future, not only for the future development of young people but also for the development of the places they visit (Buffa, 2015:17). The findings of the World Youth Student and Educational (WYSE) Travel Confederation (2011:06) reveal the following characteristics of young travellers:

- Young travellers often spend more than other tourists.
- Young travellers are likely to return and add more value to the destination over their lifetime.

- Young travellers are a growing market globally, while the spending power of current older generations may decline in the long term.
- Young people are less likely to be deterred from travelling by terrorism, political and civil unrest, disease or natural disasters.
- Young travellers are the pioneers who discover new destinations.
- Young travellers use the latest technology.
- Young travellers gain cultural benefits from their travels and contribute to the places they visit.

According to the United Nations World Tourism Organization (2016b:01) asserts that youth travel has moved far beyond its original status as a specialised travel niche and has become an important element of the travel mix in tourism destinations. One of the reasons for this is that travel underpins many different aspects of young lifestyles. For young people, travel is a form of learning, meeting other people and experiencing other cultures and is considered a source for career development and a means of self-development (Makoni and Tichaawa, 2017:36).

Young people consider travel as an essential part of their lives rather than simply a brief escape from reality. This has far-reaching consequences for the places they visit. Because of the way that young people travel, the social and cultural consequences of hosting them are becoming more important than the economic effects (UNWTO, 2016b:01). The added value to be extracted from youth travel lies in innovation, positioning, cultural links, international trade and exchange, social support, education and learning support for local communities (Li, Zhang and Cai, 2016:28).

3.3.3 Factors that make the youth and student travel market more attractive

Youth travel is high value, resilient, purposeful, and young people spend their money directly within local communities. This is proved by a recent report titled *Global Report on the Power of Youth Travel* (UNWTO, 2016a:01).

The factors relating to the youth travel market are discussed below.

3.3.3.1 Youth travel value

The 2ii Consulting (2015:14) indicated that young travellers each spend a total of US\$2 600 on their main trip compared with an average of US\$950 per trip for international tourists as a whole (WYSE Travel Confederation, 2016:09). The secret to this greater spending power is the ability of youth to tap into the resources of their parents and to work to earn additional money during their travels (Floridi, 2014:01). Floridi (2014:01) also reveals that youth often return to the places they have visited in later life. The WYSE Travel Confederation New Horizon survey (2016:06) also mentions that the high value of youth travel lies in the 'lifetime value' that young people confer on destinations throughout their travel career (WYSE Travel Confederation, 2016:09).

3.3.3.2 Resilience of the youth travel market

Because young people travel for longer periods, they tend to spend a greater proportion of their total budget within the destination (Joly and Vincent-Geslin, 2016:02). The UNWTO report (2016b:02) indicates that approximately 60% of youth travel budgets are spent within the destination and in some cases, the percentage is

even higher. The findings of the Australian international tourism industry report (2015:05) indicate that backpackers spent 68% of their total travel budget in Australia.

Anderson (2013:01) asserts that one of the most significant factors relating to the economic impact of tourism on local communities is the degree of leakage from the local economy. Luciano (2014:01) adds that particularly in smaller economies in the developing world, the extent of leakage can be high since international companies often skim a large proportion of the revenue from tourism. Young travellers often try and avoid international chains and spend their money directly with local suppliers (Richards, 2011:07). Laser (2010:05) conclude that this tends to increase the local impact of their expenditure because leakages are reduced, and more money is spent with local businesses.

3.3.3.3 Youth as contributors to other industries

Young people often travel to study and/or to work in the places they visit. Student travel is currently renowned as an increasingly important economic driver, and the mobile and flexible workforce supplied by young travellers is becoming almost irreplaceable in some parts of the world. A report by the Australian Government Department of Education and Training (WTTC,2019:21) states that “in 2008 the Australian overseas student industry contributed \$15.5 billion in export income to the Australian economy.

Statistics provided by UNWTO (2016a:10) reveal that the costs for 623 805 international students studying in the United States (US) to support their education and stay in 2007/2008 were US\$15.54 billion, and international students in the United

Kingdom (UK) were estimated to generate around \$15 billion for the UK economy. In addition, Fletcher and Klepfer (2019:44) reveals that students support almost 22 000 full-time jobs and approximately \$4.5 billion is spent directly with the universities themselves. The money that educational institutions earn from international students contributes to the educational system as a whole and allows the host country to support facilities that it would often not be able to afford otherwise UNWTO (2016b:09).

The above-mentioned report by the Australian Government Department of Education and Training also reveals that young people on working holiday schemes generate more jobs than they fill in the host economy. In 2008, working holidaymakers generated a total of 28 000 jobs, 8 000 more than the jobs they occupied. Additionally, the jobs that young people take are often difficult to fill with local labour, particularly in rural areas (UNWTO, 2016b:10).

3.3.3.4 Young people as generators of tourism activities at a destination

Young people play an important role in attracting other visitors to the destination (Ngwira and Kankhuni,2018:09). In Australia, it was estimated that each young visitor taking a higher education course was visited by an average of 1.3 people during their stay, generating an additional AU\$1.2 billion for the Australian economy each year (Buffa, 2015:14). Young people also add atmosphere and 'buzz' to destinations, attracting other visitors and businesses (Jamal, 2016:01). This effect has now been recognised in many cities across the world, and there is a growing number of projects to act as hubs for cultural and creative activities (Lawrey, 2010:58). Correira (2013:11) concludes that it is important to take a broader view of the economic impact of youth travel.

3.4 CHARACTERISTICS OF THE YOUTH TRAVEL MARKET

The characteristics of the youth travel market are indicated in Table 3.2.

Table 3.2: Characteristics of the youth travel market

Characteristic	Source
Are mostly students aged under 26 years	WYSE Travel Confederation (2016:18)
Tend to have a high level of education	WYSE Travel Confederation (2016:13)
Mostly have low incomes	Buffa (2015:28)
Identify themselves as ‘travellers’	Demeter and Bratucu (2014:16)
Travel for self-identification	WYSE Travel Confederation (2016:03)
Trips tend to include at least two countries	LaMondia, Snell and Bhat (2010:10)

Source: Author

Research by WYSE Travel Confederation (2014:18, 2016:04) found that the majority of young travellers are students aged under 26 years with a high level of education. Martins (2015:81) mentions that although students tend to have lower incomes, they are clearly prepared to save and/or work during their travels in order to increase their spending power. Buffa (2015:01) also states that over one-half of young travellers

identify themselves as ‘travellers’, approximately one-third as ‘backpackers’ and approximately one-fifth as ‘tourists’.

The WYSE Travel Confederation (2014:03) states that this self-identification or the ‘travel style’ category is clearly important since many differences are evident among the travel styles. As such, the travel categories were used to elucidate various other findings of the WYSE Travel Confederation New Horizons survey (2011:17). LaMondia, Snell and Bhat (2010:10) maintain that youth trips tend to include at least two different countries, and for more experienced travellers, the number of countries increases since those travelling for longer tend to visit more countries.

3.5 STUDENTS AND YOUTH TRAVEL MOTIVATION

Table 3.3: Motivators for student travel

Motivator for student travel	Description
Educational tourism	Educational tourism is touristic activities organised for educational purposes that are usually for young people (Gozner and Zarrilli, 2012:118).
Volunteer programmes (Voluntourism)	Voluntourism involves people volunteering while they travel. However, unlike eco-tourism, voluntourism is aimed at helping other people rather than helping the environment (Alexander, 2012:43).

Work and Travel programmes	The participant is hired by a company in the host country, earns an income and has the opportunity to travel (WYSE, 2011:48).
Cultural exchanges	Since sustainable tourism has an educational element, it can foster understanding between people and cultures and provide cultural exchange between hosts and guests (Van Wyk, 2018:01).
Sports tourism	Sports tourism involves travelling to observe or participate in a sporting event away from the usual environment (Wickramaratne and Kumari, 2016:33).
Adventure tourism	Adventure tourism involves travelling to remote or exotic locations in order to take part in physically challenging outdoor activities (Demeter and Brătucu, 2014:3).

Source: Compiled by the author

As with tourism, youth travel generally takes many forms, and these are determined by the extremely varied motivations of young people (WYSETO, 2011:48). Moisa (2010:581), Personen (2013:14). The findings of Ndlovu (2014:03) reveal that the main motivation is to explore other cultures (83%), followed by excitement (74%) and

thereafter, increasing knowledge (69%), thus demonstrating the desire to encounter 'different' people and places.

Ting (2016: 51) adds that those identifying themselves as 'backpackers' tend to be more 'experience seekers' looking for contact with fellow travellers. Furthermore, Ndlovu (2014:05) mentions that those identifying themselves as 'travellers' have more social motives and are more likely to demonstrate VFR tourism during their trip. It is persons identifying themselves as 'tourists' who are more likely to be looking for relaxation on their trip. Kihara (2015:52) agrees with WYSE (2016:54) by saying that younger travellers (under 26 years old) place more emphasis on social contact and excitement, while slightly older travellers seek more individualised experiences and are less in search of extreme experiences. Liu (2014:2) adds that a long trip is clearly seen by students and other young people as a 'once in a lifetime opportunity', and students and young travellers are prepared to dedicate much time, energy and money to ensure that their trip becomes just that. The travel motivations of young travellers are best explained using the Maslow's hierarchy of needs.



Figure 3.2: Maslow hierarchy of needs

Source: Saayman and Dieske2015:42

3.5.1 Maslow's hierarchy of needs

This theory is very important in the tourism sector because the determinants of travel decision-making and influential factors are examined (Saayman and Dieske, 2015:42). The influential factors are related to the travel motivations of tourists, including student travellers. Understanding students' travel motivations is critical to predict future travel patterns. Maslow's five-level hierarchy of needs theory has been broadly accepted and used to explain travel behaviour and suggests that people are motivated to fulfil basic needs before addressing other needs (Yousaf, Amin, Santos and Antonio, 2018:204).

Level 1: Physiological needs

Every tourism destination must meet two basic needs, the physiological needs and the safety needs. Physiological needs are concerned with gastronomy and accommodation (Yousaf *et al.*, 2018:206). In tourism, the supply aspect usually concentrates on food, warmth and the customs relevant to the particular region or village (Kreag, 2015:03). Students whose primary motivation to travel is physical or mental relaxation are seen as aspiring to satisfy a basic physiological need.

Level 2: Safety needs

This is a reflection of the location's character, social life and risk of undesired pathological characters (Li, Zhang and Cai, 2016:03). Van Vuuren and Slabbert (2011:02) stipulate that safety and serenity are the main requirements of tourists when visiting rural areas, with the latter being a prerequisite for physical and mental nurturing. Similar to most tourists, students require comfortable accommodation, tasty food, a friendly atmosphere, safety, serenity and peace (Pesonen, 2011:04).

Level 3: Social needs (e.g. being part of a particular group)

In tourism, personality, hospitality, uniqueness and courtesy of the host are required (Kihara, 2015:01). Rowley (2014:62) specifies that in rural tourism, typical features include diligence, accuracy, dedication, creativity and persistence together with managerial and organising skills and the ability to communicate with people. Dolnicar (2012:02) reports that research by Pearce 1982 on travel experience indicates that younger tourists place more importance on physiological needs than on love, belongingness and self-actualisation needs than older tourists.

Level 4: Self-esteem: the feeling of self-worth

Once individuals have satisfactorily met their need for love and belonging, they can begin to develop positive feelings of self-worth and self-esteem and move to foster pride in their work and in themselves as people (Yousaf *et al.*, 2018:198). Before individuals can work towards self-esteem, however, they must feel safe, secure and part of a group such as a class in school. The active student traveller achieves the objective of reducing tension through physical activity. This activity can be considered as being related to self-esteem and/or to achievement and mastery of the environment (Dolnicar, Lazarevski, Yanamandram, 2012:14).

Level 5: Self-actualisation

At the top of the pyramid is the need for self-actualisation, which is the desire to become everything that a person is capable of becoming and to realise and use one's full potential, capabilities and talents. Most students travel to a destination where there are opportunities to learn new culture. After visiting such places, students are in a position to understand their origins and the differences between their own and other cultures. This need enables students not only to learn of their culture but also to recognise their talents.

Based on Maslow's pyramid, the Travel Career Ladder (TCL) was introduced (Williams and Page, 1989:02) to offer more insight into students' motivations. According to Chetthamrongchai (2017:20), a student's travel motivation changes as the individual accumulates more travel experience. Sheng and Gu (2018:77) mentions that as students accumulate travel experiences, they progress upwards through Maslow's (1970) levels of motivation.

3.5.2 Travel Career Ladder

As illustrated in Figure 3.3., the bottom-up order in the ladder is relaxation needs, safety/security needs, relationship needs, self-esteem and development needs and fulfilment needs.

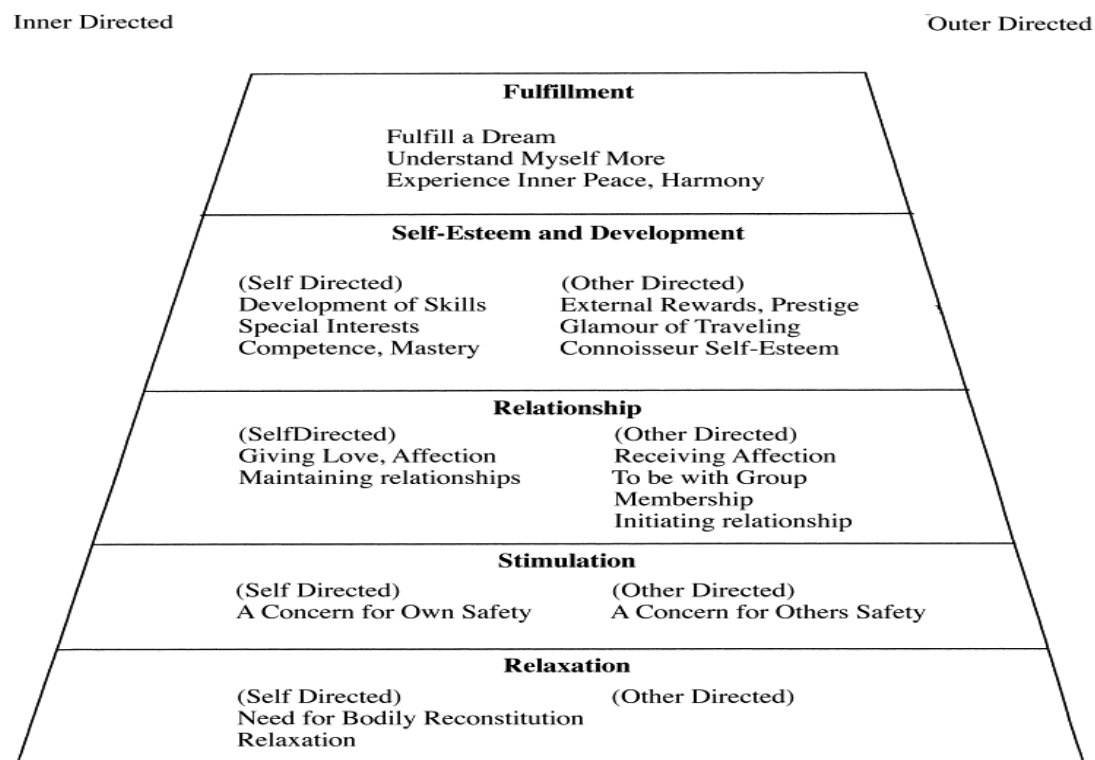


Figure 3.3: Travel Career Ladder

Source: Williams and Page (1989:02)

According to Popp (2013:70), a tourist's choice of destination involves the concept of push and pull factors. These factors explain how individuals are pushed by internal variables and how they are pulled by a travel destination (Chetthamrongchai, 2017:02). As a result, the examination of push factors is thus logically and often temporally antecedent to that of pull factors (Williams and Page, 1989:02). In

summary, tourists are pushed and pulled by certain sources of inherent forces. Individuals are pushed by motivation variables into making travel decisions and are pulled by destination attributes (Marin and Taberner, 2015:07). Tourists, including youth travellers, are pushed or pulled to a certain destination by variables such as the physical environment of the destination and excellent customer service or by the travel decision.

The 'push-pull' factor' compendium theory was first introduced by Tolman in 1959 and was further developed by Dann 1977. In this paradigm, the logic is that tourists are pushed by their own needs towards destinations where they expect their needs to be satisfied (Chetthamrongchai, 2017:03). Thus, travellers act on psychological or physiological stimuli in order to satisfy a felt need or to achieve an anticipated goal (Fodness, 1994; Popp, 2013 :16). In contrast, pull factors are attributes that attract tourists to a specific destination once the decision to travel has been reached (Njagi, Ndivo and Manyara, 2017:18). Overall, the 'push-pull' theory suggests that people travel because they are 'pushed' by internal forces and 'pulled' by external forces.

3.5.3 Push and pull factors

Researchers have investigated and analysed the reasons that motivate people to travel. Maslow's hierarchy of needs and the models of push and pull factors have been widely used in the analyses of travel motivations and behaviour. The following sections of the study examine the relevant literature that relates to travel motivations and behaviour.

Sharpley and Tcifer (2014:115) inform that push factors are motivational factors for tourists, while pull factors are associated with tourist expectations. Push factors refer to the impulses that stem from within individuals and push them towards action (Popp, 2013:70). In contrast, destination attributes that affect and pull tourists in a certain direction form the pull concept (Kihara, 2015:02). By critically reviewing the literature, researchers have indicated six common push factors (i.e. escape, relaxation, prestige, novelty, education and relationship enhancement) and four common pull factors (i.e. culture, safety, local environment and inexpensiveness) (Williams and Page, 1989:02; Popp, 2013:70; Lihn, 2014:02; Kihara, 2015:20; Njagi, Ndivo and Manyara, 2017:05). Relaxation and having a unique experience were found to be important push factors in tourism (Popp, 2013:70)). According to Ndlovu (2014:22), push motivation is an indicator of destination loyalty, which has strong marketing implications.

The VDM provides attractions that are pull factors for potential young tourists. As stated in the Integrated Development Plan 2015/16 of the Vhembe District Municipality (Municipalities, 2016:17), factors that have been determined to motivate tourists to visit attractions around the VDM include tasting Venda traditional food, enjoying the cultural events, savouring the warm climate in the winter season, enhancing social status, socialising and meeting notable individuals.

The following section discusses the forms of tourism that are preferred by youth and students.

3.6 FORMS OF TOURISM PREFERRED BY THE YOUTH

The most important forms of tourism for young people are educational tourism, Work and Travel, voluntourism, tourism practised to study a foreign language, cultural tourism, sport tourism and adventure tourism.

3.6.1 Educational tourism

Demeter and Brătucu (2014:116) refer to educational tourism as tourism that aims to improve the education process and to enrich educational experiences by offering scholarships abroad and travel packages that include camps, trips, foreign language courses at all levels and training in any field or category of interest. Buhalis (2014:558) mentions that educational tourism includes summer schools organised at pre-university and university level and theme camps organised at national and international level.

Research by Ghete (2015:691) found that travel packages vary considerably and include programmes for children, parents, grandparents, pupils, students, postgraduate students, PhD candidates and young employees. Travel packages also cater for academic studies and preparation programmes for admission into prestigious universities all over the world, enabling integration within an interactive, highly qualified environment and providing international recognition of completed courses (Ghete, 2015:691). Moisa (2010:14) adds that the programmes also facilitate spending leisure time and taking part in diverse cultural and fun activities with a group of colleagues of other nationalities in attractive locations.

Educational tourism has evolved with the development of civilizations, demonstrating the emergence of new technologies and the need to embrace these two. (Buhalis, 2014:559). Buaban (2016:18) specifies that the desire for self-education outside the school and university environment has created a new form of tourism, creative tourism, which is defined as relating to participative activities in the culture of the host country through interactive workshops and informal learning experiences.

Buffa (2015:08) mentions that international camps are ideal for children and youth because how new information is assimilated resembles a game, thus facilitating the learning process through similarity, imitation and repetition. Ali (2013:01) adds that participants in these programmes can be accommodated at university campuses, with families selected by the school, in student apartments, in hostels or in hotels, depending on age, preference and the type of programme. The programmes include educational, social and cultural activities, sports and trips and may be achieved through intercultural exchanges, meaning that the host country will also organise these programmes in the students' countries of origin (Ankomah and Larson, 2014:01).

3.6.2 Volunteer tourism

Volunteer tourism is a form of tourism in which travellers participate in voluntary work, typically for a charity (Rowley, 2014:01). Adamietz (2012:107) mentions that the core of voluntourism is the desire to help others through convertor 'voluntourism programmes'. The activity period for volunteers may vary from a few weeks to a year, during which the participants are provided with accommodation, meals, transport and pocket money. Participants in these programmes do not require work permits in the host country because the undertakings involve charitable activities. Alexander

(2012:27) adds that young people will also benefit from the provided language courses and health insurance and are allocated a few free days each month. Research by Moisa (2010:577) found that youth volunteering is a significant market in certain countries, and the areas offering voluntourism are diverse. These areas include environmental protection, arts and culture, sports and recreation in addition to working with children, young people or the elderly. A report by the World Travel and Tourism Council (WTTC) (2016:20) reveals that volunteer camps represent opportunities to explore the potential of an international group of young people who work together to implement a project, to develop dialogue, to have fun and to interact with local communities.

According to Demeter and Brătucu (2014:13), tourism accomplished by young people with the aim of gaining work experience, namely Work and Travel programmes, represents a growing market niche. Moisa (2010:581) agrees with Demeter and Brătucu (2014:13) and states that most Work and Travel programmes originate from youth exchanges organised in the countries that have signed partnerships of this kind.

The findings of World travel and Tourism Council (2019:18) reveal that over 7% of the global youth travel market is related in some way to working abroad, and these tourists spend an average of US\$3 200 per trip; however, over 40% of the total cost is recouped by working at the destination. Most young people who participate in Work and Travel programmes make the decision to travel and work abroad based on information gathered from friends who have experienced such programmes. The average length of such trips is approximately six months (Moisa, 2010:578).

3.6.3 Cultural exchange

Cultural exchanges have considerable impact on the attitudes of young people, inducing a sense of cultural tolerance and understanding together with the feeling of interpersonal trust and identification with global problems (Moisa, 2010:581). Wosinski (2019:01) states that the direct benefits achieved by young people through partaking in such exchanges are materialised in the development of the ability to understand the culture of other people and their own personality and identity better, thus initiating the feeling of belonging to the common destiny of humanity. Research by the WTO (2016:48) indicates that the factors with the greatest influence over the development of the intercultural tolerance spirit are the direct contact of the youth with the local population and other young people and the positive practical experience.

3.6.4 Sports and adventure tourism

This type of tourism represents an important way to satisfy certain needs of young people regarding their leisure time and the ways to spend this time in an active manner in the heart of nature (Demeter and Brătucu, 2013:01). Demeter and Brătucu (2014:13) mention that the significance of sports and adventure trips should be stressed not only in terms of developing the personalities of the youth and the opportunities to discover new territories, cultures or ways of life but also in terms of the importance that these have in attaining a rich experience of life. Moisa (2010:581) mentions that adventure tourism means more than exercising outdoors; it means more history, culture or contact with local communities than traditional tourism.

Light (2017:278) asserts that youth travel has the attributes of a 'consumer product', especially in the case of sport or adventure activities, since young people are important

consumers of destinations and ‘trendy’ activities and thrills in general. According to Poudel (2013:27), the young people of today who seek thrills are no longer satisfied with extreme sports such as bungee jumping, snowboarding or surfing in the ocean but instead opt for more fashionable and dangerous activities such as volcano boarding, a type of snowboarding on an active volcano.

3.7 TRAVEL BEHAVIOUR OF THE YOUTH AND STUDENTS

The previous travel experiences of young people and students should be considered (Ghete, 2015:05). The findings of the UNWTO (2016b:51) indicate that the average number of previous trips outside the home region is six, with students over 26 years of age averaging eight previous trips. LaMondia, Snell and Bhat (2010:10) add that the trips tend to include at least two different countries, and for the more experienced travellers and those taking longer trips, the number of countries visited increases. LaMondia, Snell and Bhat (2010:08) and Liu (2013:19) indicate the tripographics and preferences of student travellers presented in Table 3.2.

Table 3.4: Tripographics and preferences of student travellers

Tripographics	Youth and student preferences
Self-identity	The majority are students aged under 26 years with high education levels. They identify themselves as travellers, backpackers and tourists.
Accommodation	The most popular forms of accommodation are with friends and relatives (41%) and backpacker hostels (32%).

Average length of trip	The length of the last main trip is considerable – 63 days on average. Those calling themselves ‘backpackers’ travel for longer (74 days on average).
Average expenditure	Within the destinations, the average spend is relatively low at under US\$20 per day. However, the total average spend in the destination is high at US\$1 200 per trip and including travel costs, the total average spend rises to almost US\$1 900 per trip.
Tourist activities	The most popular activities are visiting historical sites and monuments (77%), walking and trekking (76%) and more leisurely pursuits such as sitting in cafés/restaurants (72%) and shopping (72%).
Form of transportation	Those calling themselves ‘tourists’ are more likely to use tour buses to reach their destination, while ‘backpackers’ tend to use the rail and coach networks more than ‘travellers’ and ‘tourists’.
Booking	The majority of young people and students use travel agents to book their travel (65%), and the overall split between mainstream travel agents and specialist travel agents is more or less equal. As they get older, these tourists tend to make their own travel arrangements rather than use travel agencies.

Source: Author

Research conducted by Verma (2016:34) found that the majority of young people and students use travel agents to book overseas travel (65%), and the overall split between mainstream travel agents and specialist travel agents is more or less equal. However, according to WYSE (2016:37), travellers calling themselves ‘backpackers’ are more

likely to use specialist travel agencies (42%), and travellers calling themselves 'tourists' are more likely to use mainstream travel agents (51%). Gigli (2015:13) states that as these travellers get older, they tend to make their own travel arrangements rather than use travel agencies, and few travellers book accommodation in advance of their departure.

Furthermore, Popp (2013:41) elucidates that the average booking lead time is six weeks, which extends to two months for trips over four months in duration. Dolnicar, Lazarevski and Yanamandram (2012:84) adds that 56% of young people obtain some type of student discount on their trip, 30% obtain an under-26 discount, 25% obtain discounts on rail and bus services and 17% obtain accommodation discounts.

In exploring students' needs and preferences to determine their expenditure patterns accurately, it is important to understand segmentation. The following section explores segmentation in relation to the student travel market.

3.8 MARKET SEGMENTATION

According to Pesonen (2013:17), segmentation is defined as the process of dividing a total market such as all visitors or a market sector such as holiday travel into subgroups or segments for marketing management purposes. Kihara (2015:17) defines market segmentation as a process of identifying special consumer needs and promoting the resultant products, which can create a special need and result in consumption of behavioural and non-behavioural characteristics. In other words, segmentation is justified on the grounds of achieving greater efficiency in the supply

of products to meet identified demand and to increase cost effectiveness in the marketing process (Middleton and Clarke, 2012:108). According to Smith and Trede (2013:330), the primary bases for segmentation include demography, geography, behaviour, lifestyle, personality and benefits sought.

The most common method of segmenting includes determining demographic variables such as age, race, sex, income, occupation, education, geographic location and household status. Buaban (2016:18) mentions that much of the segmentation will involve a combination of these variables and no matter how the segments are defined, they are characterised by considerable change over time.

3.8.1 Purpose of segmentation

Middleton and Clarke (2012:108) argue that the purpose of segmentation is to facilitate more cost-effective marketing through the formulation, promotion and delivery of products that are purposefully designed to satisfy the identified needs of target groups. Michopoulou and Moisa (2016:98) add that segmentation concentrates on marketing energy and force on the subdivision to gain a competitive advantage within the segment. According to Chiu (2015:03), segmentation generates higher sales volumes by making a specific group of people believe that the relevant product is the best to satisfy their needs. Furthermore, Horner and Swarbrooke (2016:08) mentions that segmentation also allows the development of products at a lower cost because the features can be narrowed down to only those that a specific group of people want rather than trying to provide multiple products for multiple groups.

Larsen (2010:47) concludes that the purpose of segmentation is not to distinguish different subgroups of a larger population but rather to identify the differences among groups in order to determine the approach required to reach the marketing solution. Now that we have elaborated the purpose of segmentation, bases of segmentation is addressed below.

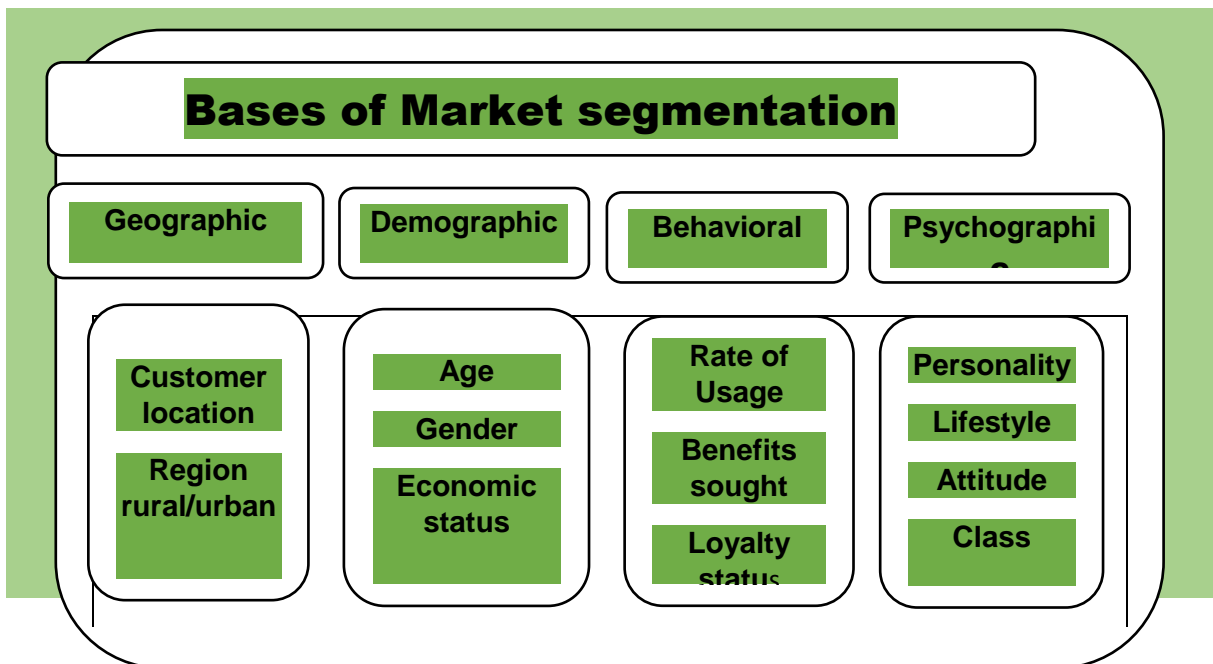


Figure 3.4: Bases of segmentation

Source: Larsen (2010:17)

Each base of segmentation is discussed below:

3.8.2.1 Geographic segmentation

Geographic segmentation involves a business dividing its market on the basis of geography. There are several ways that a market can be geographically segmented (Larsen, 2010:09). Pesonen (2013:22) suggests that markets can be divided by geographical area such as city, county, state, region, country or international locality.

Grimsley (2016:01) adds that markets can also be divided by area type such as rural, urban and suburban, by climate or by total population in each area.

Rowley (2014:03) suggests that the more an organisation knows about its customers and prospective customers – their needs, desires, attitudes and behaviours – the better it will be able to design and implement the marketing efforts required to stimulate the customers' purchasing decisions. Stone and Petrick (2013:08) mention that market segmentation recognises that people differ in regard to their tastes, needs, attitudes, lifestyles, family size and family composition. Market segmentation is a deliberate policy for maximising market demand by directing marketing efforts at significant subgroups of customers or consumers (Middleton and Clarke, 2012:105).

The findings of South African Government (2015:33) reveal that in the tourism industry, tourists who are geographically segmented are referred to as domestic or international tourists. Kayster (2015:17) adds that domestic tourists originate within the borders of the specific country whereas international tourists originate from outside its borders. Moreover, Lopez and Ramos (2016:12) mentions that tour operators use the terms inbound or outbound based on the geographical destination of the tourist. Bhatia (2014:21) concludes that inbound tour operators engage with tourists arriving in the country; alternatively, outbound tour operators deal with tourists leaving the country for an outside destination.

3.8.2.2 *Demographic segmentation*

Gigli (2015:1) states that demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income and education.

Larsen (2010:7) adds that demographics can be segmented into several markets to help an organisation target its consumers more accurately. Bhatia (2014:22) states that segmentation generally divides a population based on variables, and for demographic segmentation, the variables include age, gender, family size, income, occupation, religion, race and nationality.

Taillon (2014:03) mentioned that demographic segmentation is one of the most commonly used forms of segmentation because it is clearly identifiable. Sundling (2015:11) mentions that the variables age, gender, income, occupation and nationality that are used for demographic segmentation help to divide a large population into specific customer groups. Martins (2015:63) states that for mass marketing, this is an ideal way to categorise individuals and to aid in the analysis of large amounts of data in a short time period for market research and for promotions.

Furthermore, demographics allow the actual ages of consumers to be determined, thus aiding in the development of the life-cycle stages of a product or determining the heritage of competitors in the industry. Customers grouped by demographics enables the targeting of strategies to reach specific groups since people from certain demographic groups often react in the same way to marketing (Ndlovu, 2014:21).

3.8.2.3 *Behavioural segmentation*

Behavioural segmentation is based on the customer's attitude towards a product or the use thereof (Pesonen, 2013:23). Stone and Petrick (2013:22) assert that many marketers believe that the behavioural variables such as occasion, benefits sought,

user status, usage rate, buyer-readiness stage and brand loyalty status and attitude are the best starting points for constructing market segments.

3.8.2.4 Psychographic segmentation

Psychographic segmentation is the division of a market based upon consumer personality traits, values, attitudes, interests and lifestyles (Pesonen, 2013:26). Ali (2013:11) mentions that segmentation allows for better development and marketing of products because there will be a more precise match between the product and each segment's needs and wants. Getz and Page (2016:19) mentions that psychographics is aligned with demographics but reflects that people and families have different product and service needs throughout their life; for example, everyone has different clothing habits based on their lifestyle.

Gigli (2015:02) poses that the lifestyle of a rural area customer may be different from an urban area customer. Psychographic segmentation also captures the needs of different types of households such as single parent, married with children or senior members. Chetthamrongchai (2017:01) adds that this type of segmentation is also called psychographics and is measured using information captured on the activities, interests and opinions of the target customer. Demeter and Brătucu (2014:17) mention that information can be used to determine how people enjoy their leisure time and the products that will achieve the greatest response. Inkson and Minnaert (2012:16) conclude that by defining the activities and interests of the target market, products and services that are uniquely tailored to the customers' needs can be developed.

3.9 TOURISTS' EXPENDITURE PATTERNS

A tourist expenditure pattern is defined as the total consumption expenditure made by a visitor or on behalf of visitors for and during the trip and the stay at the destination (Ali, 2013:01). Kaur and Singh (2015:08) state that all goods purchased and prepared before the trip should be included. Visitor expenditure usually comprises six main components, transportation, lodging, food and beverages, gifts and souvenirs, entertainment and recreation (Disegna, 2016:10). Food and meal consumption expenditure covers one-third of the total expenditure for most tourists around the world (Chiu, 2015:05).

The study by Chiu (2015:81) reveals that disposable income is the major funding source for travelling. Dung and Mohan (2016:10) asserts that tourism participation is restricted by budget constraints. However, student travellers obtain their travel funds from personal savings, student loans or scholarships, parents, boyfriends, girlfriends or spouses. It is common for young people to fund their travel from personal savings. Furthermore, Saayman and Dieske (2015:78) state that partners and spouses with high incomes may fund the trips, and strong economic conditions allow parents to fund their children's travels.

Alexander (2012:29) indicates that expenditure on different tourism products helps to determine the size of each market in economic terms and to identify attributes that influence travel expenditure characteristics among young travellers. The expenditure patterns of the students are best explained in figure 3.7 below.

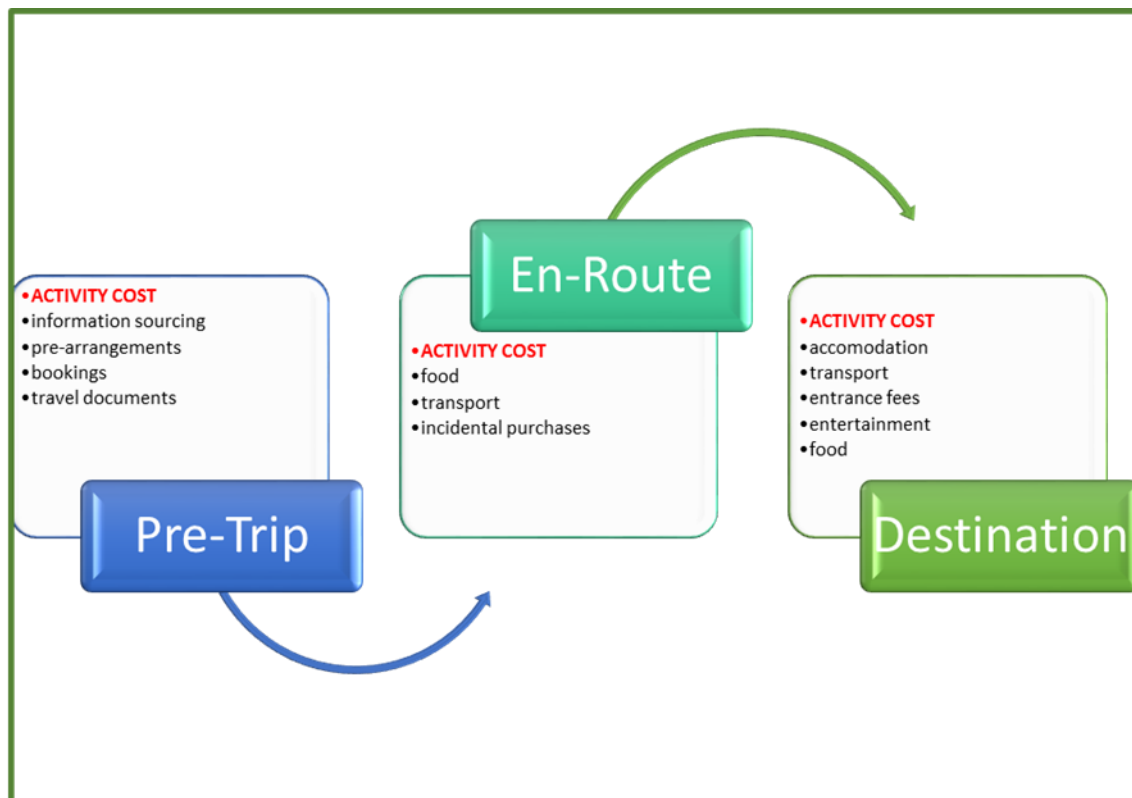


Figure 3.5. Travel expenditure patterns

Source: Adjusted from Disegna (2016: 09)

Figure 3.7 illustrate the expenditure patterns of students before, en-route and when they are at the destination. A traveller's decision regarding the amount to spend on a trip is the main factor that determines the tourism expenditure (Chiu, Ramli, Yusof and Ting, 2015:10). Yousaf *et al.* (2018:203) point out that the expenditure pattern is the expenses allocated to tourism products. In this study, the amount of money spent and preferences in purchasing tourism products such as transportation, accommodation, entertainment and recreation, food and beverages, and gifts and souvenirs during a vacation are measured.

Transportation, accommodation, food and beverage establishments and activities are basic yet essential elements of a vacation (Demeter and Brătucu, 2014:14).

Chetthamrongchai (2017:01) adds that personality and travel motivation are significantly related to activity preference.

3.10 SUMMARY

Young leisure travellers are digitally savvy experience seekers with a high-energy approach to travel and a willingness to participate in a range of social, outdoor and nature-based adventurous activities, visiting the attractions either independently or through organised tours (Fitchet, 2015:121). Students may also combine travel with experiential opportunities such as volunteering, internships and paid work. This chapter shows that there is much literature on youth/student travellers internationally; however, less research has been conducted in Africa and specifically South Africa and the Limpopo province.

The following chapter discusses the research design, population and sampling, the research instruments and the data collection methods.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

Methodology is the systematic, theoretical analysis of the approaches applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge (Elisabeta, 2013:4). According to Long (2014:428), methodology is the logical, theoretical investigation of the pragmatic means relating to a field of study. Bengtsson (2016:01) presented methodology as the universal research approach that structures the way in which research is to be conducted.

This chapter outlines the system through which the research methodology was applied and discusses the research design, population and sampling, the study area, the research instrument and the data collection methods.

4.2 RESEARCH DESIGN

Bhattacharje (2012:113) defines research design as the plan that is used to determine the research procedures that are required to obtain the relevant information. In this case, the descriptive research approach was used, which is a scientific method in which the problem is identified, relevant data are gathered, and a hypothesis is formulated from the data and empirically tested. This involves observing and describing the behaviour of a subject without influencing it in any way (Mowforth and Munt, 2015:1).

This study used a quantitative approach as it is a means of testing objective theories that allows statistical analysis of quantifiable numerical data derived from examining relationships among variables (Wiid and Diggins, 2013:59).

Taillon (2014:06) states that the quantitative approach is used to examine relationships between variables and to determine cause-and-effect interactions between these variables. Such data are then compared in a systematic way and the conclusions generalised across groups of people.

4.3 POPULATION AND SAMPLING

4.3.1 Population

The study population comprised students attending UNIVEN, the Limpopo College of Nursing (Vhembe Campus) and the Vhembe TVET College. Established local attractions within the VDM were selected. The target population was very specific and included selected students with valid student cards who visited the chosen attractions. The respondents were not randomly selected and, therefore, non-probability sampling was used to select the sample members.

4.3.2 Study area

The study was conducted in the VDM), which is situated in the north of the Limpopo Province. The VDM is home to two national parks that attract both local, national and international tourists. These are the famous Kruger National Park and the world-renowned Mapungubwe World Heritage Site.

The diagram below illustrates the VDM in which the study was carried out.



Figure 4.1: Vhembe District Municipality

Source: Municipalities, 2016:04.

Three major tertiary institutions of the VDM were selected for the study, UNIVEN, the Limpopo College of Nursing and Vhembe TVET College. These institutions have registered students from all over the country in addition to a few international students. Many of these students visit the local attractions during their studies.

4.3.3 Sampling

A target population is very specific and is not randomly selected. Therefore non-probability sampling was used to select the sample members of the study population. Non-probability sampling is a sampling technique in which the samples are gathered in a process that does not give all the individuals in the population an equal chance of being selected (Anon, 2011:57). Only students with valid student cards and name tags were selected. For the purpose of this study, 300 students from UNIVEN, 150 students from

Vhembe TVET College and 150 students from the Limpopo College of Nursing were selected, resulting in a sample size of 600 (n=600) students.

The researcher used the following recommended Raosoft formula to obtain the sample size:

$$n = \frac{p(1-p)Z^2}{e^2}$$
 Where n = sample size, Z = confidence level (90%), e = sampling error, p = degree of variability.

To determine the sample size, an appropriate combination of confidence level and sampling error was carefully chosen. A total of 623 questionnaires were completed by the respondents, but only 600 were included in the final analysis. The remaining 23 questionnaires were destroyed.

4.3.4 Types of information and sources

The research project included a literature search that promoted an in-depth understanding of the study domain. In the process, key words were used to select related and relevant articles. The search selected concepts and methods that were useful for the study. The literature review assisted in the formulation of a research tool relevant to ecotourism and ecotourism-based studies. The literature review was conducted through the use of the following:

- Journal articles
- Organisational documents such as annual reports
- Scholarly published works
- Newspapers
- Public documents
- Electronic media

4.4 RESEARCH INSTRUMENT

Self-completion questionnaires with open-ended and closed-ended questions were distributed to the students to complete. This instrument is convenient, cheap, quick to use and avoids interviewer effects, thus increasing the chances of reliable data being collected (Zaei and Zaei, 2013:192).

A self-completion questionnaire is a systematically prepared document with a series of questions that is deliberately designed to produce responses from respondents for the purpose of collecting data that will provide insight into the nature of the study (Creswell, 2013:6). Certain attributes of past research instruments were integrated into the development of the instrument for the current study together with assistance from the supervisory team. Past research consulted was that of Khaldi (2017:29) and Tshipala (2013:71). The research instrument was used to acquire the necessary data to address the problem statement. The instrument consisted of three sections:

- Section A: Travelling in the VDM
- Section B: State of VDM attractions
- Section C: Demographical information

The questionnaire was accompanied by an official cover letter that was sent to the management of the institutions requesting permission to approach the students. The letter contained the details of the researcher and the supervisory team and the contact details of the research office. The Ethical Clearance Form indicating the Ethical Clearance Number was also available.

4.5 DATA COLLECTION, CODING AND CAPTURING

Data collection is the gathering of relevant information by way of the techniques identified in the research methodology (Khaldi, 2017:31), while data coding refers to assigning numerical values to the variables that need to be captured. For data collection, two field workers visited students with valid student cards at their institutions.

4.5.1 Pilot study

A pilot study is a standard scientific tool that allows scientists to conduct a preliminary analysis before committing to the entire study or experiment (Saner, Yiu and Filadoro, 2015:01). The pilot study was conducted to determine whether or not the categories in the questionnaire were valid, reliable, efficient and easily understood and to establish the time required to complete the questionnaire (Alvi, 2016:09). The pilot study was conducted at UNIVEN where two questionnaires were distributed by the researcher to two students to complete. The aim of piloting the study was to check the simplicity of the instrument and to ensure that there are no mistakes in the instrument. The results from the pilot study did not change the instrument nor form part of the analysis of the study.

4.5.2 Fieldwork

Fieldwork was conducted by the researcher and two research assistants who were studying an Honours. The fieldworkers were experienced in data collection, and this made it easy for them to explain the questions to the respondents. The questionnaires were completed by the respondents in the presence of the researcher and the fieldworkers.

The parameter used during data collection to attain a meaningful data response was student cards for UNIVEN and Vhembe TVET College students and name tags for the students at the Limpopo College of Nursing. It was easy to identify students from the

nursing college even when outside the Tshilidzini Hospital because they wore all-white uniforms with name tags.

4.5.3 Capturing

Data capturing was done by the researcher using Microsoft Excel 2016 and Statistical Analysis Software (SAS). A total of 623 questionnaires were completed by the respondents; however, only 600 were included in the final analysis.

4.6 DATA ANALYSIS

The data obtained were analysed using the SAS program. The SAS is an integrated software suite developed by the SAS Institute for advanced analytics, multivariate analysis and predictive analytics. The program provides a comprehensive set of tools for both specialised and enterprise-wide statistical needs, which range from analysis of variance and linear regression to Bayesian inference and high-performance model selection for massive data. The data analysed are presented in graphs, frequencies and tables. To answer the study objectives, the following analyses were conducted.

4.6.1 Descriptive statistics

Descriptive statistics help to describe, show or summarise data in a meaningful way that makes it easier for a reader to comprehend (Rowley, 2014:13). However, descriptive statistics do not allow the researcher to make conclusions beyond the data analysed or to reach conclusions regarding any hypotheses that may have been made (Balakumar, Inamdar and Jagadeesh, 2013:59).

Descriptive statistics are very important because if the researcher simply presented raw data, it would be difficult to visualise what the data were demonstrating, especially if there

was a significant amount of data (Alvi, 2016:55). Most descriptive statistics include the use of charts and frequencies and are employed in describing the characteristics of respondents such as age and gender. In the current study, the descriptions compiled from the characteristics of the respondents assisted in establishing assumptions that required follow-up tests to be conducted.

4.6.2 Factor analysis

Factor analysis refers to a range of techniques that aim to explain a larger number of variables through the use of smaller groupings of composite variables (Fitchet, 2015:128; Wiid and Diggines, 2013:100). Factor analysis is a method for investigating whether or not a number of variables of interest are linearly related to a smaller number of unobservable factors (Phiri, 2016:13). Two constructs of interest were used to conduct the principal component factor analysis. The analysis determined the preferences of students regarding the tourism activities and the behavioural descriptors applicable to their spending patterns (Creswell, 2013:12).

4.6.3 Cluster analysis

Cluster analysis is the task of grouping a set of objects in such a way that objects in the same group are more similar to each other than to those in other groups (Kaur and Sigh, 2015:358). In the current study, a cluster analysis using direct marketing was conducted. This was done to realise the possible clusters constructed on the similarities among responses (Rowley, 2014:13). The number of clusters calculated was equally determined by the differences in the responses. It was observed that within each cluster, there was a low level of homogeneity. Conversely, a reasonable level of heterogeneity was present among the clusters.

4.6.4 Chi-square

Chi-square is a statistic that assesses the goodness-of-fit between a set of observed values and those expected theoretically. In the current study, the chi-square test was used to determine whether or not there was a statistically significant relationship between two categorical variables (Creswell, 2013:01). Chi-square tests were conducted to ascertain the existence of significant differences between clusters or other variables. The study conducted cross-tabulation of demographics of respondents and their expenditure on tourist facilities.

When testing at a 5% level of significance, the criteria used is that if the p-value of the test is <0.05 , the null hypothesis is rejected, but if the p-value is ≥ 0.05 , the null hypothesis is not rejected (Tshipala, 2013:133). In the current study, for the chi-square test to be valid and relevant, the following requirements were taken into account:

- Quantitative data
- One or more categories
- Independent observations
- Adequate sample size (at least 10)
- Simple random sample
- Data in frequency form
- All observations must be used

4.6.5 Reliability and validity

The term reliability is defined as the internal consistency of a measure. Three aspects are considered when testing whether or not a measure is consistent. These are stability (describing the confidence in measure, stable over a set period of time), internal reliability (consistency indicators) and inter-observer consistency (recording consistency). In the

current study, the questionnaire consisted of questions based on the Likert scale. The Cronbach's alpha coefficient was used to determine the consistency of the scales. According to Khaldi (2017:31), a coefficient that is 0.9 is excellent, 0.8 is good and 0.7 is acceptable. However, a coefficient of 0.6 is questionable and a coefficient of 0.5 is poor. A Cronbach's coefficient of <0.5 is not acceptable. In addition, scales that demonstrate a Cronbach's alpha coefficient of 0.6 and below must undergo a second item-reliability test.

According to Mohajan (2017:10), validity is defined as whether or not the instrument or test truly measures what it claims to measure. In the current study, the pilot study was used to test the validity.

4.7 ETHICAL CONSIDERATIONS

Research ethics is defined as the ethics required in the planning, conducting and reporting of research (Whalley, 2014:01). It is clear that research ethics should include the protection of human and animal subjects (Resource for Research Ethics Education, 2013:01). When conducting research, engaging in ethical practices is not a matter of choice but a necessity (Wiid and Diggines, 2013:21). In this study, the researcher adhered to the required ethical standards.

Ethical Clearance was obtained from the Higher Degrees Committee of UNIVEN and the approval letter containing all relevant information was forwarded to the management of the institutions. In addition, the researcher obtained the respondents' consent to participate in the study. The respondents were provided with sufficient information for them to make an informed decision regarding whether or not to participate in the study and to ensure participation without fear. The findings of the research were reported fairly and accurately.

4.8 SUMMARY

Chapter 4 provided an insight into the research methodology of the study. A self-administered questionnaire was used for data collection. For successful data collection, the researcher used fieldworkers to obtain the required number of completed questionnaires. To analyse the data, descriptive statistics, factor analysis, cluster analysis and chi-square were used.

CHAPTER 5

RESULTS AND INTERPRETATION

5.1 INTRODUCTION

The results and findings presented in this chapter are based on a sample of 600 students from three major tertiary institutions of the VDM, namely UNIVEN, Vhembe TVET College and the Limpopo College for Nursing (Vhembe Campus). Questionnaires with structured questions were distributed by the researcher and the field workers to the students who had agreed to participate in the study.

The questionnaire consisted of three sections. Section A assessed travelling in the VDM, Section B examined the state of the attractions in the VDM and Section C addressed the demographical information of the respondents. The results were presented as follows:

- Descriptive statistics for sections A, B and C
- Chi-square results
- Factor analysis results for Section B
- Cluster analysis associated with spending behaviour

The research results and findings are presented by means of tables and figures and are subsequently discussed. The chi-square test was performed to determine correlations between biographical data variables and the other components in the questionnaire. Factor analysis and cluster analysis were performed to achieve the objectives of the study.

5.2 DESCRIPTION OF RESPONDENTS

A secondary objective of the current study was to determine the demographics of the students. This section presents the demographic descriptions of the respondents who participated in the study.

Table 5.1: Demographical factors

Variable	Description	Count	%
Gender	Female	395	65.83
	Male	205	34.17
Age interval	18–24	259	43.17
	25–34	315	52.50
	35–44	26	4.33
	45–54	0	0.00
	64+	0	0.00
Ethnic group	Venda	272	45.33
	Sepedi	171	28.50
	Tsonga	132	22.00
	Xhosa	21	3.50
	English	4	0.67
Province	Limpopo	497	82.83
	Gauteng	45	7.50
	Mpumalanga	54	9.00
	North-West	4	0.67
	Kwa-Zulu Natal	4	0.67
Institution	UNIVEN	300	50.00
	Vhembe TVET	150	25.00
	Limpopo College of Nursing	150	25.00
Level of study	1st year	108	18.00
	2nd year	205	34.17
	3rd year	162	27.00
	4th year	59	9.83
	Postgraduate	66	11.00
Residence	University resident	324	54.00
	Renting outside institution	181	30.17
	Staying with family	95	15.83

Variable	Description	Count	%
Monthly allowance	R500–R900	113	18.83
	R1 000–R1 500	275	45.83
	R1 600–R2 000	26	4.33
	R2 100–R3 000	41	6.83
	R3 100–R4 000	0	0.00
	R4 100–R5 000	0	0.00
	R5 100–R10 000	58	9.67
	99	87	14.50

5.2.1 Gender

Table 5.1 represents the demographics of the respondents who participated in this study. Female respondents were in the majority. The table indicates a 31.67% (n=190) difference between the number of male and female respondents.

5.2.2 Age intervals

A criterion for participation was that respondents needed to be 18 years of age and over since this is the legal age at which one can make decisions without consent of the parents/guardian. The age group 54+ was included in the study to accommodate the more mature respondents who were registered for postgraduate studies. Over 43% (n=259) of the respondents were aged between 18 years and 24 years, followed by 52.50% who were aged between 25 years and 34 years (n=315) and 4.33% (n=26) who were aged between 35 years and 44 years. The age groups of 45–55 and 54+ had 0% representation. Most students at this stage have completed their studies, working and studying part time or are attending night classes (data were collected during the day).

5.2.3 Ethnic group

Table 5.1 also demonstrates the ethnic groups found within the VDM. Pedi respondents are represented by 28.50% (n=171), Tsonga by 22.00% (n=132) and Xhosa by 3.50%

(n=21). The results further revealed that there is small number of white students registered at VDM institutions (0.64%; n=4) and a high percentage of students of Venda ethnicity (45.33%; n=272). The reason for this large number of Venda students could be attributed to the fact that the setting of the study is in the VDM where most of the inhabitants are members of the Venda population.

5.2.4 Province

According to the results in Table 5.1 regarding the province of the student, the Limpopo province was represented by the largest number of respondents (82.83%; n=497) and was followed by Mpumalanga province (9.00%; n=54) and Gauteng province (7.50%; n=45). The provinces of North West and Kwa-Zulu Natal indicated an equal number of respondents (0.67%; n=4).

5.2.5 Level of study

Students indicated that they travel most in their second year of study (34.17%; n=205), followed by their third year (27.00%; n=162). Most first-year students (18.00%; n=108) do not travel much because they are not yet familiar with the area. Postgraduate students travel more than fourth-year students, which is represented by 11.00% (n=66) and 9.83% (n=59) respectively.

5.2.6 Residents

Students who are residing at the institution's residence are represented by 54.00% (n=324). This is significantly more than the number of students renting accommodation outside the institution (30.17%; n=181) and students staying with family (15.83%; n=95).

5.2.7 Monthly allowance

Since the main aim of this study was to determine the expenditure patterns of students, determining the student's monthly allowance was crucial. The majority of the students indicated that their allowance ranged between R1 000 and R1 500 (45.83%; n=275), followed by 18.83% (n=113) of students who received an allowance between R500 and R900 and almost 10% (n=58) who received an allowance between R5 100 to R10 000. The results revealed that 6.83% of the students (n=41) received R2 100 to R3 000, with 14.50% (n=87) not receiving a monthly allowance at all and 99 represents students who chose not to disclose their allowances. The reason for some students not receiving a monthly allowance could possibly be due to the fact that they are staying with their families not far from the institutions.

5.3 CHI-SQUARE RESULTS

Chi-square tests were conducted to determine the level of association between each demographic variable and other important variables in order to ascertain expenditure and expenditure patterns. Because there are many associations, the detailed results are attached. The simple results are presented below for association and no association based on each demographic factor.

5.3.1 Association of gender with expenditure

The chi-square test was applied to determine the association between gender and expenditure on transport, entrance fee, food and beverages, entertainment and accommodation. The results are presented in Table 5.2.

Table 5.2: Association of gender with expenditure

Association of Gender with Expenditure			
Variable	Pearson's chi-square	df	p-value
Gender with transport spend	39.0396	=2	.000000
Gender with food and beverage spend	50.6439	=3	.000000
Gender with entertainment spend	48.5830	=4	.000000
Gender with accommodation spend	41.2023	=6	.000000
Gender with entrance fee spend	29.472,	=1	.000000

Table 5.2 assesses the relationship between gender and other variables. The results reveal that there is a relationship between gender and spend regarding transport, entrance fee, food and beverages, entertainment and accommodation. The relationships are shown by the p-values of 0.000, which are less than the chosen significance level of 0.05.

5.3.2 Age and expenditure

The association between the student's age and expenditure pattern is demonstrated in Table 5.3 below.

Table 5.3: Association of age with expenditure

Association of Age with Expenditure			
Variable	Pearson's chi-square	df	p-value
Age with transport spend	46.1379	=4	.000000
Age with entrance fee spend	38.8320	=2	.000000
Age with food and beverage spend	101.753	=6	.000000
Age with entertainment spend	563.383	=8	.000000
Age with accommodation spend	125.969	=12	.000000

The association between the age groups and transport, entrance fee, food and beverages, accommodation and entertainment expenditure were also assessed. The p-value of 0.000, which is less than the chosen statistical significance level of 0.05, indicates that there is an association between age groups and all the variables.

5.3.3 Association of ethnic group with expenditure

Table 5.4 below presents the association between ethnic group and expenditure.

Table 5.4: Association of ethnic group with expenditure

Association of Ethnic Group with Expenditure			
Variable	Pearson's chi-square	df	p-value
Ethnic group with transport spend	61.4935	=8	.000000
Ethnic group with entrance fee spend	61.4935	=4	.000000
Ethnic group with food and beverage spend	203.957	=12	.000000
Ethnic group with entertainment spend	140.223	=16	.000000
Ethnic group with accommodation spend	155.768	=24	.000000

The association between ethnic group and transport, entrance fee, food and beverages, accommodation and entertainment expenditure were also assessed. The results show that there is a statistically significant relationship between ethnic group and expenditure regarding transport, entrance fee, food and beverages, entertainment and accommodation. According to Table 5.4, the variable accommodation indicates a Pearson's chi-square value of 155.768, 24 degrees of freedom and a p-value of 0.000. Hence, there is insufficient evidence to reject that there is no association between ethnicity group and accommodation spending. Similar results were obtained for the other variables and, therefore, it can be concluded that there is an association between ethnicity and the other variables.

5.3.4 Association of level of study with expenditure

The association between the level of study and expenditure is demonstrated in Table 5.5 below.

Table 5.5: Association of level of study with expenditure

Association of Level of Study with Expenditure			
Variable	Pearson's Chi-square	df	p-value
Level of study with transport spend	23.1480	=8	.000000
Level of study with entrance fee spend	15.7066	=4	.000000
Level of study with food and beverage spend	87.1725	=12	.000000
Level of study with entertainment spend	160.503	=16	.000000
Level of study with accommodation spend	213.070	=24	.000000

The chi-square test was applied to assess the association between the level of study and the expenditure regarding transport, entrance fee, food and beverages, entertainment and accommodation. The results show that there is insufficient evidence to reject that there is no association between the level of study and the spend relating to the above-mentioned variables.

5.3.5 Association of type of residence with expenditure

The chi-square test was applied to assess the association between the type of residence and expenditure regarding the variables. The results are presented by the Table 5.6 below.

Table 5.6: Association of type of residence with expenditure

Association of type of Residence with Expenditure			
Variable	Pearson's chi-square	df	p-value
Residence with transport spend	91.9427	=4	.000000
Residence with entrance fee spend	98.8139	=2	.000000
Residence with food and beverage spend	41.5195	=6	.000000
Residence with entertainment spend	68.4983	=8	.000000
Residence with accommodation spend	57.2782	=12	.000000

The associations between residence and the expenditure regarding food and beverages, transport, entrance fee, entertainment and accommodation were also assessed. The results for accommodation, transport, entrance fee food and beverages and entertainment demonstrated p-values of 0.000, which is less than the chosen statistical significance level of 0.05. This indicates that there is an association between residence and all the variables.

5.3.6 Association of monthly allowance with expenditure

The association between the student's monthly allowance and pattern of expenditure is demonstrated in Table 5.7 below.

Table 5.7: Association of monthly allowance with expenditure

Association of Monthly Allowance with Expenditure			
Variable	Pearson's chi-square	df	p-value
Monthly allowance with transport spend	133.416	=10	.000000
Monthly allowance with entrance fee spend	75.5843	=5	.000000
Monthly allowance with food and beverage spend	101.671	=15	.000000
Monthly allowance with entertainment spend	635.475	=20	.000000
Monthly allowance with accommodation spend	252.979	=30	.000000

Table 5.7 presents the results regarding the association of monthly allowance with expenditure regarding transport, entrance fee, food and beverages, entertainment and accommodation. In regard to transport spending, the Pearson's chi-square value of 75.5843 with 5 degrees of freedom and the p-value of 0.000, which is less than the chosen statistical significance level of 0.05, indicate that there is an association between transport spending and monthly allowances. All the groups indicated that they spend less than R500 for transport except for 1 % of students with monthly allowance of R1600-R2000.

The results also revealed a significant association between monthly allowance and spending on entrance fee, food and beverages, entertainment and accommodation. This is indicated by the p-value of 0.000, which is less than the chosen statistical significance level 0.05. Therefore, there is insufficient evidence to reject that there is no association between monthly allowance and spending in regard to the above-mentioned variables.

The results of the factor analysis results are presented in the following section.

5.4 FACTOR ANALYSIS RESULTS

A factor analysis was conducted to address the objective of identifying behavioural descriptors, inclusive of activities and time spent, in order to find the forms of marketing information used by students.

The factor analysis revealed four factors that accounted for 86.2% of the total variance on the state of the VDM attraction. The Kaiser-Meyer-Olkin measure of sampling adequacy yielded a value of 0.538, which indicates that the patterns of correlation are relatively compact and distinct and reliable factors were presented (Hadi, Abdullah and Sentosa, 2016:216). Barlett's test of sphericity also showed statistical significance ($p < 0.000$), supporting the factorability of the correlation matrix (Alvi 2016:07). In addition, six of the seven factors had high reliability coefficients ranging from 0.728 to 0.959. Reliability coefficients test the ability of the data to produce consistent results when the data are measured under different conditions (Hadi, Abdullah and Sentosa, 2016:216)

Table 5.8: Results of the factor analysis

Variable	Factor 1	Factor 2	Factor 3	Factor 4
Attraction has excellent facilities such as <i>braai vleis</i> (barbecue), swimming, music, restaurant and bar amenities (b4)	.882			
Attraction charges reasonable fees (b3)	.876			
Attraction conserves the environment (b17)	.866			

Variable	Factor 1	Factor 2	Factor 3	Factor 4
VDM has sustainable attractions (b7)	.864			
I engage myself in different activities at the attractions (b15)	.827			
Attractions are well managed (b5)	.809			
Attractions are well marketed (b6)	.748			
Staff members at attractions are well trained and skilled (b20)	.721			
I wish to stay longer on my next visit (b10)		.930		
I am willing to spend more than previously at the attraction (b11)		.910		
I am willing to visit with my friends and family (b9)		.840		
There is excellent customer care in all attractions (b2)		.772		
VDM attractions are in good condition (b1)				.959
Local people always showcase their cultures at the attractions (b18)				.946
I travel to learn the culture of the host communities (b16)				
Eigenvalue	8.6	2.4	1.6	1.2

Variable	Factor 1	Factor 2	Factor 3	Factor 4
Cronbach's alpha	.951	.948	.904	.916
% Variance	37.2%	22.9%	14.2%	11.9%
Total Variance				86.2%

The factors were labelled according to their characteristics, Factor 1: Physical environment, Factor 2: Customer satisfaction, Factor 3: Cultural attraction and Factor 4: Level of service. The order in which the factors were presented was based on output from the pattern matrix. The factor scores were calculated as the average of all items contributing to a specific factor so that the scores could be interpreted on the original five-point Likert scale. The factors are presented in Table 5.8.

Table 5.9: Factor description

Factor No.	Name of Factor	% Variance	Factor Description
1	Physical environment	37.2%	Factor 1 involves students who travel to a certain tourism facility because of its physical environment. Students often gather knowledge of the place that they are going to visit before they embark on the journey, and the attractiveness of a place draws them to visit. The environment may consist of simple enticements such as a nice swimming pool, <i>braai vleis</i> facilities, festivals and quiet places for relaxation.
2	Customer satisfaction	22.9%	Excellent customer care plays a vital role in the tourism industry. Students indicated that they visit a tourist's attraction based on their level of customer service. Attractions are well researched before students make the final decision to visit. Student retention depends on the level of service experienced.
3	Cultural attraction	14.2%	Factor 3 clarifies students' choices of cultural attractions that provide learning experiences

			such as acquiring knowledge of own culture and the culture of others. Students choose cultural attractions that provide them with various experiences that inherently enrich and improve their knowledge.
4	Level of Service	11.9%	Students are very selective regarding the level of service that the destination offers. When targeting the student market, marketers and managers should consider the level of service that is suitable for their target market and bear in mind that most students are dependents. A level of service that is too high results in a low number of student visitors due to affordability. Other types of visitors may require a very high level of service.

5.5 CLUSTER ANALYSIS RESULTS

The cluster analysis was based on the demographics that were identified through the factor analysis (see Table 5.9). The cluster analysis was conducted to address one of the secondary objectives of the study, which was to determine the demographics of student travellers in the VDM.

Table 5.10: Cluster analysis

Cluster analysis				
Label	1	4	2	3
Size	27.8% (167)	25.5% (153)	24.0% (144)	22.7% (136)
INPUTS	Institution	Institution	Institution	Institution
	Limpopo College of Nursing (88.9%)	University of Venda (58.2%)	University of Venda (71.1%)	University of Venda (66.2%)
	Allowance	Allowance	Allowance	Allowance
	R1 501+ (91.6%)	R901–R1 500 (83.7%)	R901–R1 500 (60.4%)	R500–R900 (44.9%)
	Gender	Gender	Gender	Gender
	Female (85.0%)	Female (71.2%)	Female (100%)	Male (100%)
	Age in years	Age in years	Age in years	Age in years
	25–34 (50.9%)	18–24 (100%)	25–34 (68.8%)	25–34 (96.3%)
	Culture	Culture	Culture	Culture
2.97%	4.18%	2.09%	2.52%	
Level of study	Level of study	Level of study	Level of study	
Undergraduate (95.2%)	Undergraduate (100%)	Undergraduate (52.1%)	Undergraduate (84.0%)	
Physical environment	Physical environment	Physical environment	Physical environment	
(2.17%)	(1.91%)	(1.82%)	(2.14%)	
Customer care	Customer care	Customer care	Customer care	
(1.98%)	(1.94%)	(1.92%)	(1.90%)	

Cluster 1: Represents students from the Limpopo College of Nursing

The findings from the cluster indicates that 91.6% of students from the Limpopo College of Nursing receive more than R1 500 as a monthly allowance, and 85% of them are female undergraduate students aged between 25 years and 34 years. These students do not demonstrate much interest in culture but are attracted to a tourism facility by its physical environment and the level of customer service.

Cluster 2: Represents students from UNIVEN (Group 1)

The second cluster consists of female students from UNIVEN aged between 18 years and 24 years who receive a monthly allowance of R900–R1 500. These students are very interested in visiting attractions to learn about different cultures. Cluster 2 further indicates that these students are studying towards obtaining their first degree and that the physical environment of the attraction plays an important role in their travel decisions.

Cluster 3: Represents UNIVEN students (Group 2)

Cluster 3 consists of students with the same demographics as the students in Cluster 2, except the students in this cluster are slightly older (25–34 years). Students in this category are not very interested in culture, and they are not motivated by the physical environment of the attraction to visit.

Cluster 4: Represents UNIVEN students (Group 3)

This cluster consists of male students, aged between 25 years and 43 years. The students comprising this category receive a monthly allowance of R500–R900 and are studying towards obtaining their first degree. The physical environment of the attraction and the level of service play important roles in deciding which attraction to visit. Students presented in Cluster 4 are slightly interested in culture; however, culture is not a pulling factor for travelling.

5.6 TRAVELLING IN VHEMBE DISTRICT MUNICIPALITY

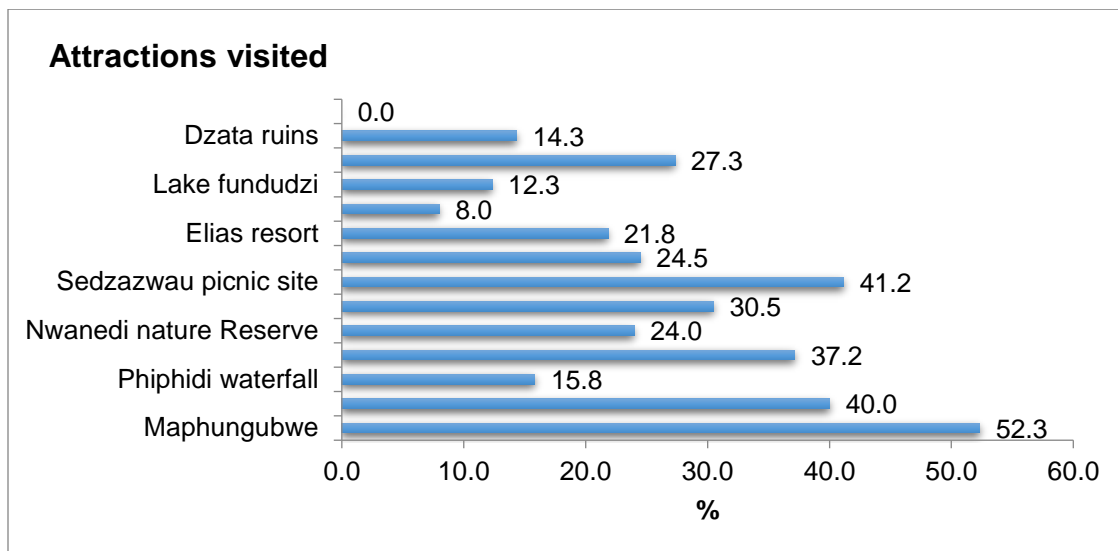


Figure 5.1: Attractions visited

Figure 5.1 illustrates the attractions within the VDM that are often visited by the students. Most students visited Mapungubwe National Park (52.3%), followed by Sedzazwau picnic site (41.2%) and the Kruger National Park (40.0%). The Mphephu Resort also appears to be favoured as an attraction to visit, and this was indicated by 37.2% of the students. Visits to Nandoni Dam were represented by 27.3% of the students, with Jerico Resort at 24.5% and The Elias Resort at 21.8%. In addition, the Royal Gardens situated at Nandoni Dam was visited by at least 30.5% of the students. Attractions that indicated percentages between 0% and 16% were Phiphidi Waterfalls (15.8%), Dzata Ruins (14.3%), Lake Fundudzi (12.3%) and Marshal Resort (8.0%). None of the students indicated that they had visited Mphaphuli Nature Reserve (0%).

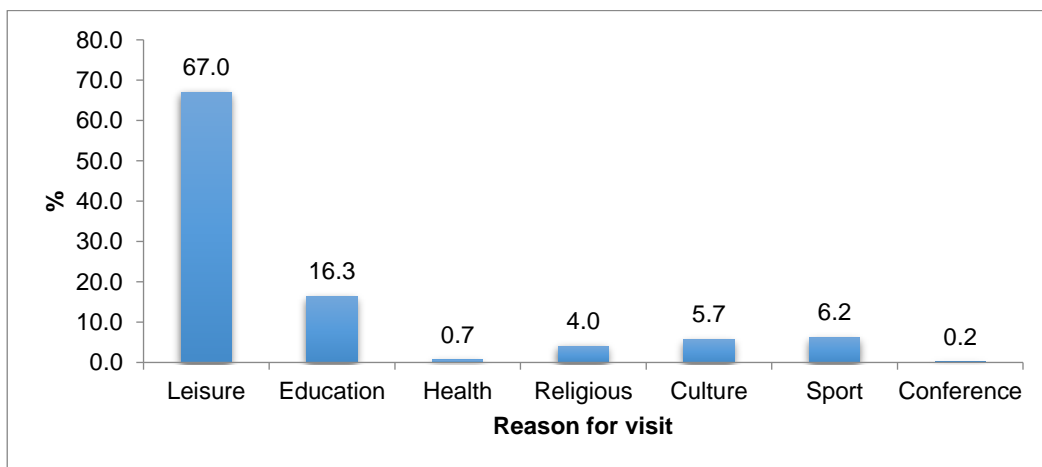


Figure 5.2: Reason for visit

Figure 5.2 illustrates the findings regarding the motives for students to travel to tourism facilities. According to the results above, the majority of the students (67%) travel for leisure. Those who travel for educational purposes were represented by 16.3%. Students who travel for reasons pertaining to sport were presented by 6.2%, and those who travel to learn or to participate in cultural activities were represented by 5.7%. Travelling for religious purposes only is shown by 4.0% of the students. A few students indicated that they travel for health reasons (0.7%) and to attend conferences (0.2%).

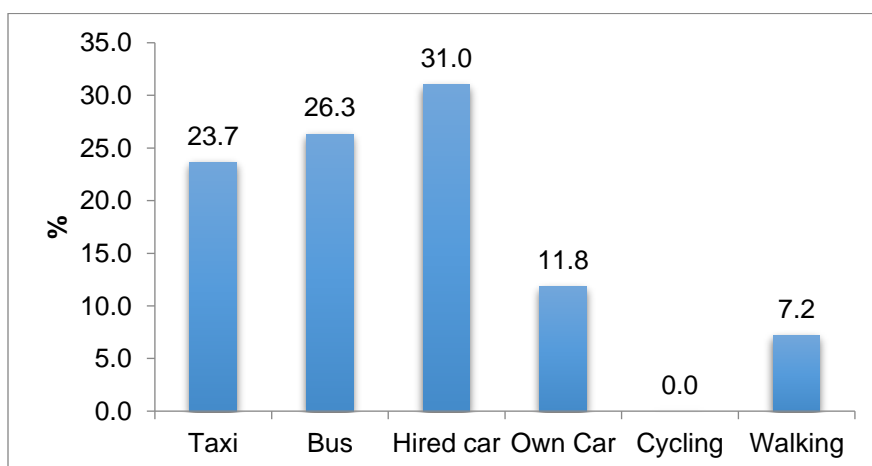


Figure 5.3: Mode of transport

Figure 5.3 illustrates the mode of transport preferred by students when travelling. It was noted that the majority of students do not own a car. Most of the students indicated that hiring a car to travel was their preferred mode of transport (31.0%), and 26.3% of the students indicated that they preferred using buses. Students who use public transport or taxi services are represented by 23.7%, followed by those who use their own cars (11.8%). Since some attractions are located within residential areas, certain students (7.2%) access these without transportation.

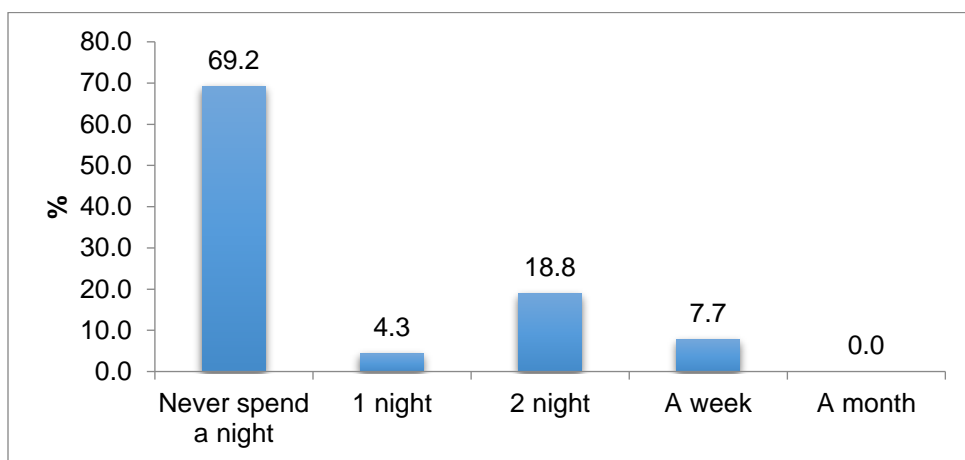


Figure 5.4: Number of nights spent at the attraction

Figure 5.4 illustrates the number of nights spent at the destination. The results show that 69.2% of the students never spent a night at an attraction, followed by those who spent one night (4.3%) and those who spent two nights (18.8%). The percentage for students who spent a week at a destination is 7.7%. No students (0%) spent an entire month at a tourist attraction.

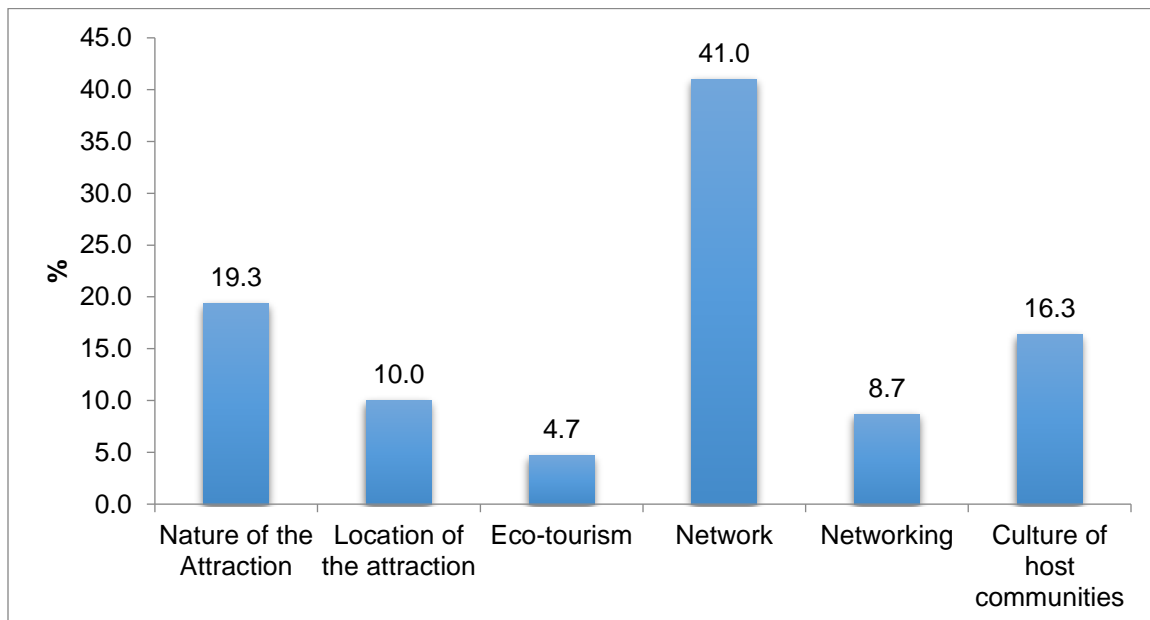


Figure 5.5: Factors that influence choice of attraction

The respondents were asked to indicate the factors that influenced them to visit certain attractions. Figure 5.5 illustrates their responses. Most of the students (41.0%) indicated that they visit attractions with cell phone network and free Wi-Fi. The nature of the attraction was the second factor presented by 19.3% of the respondents. Students who are attracted by the culture of the host community were represented by 16.3%. The location of the attraction was also indicated as a factor that influences students to visit (10.0%). The number of respondents who visit certain attractions for networking and making new friends was represented by 8.7%. Only a few respondents (4.7%) indicated that they visit destinations that involve eco-tourism.

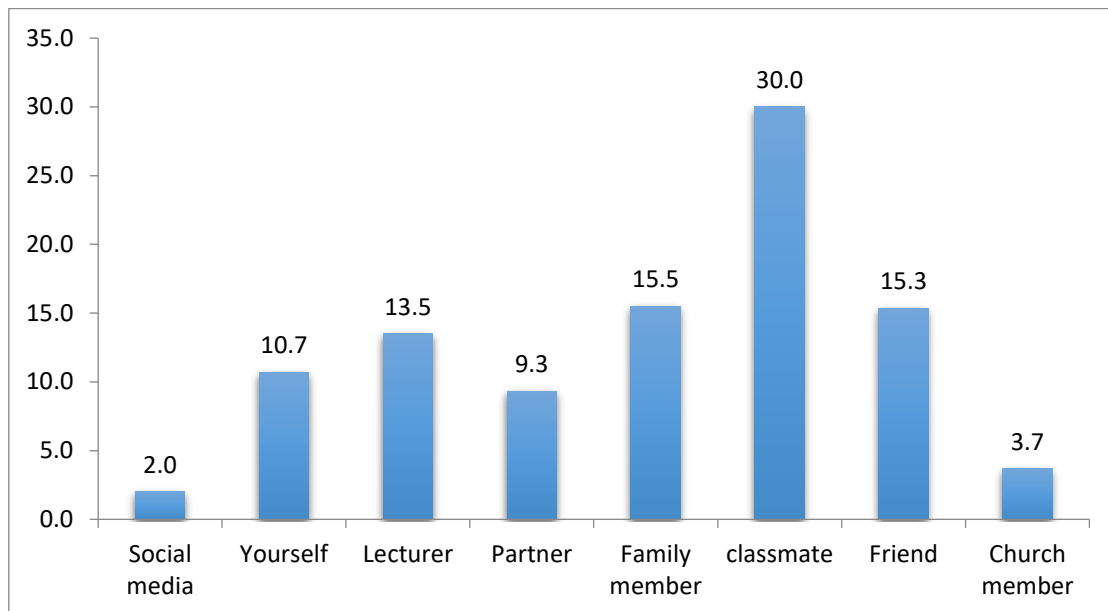


Figure 5.6: Who influences you to travel?

This question was posed to establish who influences students to visit the VDM attractions. Figure 5.6 illustrates that classmates (30.0%) influence students the most to travel around the VDM, followed by family members (15.5%). Friends (15.3%) also play an important role in encouraging students to travel. The results also reveal that lecturers influence students to travel during their spare time and on weekends, as indicated by 13.5% of the respondents. Over 10% of the students indicated that they are self-motivated to travel. Lastly, 9.3% of the respondents stated that they were influenced by their partners, 3.7% by church members and 2.0% by social media.

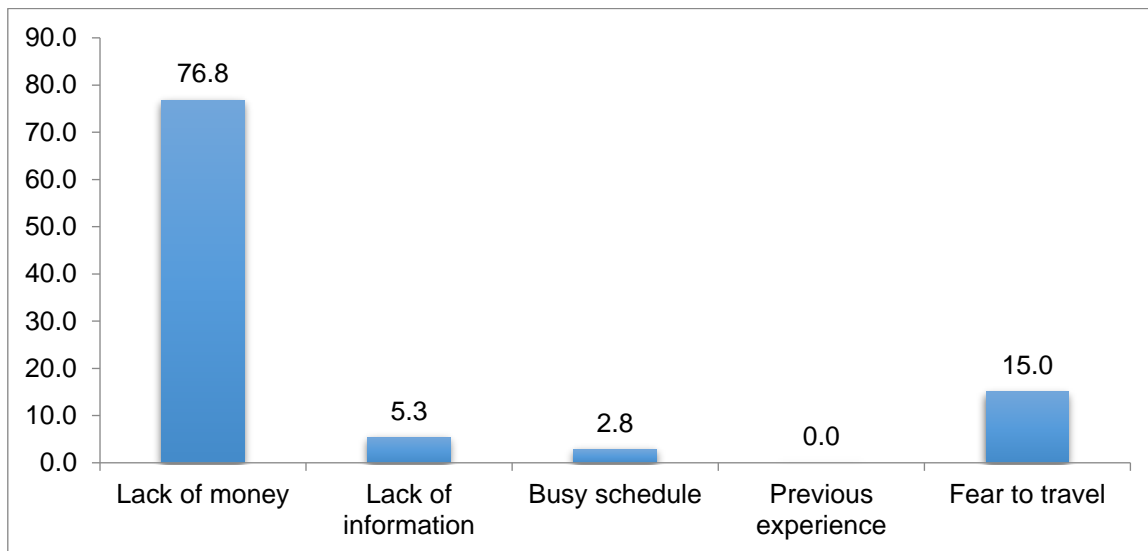


Figure 5.7: Reasons for lack of travelling

The study aimed to establish the reasons that prevent students from travelling more often. As illustrated in Figure 5.7, most students lack the extra finance that is required to travel more (76.8%). In addition to the lack of information (5.3%) and a busy schedule (2.8%), fear of travelling was cited as a reason by 15.0% of the students.

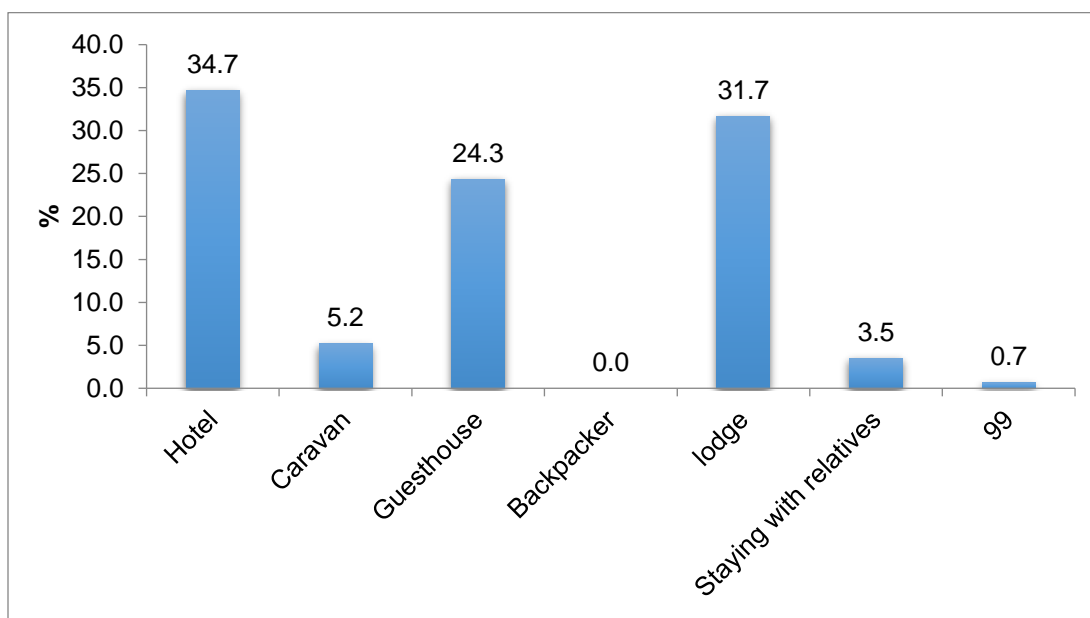


Figure 5.8: Accommodation preference

Figure 5.8 illustrates the accommodation preferences of the students who travel to attractions around the VDM. As selected by 34.7% of the respondents, hotels seem to be the most preferred form of accommodation for students, followed by the choice of lodges (31.7%). Guesthouses are the third preferred form of accommodation at 24.3%. Over 5% of the respondents indicated that they prefer staying in caravan parks while staying with relatives (3.5%) did not seem to be a preferred choice when travelling.

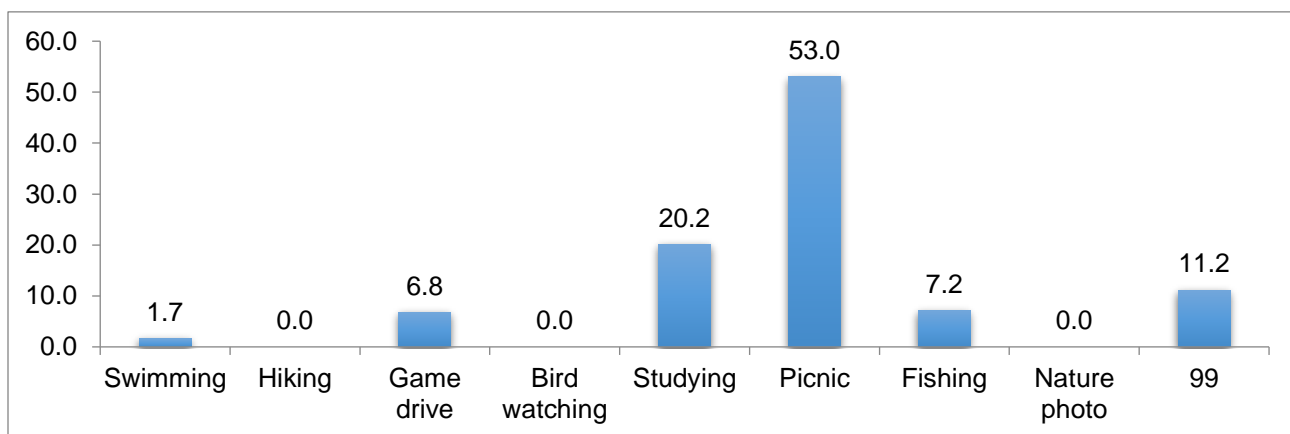


Figure 5.9: Preferred activities at attraction

The study aimed to determine the type of activities that students prefer while at the attractions in the VDM. Figure 5.9 illustrates that 53.0% of students indicated Picnic to be the most preferred activity at VDM attractions, followed by 20.2% of respondents who stated that they visit certain attractions to learn about the destination. Fishing was represented as a favourite activity by 7.2% of respondents. Students who prefer game drives were represented by only 6.8%, and this could be attributed to the fact that most VDM attractions do not offer game drives. Respondents who visit certain attractions for swimming only were represented by 1.7%.

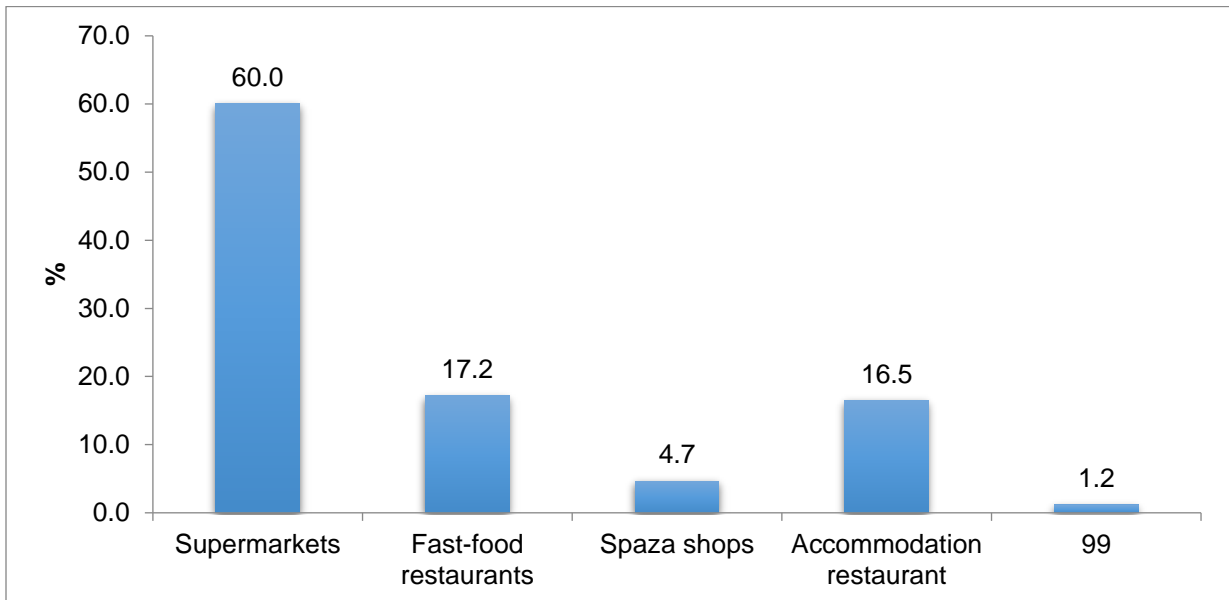


Figure 5.10: Where do you purchase meals while travelling?

A significant number of students (60.0%) prefer to buy meals from supermarkets rather than other outlets. This result is expected since most students do not earn an income but receive a monthly allowance. Fast-food restaurants were preferred by 17.2%, followed by the accommodation restaurant at 16.5%. Spaza shops were preferred by a few respondents (4.7%).

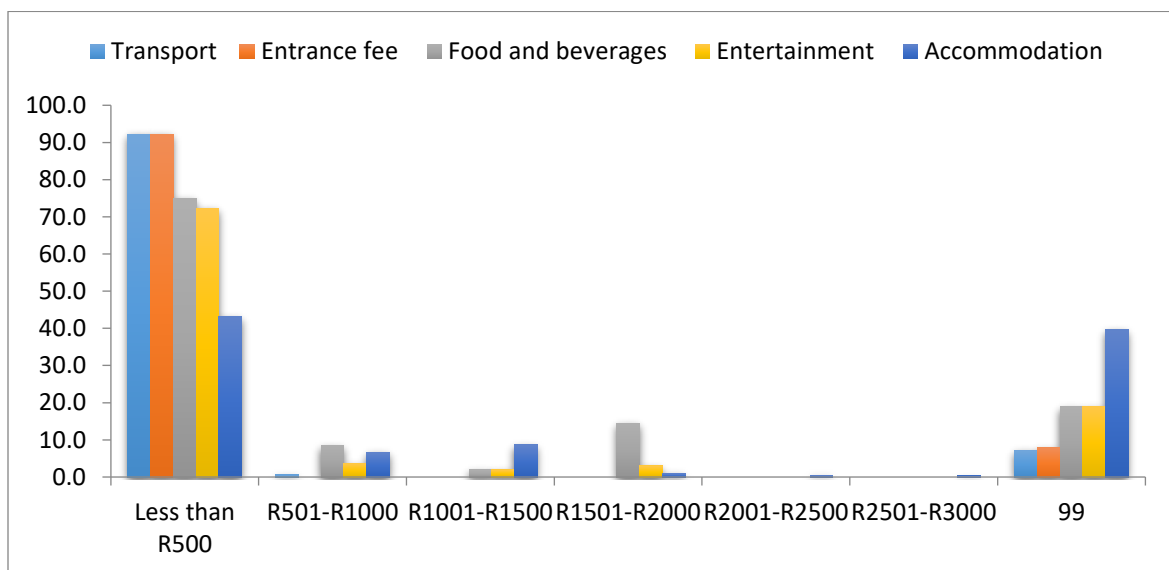


Figure 5.11: Expenditure while travelling

The respondents were asked to indicate how much they spend on transport, entrance fees, food and beverages, entertainment and accommodation since the study aimed to determine the expenditure patterns of the students. Most respondents indicated that they spend less than R500 on all the above-mentioned components. The reason for this may be that the attractions are situated in the same district as the institutions that the students attend and thus, students are able to bring their own food.

5.7 STATE OF VDM ATTRACTIONS

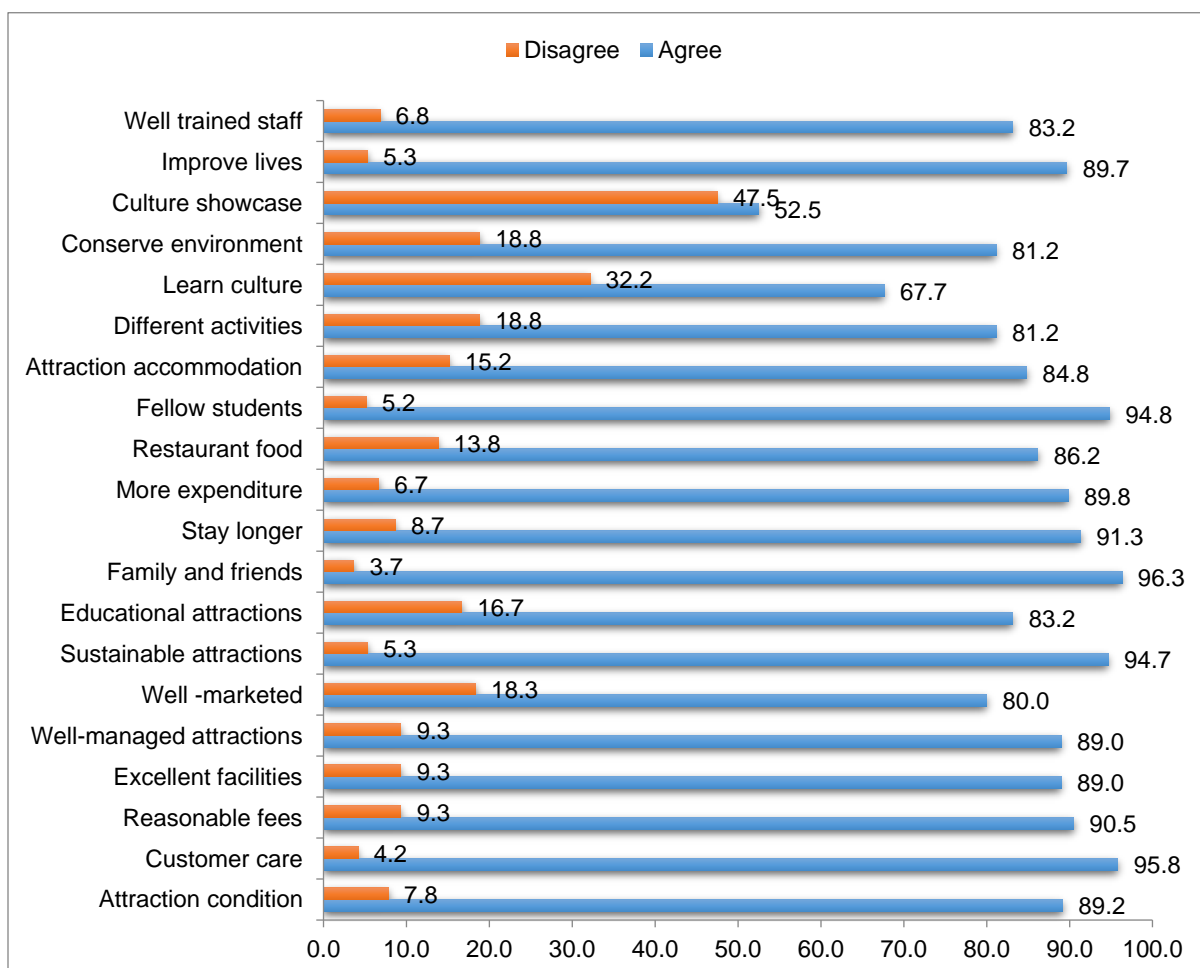


Figure 5.12: Responses regarding state of attractions in Vhembe District Municipality

Figure 5.12 shows the results of the students' responses regarding the state of VDM attractions. All the aspects presented in Figure 5.12 were investigated. More than 80% of the respondents favourably indicated all the aspects (Agree) except for 'Culture showcase', for which 48% disagreed and 'Learn culture', for which 32% of the respondents disagreed.

5.8 SUMMARY

Chapter 5 provided the findings of the study that were obtained by means of a questionnaire and subjected to statistical analysis. It can be assumed that student travel around the VDM is influenced by age and level of study. Most of the students are undergraduates between the ages of 18 years and 24 years. The results indicated a high number of respondents to be of Venda ethnicity, which was expected since the setting of the study was the VDM where most inhabitants are of Venda origin. It can be assumed that the low spending on accommodation is influenced by the locality of the attractions whereby accommodation is not a necessity.

The results revealed that the most-visited attractions are Mapungubwe National Park, Kruger National Park and Sedzazwau picnic site. The findings also indicated that most students participate in excursions. Students appear to spend R1 500 or less in the attractions around the VDM unless their travel is for educational purposes, which is paid for by their institutions.

The following chapter presents the recommendations and conclusions based on the findings presented in Chapter 5.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

In this chapter, the conclusions based on the study objectives are offered. In addition, practical recommendations, limitations of the study and suggestions for further research are presented.

6.2 CONCLUSIONS BASED ON STUDY OBJECTIVES

The conclusions based on the objectives of the study are presented in the following sections.

6.2.1 Conclusions based on Secondary Objective 1

Secondary Objective 1 aimed to determine the demographics of student travellers in the VHM. Section 5.2 indicates the analysis conducted to determine the demographical factors of student travellers. The results are presented in Table 5.1. This fulfils Secondary Objective 1. The results indicate that both male and female students participate in travelling activities, with the majority being female students (n=65; 83%) aged between 25 years and 34 years who are permanent residents in the Limpopo province. The institutions of study were represented as follows: UNIVEN at 50%, Vhembe TVET College at 25% and the Limpopo College of Nursing (Vhembe) at 25%. The results further indicated that 54% of students stay in an institution residence, 30.17% rent accommodation outside of the institution of study and 15.83% reside with their families. The majority of students (54%) are at the undergraduate level of study and receive between R1 000 and R1 500 as their monthly allowance. Although 14.5% of students were not free to disclose their monthly allowances, 9.67% indicated that they receive

between R5 100 and R10 000 due to the part-time jobs that they undertake in their spare time. The Limpopo College of Nursing provides its students with monthly stipends during their nursing training, and this may be another reason for the observed higher monthly allowances. Youth tourism is defined in the literature as all tourism activities that are realised by those aged between 15 years and 29 years (WYSE Travel Confederation, 2016:13). The travellers involved in youth tourism tend to have a high education level (WYSE Travel Confederation, 2016:01) and according to Wang (2010:281), the majority tend to have a low income.

6.2.2 Conclusions based on Secondary Objective 2

Secondary Objective 2 aimed to determine the time spent by students at facilities and attractions. According to the findings presented in Figure 5.4, students prefer day trips, with 69.2% of the students indicating that they have never spent a night at a tourism facility. However, 18.8% indicated that they have spent two nights at a destination. The results further revealed that 7.7% of students have spent a week at an attraction. It can be assumed that the length of stay is influenced by the level of income.

The literature indicates that younger travellers place more emphasis on social contact and excitement, while older travellers seek more individualised experiences and are less in search of extreme experiences (Kihara, 2015:52). Young people are more adventurous and want to develop their own knowledge (UNWTO, 2016b:10). Young people are looking to make contact with other people and to discover new cultures (UNWTO, 2016a:10). Moisa (2010:575) mentions that young people are often money poor but time rich, which means that they may spend longer in the destination than other tourists. Young people are often driven to travel more and for longer periods. The youth often visit areas not

frequented by traditional tourists and thus can be of particular value to destinations around the world (WTTC, 2019:07).

Linh (2014:2) states that long trips are considered a 'once in a lifetime opportunity' by many young people including students, and they are prepared to dedicate much time, energy and money to ensure that their trip becomes just that. The travel motivations of young travellers are best explained using the Maslow's hierarchy of needs (see Chapter 3). Youth are more interested in the basics such as shelter, safety, belonging, recognition and respect. According to LaMondia, Snell and Bhat (2010:08), Liu (2013:19), the average length of the last main trip is considerable (63 days on average). Travellers identifying as 'backpackers' travel for longer (an average of 74 days).

6.2.3 Conclusions based on Secondary Objective 3

Secondary Objective 3 aimed to ascertain the type of activities that students often engage in at the destinations. The findings presented in Figure 5.9 reveal that Picnic (53.0%) is the most preferred activity at VDM attractions. Respondents stated that they visit certain attractions to learn something about the destination (20.2%). Fishing, represented by 7.2% of respondents, was also demonstrated to be a favourite activity. Only 6.8% of students indicated that they prefer game drives, and this could be attributed to the fact that most VDM attractions do not offer game drives. Respondents who are visiting certain attractions for swimming only are represented by 1.7%.

Youth leisure travellers are digitally savvy experience seekers with a high energy approach to travel and a willingness to participate in a range of social, outdoor and nature-based adventurous activities either independently or through organised tours (Zhu, 2016:63). Destinations include local attractions and remote or exotic locations in

order to take part in physically challenging outdoor activities (Demeter and Brătucu, 2014:3).

6.2.4 Conclusions based on the primary objective

The primary objective of this study was to analyse the expenditure patterns of students at tourist attractions and facilities around the VDM. The results revealed that most respondents are leisure day visitors who spend less than R500 on transport, food and beverages, entrance fees and entertainment, with zero spending on accommodation. The reason for this may be that the attractions are situated in the same district as the institutions and, therefore, students prepare their own '*braai and chakalaka*' that they have bought from the local supermarkets. In addition to the students who travel for leisure, there are students who travel for educational purposes. These students indicated that they travel for two or more days and use the accommodation facilities of the attraction since their respective institution covers their costs, with over R2 500 spent on each student per trip. The chi-square test was applied to determine the association between gender and expenditure on transport, entrance fees, food and beverages, entertainment and accommodation. The p-values of 0.000, which are less than the chosen statistical significance level of 0.05, indicate that there is an association between all the variables.

The literature reveals that youth travel is high value, resilient, purposeful and the tourists spend their money directly with local communities. This is demonstrated in a recent UNWTO and WYSE Travel Confederation report titled, *Global Report on the Power of Youth Travel* (UNWTO, 2016a:01). The study by Chiu (2015:81) reveals that disposable income is the major funding for travelling. Similarly, Wang (2014:01) agrees with Chiu (2015:01) that tourism participation is restricted by budget constraints, but student travellers often obtain travel funding from personal savings, student loans or scholarships,

parents or boyfriend/girlfriend/spouse. It is common for young people to fund their travel from personal savings. Furthermore, Yousaf, Amin, Santos and Antonio (2018:192) states that partners and spouses with high incomes may fund the trips, and strong economic conditions allow parents to fund their children's travels.

Chiu, Ramli, Yusof and Ting (2015:79) indicate that expenditure on different tourism products helps to determine the size of each market in economic terms and to identify the attributes that influence the travel expenditure characteristics of young travellers.

6.3 LIMITATIONS OF THE STUDY

Certain limitations were encountered during the course of the study that may have influenced the results of the study:

- Literature on student travellers in the Limpopo province is limited, which restricted the researcher in making comparisons with other district municipalities.
- The Limpopo College of Nursing and Vhembe TVET College denied the researcher access to the institutions, making it difficult to obtain the desired response rate.
- The study results are limited to the VDM and cannot be generalised to the student traveller population in other provinces.

6.4 RECOMMENDATIONS BASED ON OBJECTIVES

In order to segment the student travel market effectively, the following recommendations are made based on the results.

Recommendations based on the primary objective are represented below:

- Service providers should not take the student market for granted and should obtain a thorough understanding of students' expenditure patterns.
- The results identified three groups of students, minor spenders, average spenders and heavy spenders. The researcher recommends that service providers use the provided information to predict students' travelling trends. The identified clusters will assist in directing marketing techniques and will improve the delivery of services to the categorised students. The clusters identified in the study provide information for service providers to inform their target marketing strategies.
- Service providers should package their products based on affordability and the needs of student travellers.
- The tourism industry consists of various sectors, and these sectors should collaborate to provide tourism packages that will best meet the needs of student travellers.

The following are recommendations derived from the demographics of the students:

- The study identified the demographics of the students enrolled at three major institutions in the VDM. These demographics will provide the owners of tourism products with knowledge and an understanding of the characteristics of student travellers.
- The results of the study may be used as a marketing guide to attract students from other provinces to the VDM attractions.
- The results revealed that most students receive a monthly allowance between R1 000 and R1 500. However, a few students indicated an amount of R5 100–R10 000, which could be due to part-time employment. This information may guide product owners and service providers on how best to package their

products and services and segment students according to the students' available funds.

- Most of the student's travellers were undergraduates. Therefore, it is recommended that product owners also channel their marketing strategies to target postgraduate students.

The following are recommendations derived from Secondary Objective 2:

- The study revealed that 69.2% of the students never spend a night at the tourism facility, which could be due to the low monthly allowance received. It is recommended that service providers also package their products to accommodate students with a low income, for example, create student specials on holidays or during the off-peak seasons.
- With the information that 18.8% and 7.7% of the students spend up to a week at the attraction, it is recommended that service providers strategise for the retention of such students.
- It is recommended that service providers also package their products to meet the needs of day visitors.

The following are recommendations derived from Secondary Objective 3. The identified activities are presented below:

- The results revealed that over 50% of students travel to destinations for leisure. This provides service providers with information on how to package their products. The researcher recommends that greater effort should be put into leisure activities to make travel more attractive to students.
- Understanding the activities preferred by students enables strategies aimed at improving service providers' offerings to be planned.

- Most attractions within the VDM do not engage in the unique activity of the game drive. The introduction of this activity may encourage students to visit and spend more time at the attraction.

6.5 CONTRIBUTION OF THE STUDY

This study contributes to the deficiency of literature regarding the behaviour and norms of students' expenditure patterns within the VDM. The research findings will help tourism decision-makers in the VDM to plan strategically and to market the tourist attractions by catering for the students enrolled at the major tertiary institutions. In addition, it is envisaged that the research findings will be published in peer-reviewed academic journals and presented at domestic and international conferences.

6.6 FURTHER RESEARCH

The study identified certain areas that require further investigation. These are as follows:

- The research findings indicated the relationship between monthly allowance and expenditure on transport, entrance fees, food and beverages, accommodation and entertainment. Further investigation should be conducted for a better understanding of these relationships.
- Since tourism is developing in South Africa, there is a need for more information regarding the contribution of student travellers to the GDP.
- Literature focusing on students' expenditure patterns within the local context appears to be limited and hence, there is a need for additional information from scholars.
- The literature should not only focus on student's expenditure patterns from the tertiary perspective but also, secondary and primary expenditure should be considered.

6.7 CONCLUSION

The study aimed to create an awareness concerning the student traveller market in the VDM. The information provided in this study should help service providers, product owners, government departments, private sectors and travel agencies in their decision-making regarding the planning, developing, packaging and marketing of Vhembe as a destination. The study also provided knowledge on how to improve the current services to meet students' expectations. Improvement of service leads to customer satisfaction, which in turn leads to customer retention and the possible attraction of students from other institutions within South Africa to Vhembe.

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ANNEXURES

Annexure A: Consent form



SCHOOL OF MANAGEMENT SCIENCES

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT INFORMATION SHEET AND INFORMED CONSENT FORM

INTRODUCTION

My name is **Malesini Magdeline Segooa**, a full-time Master's student at the University of Venda. I am carrying out research on: **Expenditure patterns of students at tourist's attractions in Vhembe District Municipality.**

I kindly request for your permission to allow your students to participate in this research by expressing their views on the topic. The purpose of this study is to determine the expenditure patterns of students when travelling as well as when they are at the destinations around Vhembe District Municipality (VDM). This will help the tourism stakeholders to plan strategically, market the attractions and be able to cater for students studying at tertiary institutions around VDM.

Their participation is voluntary, and they will be asked to respond to questions related to the research topic. You are also reminded that should you feel the questions are not proper, you can choose not to allow them to participate in this study. The questionnaire will take about 7-10 minutes to complete. The questions do not require them to provide their details such as their names and contact details. Thus, their confidentiality will be protected and the information provided will not be shared with third parties without their consent.

INFORMED CONSENT FORM

In terms of the ethical requirements of the University of Venda, you are invited to complete this form as an indication of your permission to voluntarily participate in this study

I _____ hereby confirm that I have been fully informed about the purpose, procedures, and activities of the study. The rights and risks of learners' participation have also been fully explained to me. I was given full opportunity to ask any questions and I understand that participants can withdraw from the study at any stage and time, without giving any reasons.

I therefore hereby **Give/Do not give** my consent for the students to voluntarily take part in the study as outlined (**Delete the inapplicable**).

Signature: _____ **Date:** _____

Researcher signature: _____ **Date:** _____

Annexure B: Permission Letter

SCHOOL OF MANAGEMENT SCIENCES

OFFICE OF THE DEAN

Dear Sir/Madam

RE: Request for permission to interview students at your institution.

My name is Malesini Magdeline Segooa; student no 11533455 a full-time Masters student at the University of Venda. I am presently working on a Masters dissertation on Expenditure patterns of students at tourists attractions in Vhembe District Municipality. The purpose of the research is to determine the expenditure behavior of students in tourists attractions .

I hereby request for permission to approach your students with questionnaire to participate in the survey. All the information they will provide will not be directly linked to your institution. The information provided will only be used for the mentioned research purposes only. For further information do not hesitate to contact the supervisory team on the details provided below.

The primary investigator, Ms. M.M. Segooa (072 786 5150 / malesini@webmail.co.za , as well as the study leaders, Dr N. Tshipala (ndivhuwo.tshipala@univen.ac.za) and Mrs. T. Nethwengwe (Tondani.Nethengwe@univen.ac.za) can be contacted during office hours. Should you have any questions regarding the ethical aspects of the study, you can contact the research office at the University of Venda Committee for Research Ethics, Tel +27 (015) 962-9052. The ethical clearance letter from the university is also attached for your reference.

Yours faithfully
Malesini Magdeline Segooa (Researcher)

Date: 10/11/2016



University of Venda

SCHOOL OF MANAGEMENT SCIENCES
PRIVATE BAG X505, THOHOYANDOU, 0950.
LIMPOPO PROVINCE. SOUTH AFRICA
TELEPHONE: 015 962 8706
FAX: 015 962 4749

Annexure C: Questionnaire



University of Venda

**SCHOOL OF MANAGEMENT SCIENCES
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
PERMISSION LETTER**

Private Bag X5050
Thohoyandou
(015 962 8216)

COVER LETTER – SURVEY

Dear Sir/Madam

**SURVEY ON EXPENDITURE PATTERNS OF STUDENT TRAVELERS AT TOURISM
FACILITIES AND ATTRACTIONS IN VHEMBE DISTRICT MUNICIPALITY**

I am currently in the process of collecting data for the completion of a Master's degree in Tourism, under the auspices of University of Venda Department of Tourism and Hospitality. The purpose of the study is to ascertain the *expenditure patterns of student travelers at tourism facilities and attractions in Vhembe District Municipality*. It should not take more than fifteen minutes of your time and we want to thank you in advance for your cooperation. By not placing your name on the questionnaire your responses are kept anonymous and no one will be able to identify you as a respondent in this study.

YOURS SINCERELY

Magdeline Segooa; 11533455
RESEACHER
Email: magdeline.segooa@univen.ac.za
Primary investigator: Ms. M Segooa

SECTION A: TRAVELLING IN VHEMBE DISTRICT MUNICIPALITY

Answer the following questions by making a tick [X] next to the appropriate answer

1. Indicate which attractions you have visited around Vhembe District in the past two years (Tick all you have visited)							
Mapungubwe National Park	1	Kruger National Park	2	Nandoni Dam	3	Elias resort	4
Nandoni Royal Garden	5	Phiphidi Waterfall	6	Mphephu Resort	7	Nwanedi Nature Reserve	8
Sedzazwau Picnic site	9	Jerico Picnic site	10	Makuya N.Reserve	11	Marshal Resort	12
Lake Fundudzi	13	Bago la Tshavhadinda	14	Dzata ruins		Mphaphuli Nature Reserve	15
Other (Specify)							
2. What has been your reason for travelling to the attractions you have mentioned above?							
Leisure	1	Education	2	Health	3	Religious	4
Culture	5	Sport	6	Conference	7	Business	8
3. Indicate which mode of transport you use when visiting the attractions.							
Taxi	1	Bus	2	Hired car	3	Own Car	4
Cycling	5	Walking					
Other (specify).....							
4. Indicate how many nights do you spend each attraction.							
Never spend a night	1	1 night	2	2 night	3	A week	4
A month	5						
5. What influences your choice of attraction?							
Nature of the Attraction	1	Location of the attraction	2	Eco-tourism	4	Network	4
Networking	5	Culture of host communities	6	History of the location	7	-	
6. Who influenced you to engage in tourism activities?							
Social media	1	Yourself	2	Lecturer	3	Partner	4
Family member	5	classmate	6	Friend		Church member	7

7. Indicate if the following confines you from travelling around Vhembe District.							
Lack of money	1	Lack of information	2	Busy schedule	3	Previous experience	4
Fear to travel	5						
8. Indicate which type of accommodation you prefer when travelling.							
Hotel	1	Caravan	2	Guesthouse	3	Backpacker	4
lodge	5	Staying with relatives	6				
9. What kind of activities do you engage in while at the destination?							
Swimming	1	Hiking	2	Game drive	3	Bird watching	4
Studying	5	Picnic	6	Fishing	7	Nature photography	8
10. Indicate where you prefer to buy you meals while travelling.							
Supermarkets	1	Fast-food restaurants	2	Spaza shops	3	Accommodation restaurant	4

11. During your visit to this tourism facilities, how much did you spend on the following product and services in total?

Cost	Transport	Entrance fee	Food and beverages	Entertainment	Accommodation
Less than R500	1	2	3	4	5
R501-R1000	1	2	3	4	5
R1001-R1500	1	2	3	4	5
R1501-R2000	1	2	3	4	5
R2001-R2500	1	2	3	4	5
R2501-R3000	1	2	3	4	5

SECTION B: STATE OF VHEMBE DISTRICT MUNICIPALITY (VDM) ATTRACTIONS

Please make a cross in one of the following categories.

1= strongly agree 2=Agree 3= Neutral 4=Disagree 5= Strongly disagree

Statement

Scale

Example	1	2	3	4	5
1. VDM attractions are in good condition	1	2	3	4	5
2. Excellent customer care in all attractions	1	2	3	4	5
3.They charge reasonable fees	1	2	3	4	5
4.They have excellent facilities such as braai,swimming,music,restaurant and bar	1	2	3	4	5
5. Attractions are well managed	1	2	3	4	5
6. Attractions are well marketed					
7. VDM has sustainable attractions	1	2	3	4	5
8. Most of the attractions are educational	1	2	3	4	5
9. I am willing to come with my friends and family	1	2	3	4	5
10.I am wishing to stay longer on my next visit	1	2	3	4	5
11. I am willing to spend more than before at the attractions	1	2	3	4	5
12. I am buying food from their restaurants	1	2	3	4	5
13. I will recommend this attractions to my fellow students	1	2	3	4	5
14. I use accommodation facilities of this attraction	1	2	3	4	5
15. I engage myself in different activities at the attractions	1	2	3	4	5
16. I travel to learn the culture of the host communities	1	2	3	4	5
17. They conserve the environment	1	2	3	4	5
16. Local people always showcase their cultures at the destinations	1	2	3	4	5
19. This attractions improve the lives of host communities.	1	2	3	4	5
20. Staff members at attractions are well trained and skilled	1	2	3	4	5

SECTION C: DEMOGRAPHIC DETAILS

NB. Please answer by making a cross **mple**

1. State your gender

Female 1 Male 2

2. Age

18-24 1 25-34 2 35-44 3 45-54 4 55+ 5

3. Ethnic group

Afrikaans <input type="checkbox"/> 1	Sepedi <input type="checkbox"/> 2
Tsonga <input type="checkbox"/> 3	Xhosa <input type="checkbox"/> 4
English <input type="checkbox"/> 5	Sotho <input type="checkbox"/> 6
Tswana <input type="checkbox"/> 7	Zulu <input type="checkbox"/> 8
Ndebele <input type="checkbox"/> 9	Swati <input type="checkbox"/> 11
Venda <input type="checkbox"/> 10	Other

5. In which province do you permanently stay?

Limpopo 1 Northern Cap 2 Free State 3 North-west 4 Mpumalanga 5
 Gauteng 6 Eastern Cap 7 Western C 8 Kwa-Zulu Natal 9

6. Indicate which institution you are currently registered.

Univer 1 Mhembe TVET 2 Limpopo College for Nursing 3

7. Please indicate your level of study

1st year 1 2nd year 2 3rd year 3 4th year 4 Post-graduate 5

8. Where are you staying while studying?

University residen 1 Renting outside my institution 2 Staying with family 3

9. Please indicate your monthly allowance

R500-R900 1 R1000-R1500 2 R1600-R2000 3 R2100-R3000 4
 R3100-R40 5 R4100-R5000 6 R5100-R10 00 7 other, specify.....

#####Thanks for your time and participation#####

Annexure D: Ethical Clearance Form

**RESEARCH AND INNOVATION
OFFICE OF THE DIRECTOR**

**NAME OF RESEARCHER/INVESTIGATOR:
Ms MM Segooa**

**Student No:
11533455**

**PROJECT TITLE: Expenditure patterns of student
at tourist attractions in Vhembe District
Municipality.**

PROJECT NO: SMS/16/BMA/06/0211

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
Dr NN Tshipala	University of Venda	Supervisor
Ms T Nethengwe/Mudzunye	University of Venda	Co-Supervisor
Ms MM Segooa	University of Venda	Investigator - Student

**ISSUED BY:
UNIVERSITY OF VENDA, RESEARCH ETHICS COMMITTEE**

Date Considered: November 2016

Decision by Ethical Clearance Committee Granted

Signature of Chairperson of the Committee:

Name of the Chairperson of the Committee: Prof. G.E. Ekosse

