



Needs-driven based marketing strategies to attract South African outbound tourists

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Abstract

Tourism services are dominated by multi-national businesses operating on a global scale. South Africa is seen as an emerging outbound tourism market and a future powerhouse for the travel and tourism industry. However, very little information is available regarding South African's outbound tourism. As far as can be ascertained, no previous study has been conducted to establish the needs-driven forces that influence the South African outbound tourism market. The primary objective of this paper was to determine the needs-driven forces that influence the South African outbound tourism market. The quantitative research approach was utilised whereby a survey was conducted amongst 301 outbound South African travellers. Data was collected with a newly developed structured self-administered questionnaire. Based on the hypothesised model items pertaining to four selected needs-driven forces were developed. Data was analysed using descriptive and inferential statistics (Pearson product-moment correlation coefficients and Multiple regression analysis). Three statistically significant relationships were found between physical- and stature needs, destination accessibility and outbound tourism demand. This paper provides all tourism businesses with insight on how to design appropriate marketing strategies for a lucrative outbound market such as South Africa.

Keywords: Destination choice, Marketing strategies, Needs-driven forces, Outbound tourism, Tourism demand

Introduction and background

Tourism represents one of the biggest economic industries in the world (Hall, 2008:1), is seen as a major player in international commerce, and is one of the main income sources for many countries (UNWTO, 2015:1). Moreover, the tourism industry is directly responsible for one out of every twelve jobs in advanced and emerging economies worldwide, and for every job created within the tourism industry on average, two more jobs are created within tourism related sectors (UNEP, 2015:1). Tourism is becoming highly competitive and is influenced by a variety of key variables such as changing consumer preferences, health and safety concerns, globalisation, destination accessibility and technological innovation is changing the face of tourism (Keyser, 2009:154).

International outbound tourists are individuals that are involved in activities that take place outside their country of residence (Minneart, 2012:38). It must be noted that the data on outbound tourists refer to the number of departures, not to the number of people travelling. Thus a person who makes several trips from a country during a given period is counted each time as a new departure (Tradingeconomics, 2012:1). Despite the volatility of the South African currency, outbound tourism expenditure increased yearly and reached a record high of R62.6 billion in 2015 (Moosa, 2015:10). Emerging outbound travel markets have been identified as Brazil, Russia, India, China and South Africa which are collectively referred to as



the BRICS's countries (World Travel Market, 2012:19). Tourists from these countries are being sought after by the world's tourism boards. As the BRICS's countries are seen as the future powerhouses of the travel and tourism industry, they have been included in World Travel Market Industry Reports as from 2010.

The paper will firstly present the problem statement followed by the objectives of the study. Thereafter, literature on outbound tourism and needs driven forces will be explored. Based on the literature the hypothesised model will be constructed, followed by the research design and methodology adopted in the study. Subsequently the results of the study are presented, where after the conclusions and recommendations will follow.

Problem statement and objectives

There has been a growth in the number of South African departures from 4 317 475 in 2006 to 5 090 060 in 2013 (Indexmundi, 2013:1; Stats SA, 2014:23). Due to the increase in the strength of the South African rand in the early months of 2011, travelling outside South Africa was relatively cheap (Euromonitor International, 2012:1). South Africans took advantage of this and travelled extensively overseas. However, since 2011 the South African currency has been volatile (Mwanza, 2017:1). This volatility has been linked to political events that have influenced the exchange rate of the South African Rand considerably (Bidvest Bank, 2017:1). Furthermore, in 2017, two of the world's three global rating agencies (Standards and Poor's and Fitch Ratings) downgraded SA's sovereign credit rating to junk status (Green, 2017:1; Gernon & Mabuza, 2017:1). In the long term, this downgrade will lead to higher interest rates, and thereby reducing the disposable income of South African households and make it difficult to pay for their vehicle- and home loans (Child, 2017:1). This drop in disposable income can have a negative influence on the South African tourism industry in general, as travelling is not regarded a household necessity and can make South African outbound tourists more selective in choosing their destinations.

Although South Africa (SA) is seen as a future powerhouse of the travel and tourism industry for outbound travel (World Travel Market, 2012:19), little information is available regarding SA's outbound tourism market (Stats SA, 2008:3). Most specifically, there is a lack of information on needs-driven forces that influence outbound tourism demand (Van Vuuren & Slabbert, 2011:695). As noted by several authors (Ahn, Ekinici & Li, 2013:720; Badarned & Som, 2011:38; Kassean & Gassita, 2013:1), understanding how needs-driven forces affect outbound tourism demand to holiday destinations play a vital role in planning tourism-related activities more efficiently for revenue and employment generation within a country's tourism industry.

The identification of the needs-driven forces that affect outbound tourism can assist in identifying appropriate strategies to attract South African travellers to different countries. Travel and tourism businesses will be better informed to effectively plan, develop marketing strategies for these different outbound destinations, and create travel packages that can satisfy the needs of their clients (tourists).

The primary objective of this study is thus to determine the needs-driven forces that influence SA's outbound tourism demand. To achieve the primary objective of this study the following secondary objectives were developed:

- To conduct a literature overview on the importance of outbound tourism and the needs-driven forces influencing destination choice;



- To empirically determine the top ten countries South African tourists have visited;
- To empirically identify the needs-driven forces influencing SA's outbound tourism demand, and
- To make conclusions and provide recommendations to tourism destination marketers on how to design appropriate marketing strategies and marketing messages that take into consideration the identified needs-driven forces that may influence SA's outbound tourism demand.

In the following section, a brief literature overview of the outbound tourism follows.

Outbound tourism

The first section outlines the importance of outbound tourism. The second section provides a literature overview of the needs driven forces that may influence outbound tourism.

Importance of outbound tourism

Holloway and Taylor (2006:64) explain that understanding why people travel and take holiday trips, how they go about selecting their destinations and why one country is preferred above the other, are vital to those who work in the tourism industry. Why people travel, and where they travel to, should be the main focus of any tourism business selling holiday packages (Aziz, 2009:97; Beh & Bruyere, 2007:1465). Furthermore, it is commonly accepted that understanding travel needs is important for forecasting future travel patterns (Yuan, Cai, Morrison & Linton, 2005:43). According to Goffi (2013:132), understanding the tourists and potential tourists' reasons for travelling, are important to the destination marketer for a number of reasons, amongst others:

- It forms the basis for segmentation in markets;
- It helps the destination manager to position the business services; and
- It is the key to designing appropriate communication messages of tourists offerings.

It must be noted that outbound tourism demand is strongly influenced by the image that the tourist has of a destination, therefore, the more favourable the image, the more likely the destination will be selected (Chi & Qu, 2008:626; Lin & Huang, 2008:2517). Rieder and Jacquemin (2011:2) caution that the variety and vicinity to different attractions within a geographical area are important for tourism development, as this influence outbound tourism demand. Furthermore, the security measures in place at the destination can increase tourist visitation to a country (Du Plessis, Saayman & Van der Merwe, 2017:3). In addition, accessibility to a destination may hinder the potential tourist from travelling even though the desire (motivation) may exist (Chen & Wu, 2009:303).

Needs-driven forces

Needs-driven forces influencing tourism demand refers to the motivation of a tourist to travel to a destination, as well the consideration of the accessibility of the destination (Twining-Ward, 2009:9). The importance of in particular the outbound tourist market has evoked significant interest in understanding tourists' motivations for travelling overseas (Mohammad & Som, 2010:41). For several decades, it was regarded important to know what motivate tourists to travel and which variables influence their destination selection (Huang, 2010:153). Tourists' motivations to travel are linked to consumer satisfaction and can therefore be considered as key to understanding how they choose a destination (Cohen, Prayag and Moital, 2014:880). Some authors (Alghamdi, 2007; Lubbe, 2005) argue that it is not only the motivation for



travelling that influences destination selection, but also the way in which the tourist perceives the destination. The potential traveller's perception of the value of the various choices in the marketplace and the accessibility to the destination influence the type of holiday and destination chosen (Prebensen, 2007:3). From the preceding discussion it is clear that tourists' need satisfaction is essential, as changes in their needs affect tourism demand and supply (Mahika, 2011:15).

Maslow was the first to offer insight into the ways in which a trip may satisfy different needs of tourists based on his well-known hierarchy of needs (Goeldner & Ritchie, 2003:242). Maslow's theory states that human needs may be explained according to a hierarchy, by indicating the most dominant need to the least dominant need. Other earlier develop models to explain needs-driven forces are Plog's (1974) allocentric – psychocentric model, Dann's (1977) push and pull forces model, Pearce's (1988) travel career ladder model and Ross and Iso-Ahola's (1991) escape seeking model. Swarbrooke and Horner (2007:54) on the other hand identified six different tourist needs typology classifications namely: physical, emotional, personal, personal development, status and cultural. These are with the exception of emotional- and cultural needs similar to those of Maslow. Several authors (McIntosh & Goeldner, 1984:49; Swarbrooke & Horner, 2007:54) condensed needs-driven forces in tourism to only include physical-, interpersonal- and stature needs. However, several authors (Dwyer & Kim, 2010:384; Prideaux, 2000:56; Saayman, 2000:30) include destination accessibility as a needs-driven force. From the preceding discussion, it seems that the most prominent needs-driven forces in tourism are physical-, interpersonal- and stature needs, as well as destination accessibility. These selected outbound tourism needs-driven forces are discussed in detail below.

Physical needs

Physical needs are associated with relaxing physically and emotionally while on holiday (Swarbrooke & Horner, 2007:59). It must be noted that how people relax and how they go about breaking their daily routine and what experiences they seek, differ among individuals (Collins, Galliano, Quinn, Fairweather & Maurer, 2007:18).

Physical needs for travel are associated with reduction of stress through physical activities, such as adventure and sport (McIntosh & Goeldner, 1984:49). These individuals are looking for excitement and adventure in a wide range of different activities e.g. rock-climbing, diving and hiking (Swarbrooke & Horner, 2007:245). Similarly, Tran and Ralston (2006:425) state that tourists, with a desire for adventure, favour unusual and exotic destinations to gain new experiences, enjoy a unique environment and to put their survival skills to the test.

Physical needs can also be the opportunity to taste new and exotic foods while on holiday Fields (2002:39). Tourism activity related to cuisine can include visiting gastronomic regions, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows or demonstrations and tastings of quality food products (United Nations World Tourism Organisation, 2012:6). Travelling with the main purpose to learn more about a specific region's cuisine, to sample new food, purchase produce or engage in cookery courses is a relatively new trend in tourism (, MacLeod & Robertson, 2010:75). Physical needs can also be related to unmet sexual needs (Tepanon, 2006:1). Therefore, when travelling abroad, these travellers then have the freedom and chance to escape the normal morals and practices society imposes on them by their local communities, and this frequently leads to incidents of amplified sexual promiscuity and casual sexual relationships (Bellis, Hughes, Thomson & Bennett, 2004:45).



On the other hand, physical activity can merely include participating in sport or recreational activities at the beach (Tshepe & Obono, 2013:1003). The purpose of physical relaxation while on holiday can be to improve the traveller's health or merely escaping from work responsibilities and work related stress (Jensen, 2011:39). Rest, relaxation and leisure are associated with discretionary tourism (Alén, Domínguez & Losada, 2012:141). Relaxation needs relate to all activities involved with the aim of physical and mental relaxation, getting away from the mundane everyday life and escaping from boredom (Akyildiz, Argan, Argan & Sevil, 2013:23). Rest and relaxation is a fundamental need of all human beings (Esichaikul, 2012:55). Relaxation-based needs are grounded in the need to find peace, tranquillity, and relaxation at the destination (Jonsson & Devonish, 2008:401).

Interpersonal needs

Interpersonal needs for travel is associated with the desire of tourists to meet new people and/or make new friends, for family getaways and nostalgia reasons (Tshepe & Obono, 2013:1003). The youth market is especially interested in forging new friendships while travelling (Swarbrooke & Horner, 2007:58). People who meet while travelling can turn into lifelong friends as they already share something in common; a desire to see the world (Garland, 2012:1). Additionally, due to the ability of modern technology to link people from around the world via social media sites, such as, Twitter, Facebook and Meetup.com, people also travel to meet people they have met on social media sites (Baker, 2008:1). On the other hand, Scott (2012:1) states that travelling alone is also a good opportunity to meet new friends as it is easy to have a conversation with people when travelling is a common denominator. Furthermore, travelling alone makes an individual more approachable and removes him/her from his/her comfort zone. The social need of belonging and acceptance are often met through packaged and all-inclusive tours, because group tours are a great opportunity to make new friends (Cleare, 2016:279).

In modern-day life, families spend much time engaging in work- and after-school activities, and business travel, resulting in less time for families to spend together (Epp, 2008:190). For this reason, most families want to build family togetherness and have a memorable and once in a lifetime experience while travelling together (De Almeida, 2010:99). Thus, family holidays offer family togetherness, and provide time and space for building interpersonal relationships and social connections within the family context (Nazou, 2009:84). Additionally, family leisure activities provide the opportunity for families to develop a sense of family identity and to strengthen family bonds (Schänzel & Yeoman, 2015:141).

Tourists are also increasingly seeking experiences that provide them with a personal connection to the people and places they visit (Hudson, 2008:59). According to Davies (2012:1), nostalgia has become a big driver in tourism demand; with ninety percent of United Kingdom (UK) tourists utilising their holidays to re-visit a specific country or place with a sentimental connection to their lives instead of discovering new destinations. Nostalgia can also be based on shared heritage and memories with group members (Sierra & McQuitty, 2007:99). Ray and McCain (2012:982) confirm that there are very few tourism experiences that may be more emotional and nostalgic than those involving an individual's own personal connection to his/her own heritage.

Stature needs

Stature needs are associated with one's ego and personal development which include travelling to expand knowledge and gaining further experience in one's hobbies (Decrop, 2006:83). Stature needs also include the need for recognition and attention from others, in order to boost one's ego (Khunou, Reynish, Pawson, Tseane & Ivanovic, 2009:61). O'Reilly



(2006:1013) states that travel is not all about pleasure and adventure, but is also aimed at maintaining or enhancing social position. Some tourists participate in recreational activities with the aim of gaining a certain level of prestige (Van Vuuren & Slabbert, 2011:695). By visiting distant or sought-after destinations, a tourist may gain prestige in the eyes of his or her less well-travelled friends (Gunn, 2014:23). The following reasons for travelling have a strong connection with increasing stature according to several authors (Jensen, 2011:39; Kim & Prideaux, 2005:355):

- Visiting a destination so as to impress friends and family;
- Experiencing something new or unique while travelling; and
- Travelling to a destination that friends and relatives really want to visit.

However, some tourists are travelling to improve themselves intellectually and to discover new knowledge by taking advantage of learning opportunities; this can take the form of learning about a destination, its culture, its history, and its people (De Almeida, 2010:99). Tourists driven by personal development seek good value in terms of education and learning and are interested in destination-based activities which provide them with educational, professional and travel-related opportunities (Chiang, King & Nguyen, 2012:29). Tourists are not just prompted to travel to see places and visit attractions, but also in terms of personal development and gaining authentic experience (Collins *et al.*, 2007:18). Tourists who prefer intellectually-active holidays, are the individuals who have a desire for learning new skills, visiting museums, art galleries and places of cultural importance; they are those who want to learn something new or increase their knowledge in their free time (Mahika, 2011:18). Furthermore, as tourists are becoming increasingly experienced, they develop a desire for a wider range of experiences that broadens their horizon so that they can feel enriched by engaging in these activities (Perić, 2010:197).

Destination accessibility

Destination accessibility refers to how accessible a destination is for tourists and the ability to access desired goods, services and activities at the destination (Adhikari, Ross & Ernst, 2013:1). Accessibility to and at the destination plays a vital role in how appealing a destination may be for a tourist (Chen & Wu, 2009:303). The more accessible a destination and the attractions within the destination are, the more appealing the destination becomes to the tourist (Chiang *et al.*, 2012:23), therefore increasing the motivation to visit the destination. Visas are perceived to be one of the biggest obstacles with regard to outbound tourism (UKinbound, 2013:1). Visa requirements may represent a hurdle for tourists even before the tourists arrive at the country (Neumayer, 2010:171). For instance, the United States of America's restrictive visa policy is driving away millions of potential tourists and this, in turn, is hurting their travel industry (Francheska, 2013:1). Some countries now offer a visa-on-arrival and e-visa applications to increase accessibility and to simplify the visa application process (Paladhi, 2014:1). Countries should thus impose less restrictive visa regimes to increase tourism numbers (World Travel and Tourism Council, 2013:i).

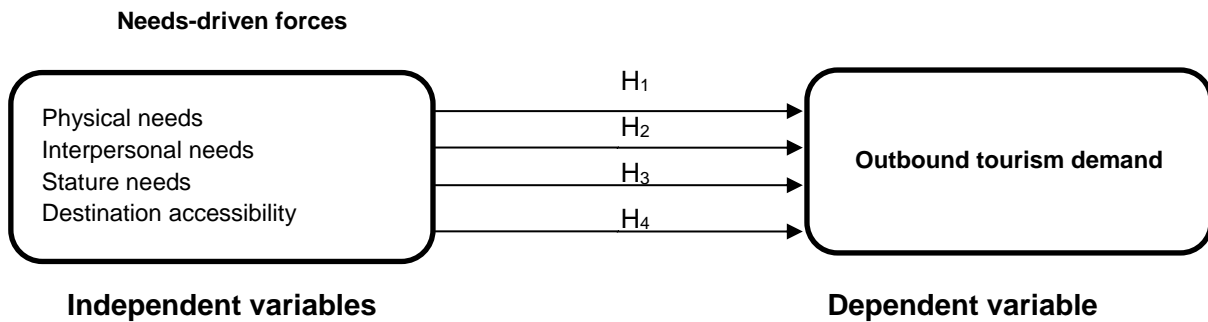
Furthermore, individuals travelling to foreign countries frequently face health-related issues not normally experience in their home country (Stöppler, 2012:1). When travelling to some parts of the world, tourists will have to get vaccinated against local diseases or present proof of vaccination if travelling from infected areas (Department of Health and Human Services, 2013:1). Tourists usually do not travel to destinations where travel warnings have been issued, especially if these circumstances occur regularly (Goeldner & Ritchie, 2003:319).

In the section to follow the hypothesised model constructed based on the literature will be presented.

Hypothesised model

What is imperative to note is that no South African study could be found on outbound tourism as tested in the proposed hypothesised model depicted in Figure 1. It would be considerably valuable to establish which needs-driven forces actually influence the South African outbound tourism market, as previously mentioned that SA is a powerhouse for outbound tourism and travel.

Figure 1: Proposed hypothesised model (Source: Own compilation)



Source: Own compilation

As can be seen in the proposed hypothesised model (Figure 1) four needs-driven forces that can possibly influence the South African outbound tourism demand were selected to be tested. The hypotheses to test are as follows:

- H₁: Physical needs of tourists influence South Africans' outbound tourism demand.
- H₂: Interpersonal needs of tourists influence South Africans' outbound tourism demand.
- H₃: Stature needs of tourists influence South Africans' outbound tourism demand.
- H₄: Destination accessibility influence South Africans' outbound tourism demand.

Cohen, Manion and Morrison (2007:81) indicate that operationalisation is needed in order to conduct good research. Operational definitions of the dependent and independent variables are indicated in Table 1.

Table 1: Operational definitions of the dependent and independent variables

Variables	Number of items	Sources
<i>Outbound tourism demand</i> relates to South African travellers' choosing destinations based on specific reasons such having a favourable tourism image, many tourist attractions, or is affordable	7	Bloom (2016); Lin & Huang (2008:2517); Rieder & Jacquemin (2011:2)
<i>Physical needs</i> refer to travellers motivated to travel to escape from work- related stress by engaging in physical- or emotionally relaxing activities	7	Akyildiz <i>et al.</i> (2013:23); Swarbrooke & Horner (2007:54)
<i>Interpersonal needs</i> refer to travellers motivated to travel to build or strengthen relationships or to develop new relationships	5	Schänzel & Yeoman (2015:141); Tshepe & Obono (2013:1003)
<i>Stature needs</i> refer to travellers motivated to travel to improve themselves or impress others by visiting sought-after destinations	6	De Almeida (2010:99); Jensen (2011:39); Khunou <i>et al.</i> (2009:61)
<i>Destination accessibility</i> refers to the ease of access to activities, good and services at the destination, as well as travel information, time and documentation required to visit destination	6	Adhikari <i>et al.</i> (2013:1); Neumayer (2010:171); Stöppler (2012:1); World Travel and Tourism Council (2013:i)



In the next section the research design and methodology used in this study will be discussed.

Research design and methodology

This research study followed the quantitative research paradigm. A total of 400 questionnaires were distributed. To participate in the study respondents had to be a South African citizen, older than eighteen years and in possession of a senior certificate. The questionnaire was distributed via email to a database obtained from Nelson Mandela Bay Tourism (NMBT). In turn these individuals distributed the questionnaire amongst their friends and colleagues. The sampling method utilised within this research was therefore a combination of convenience- and snowball sampling.

A newly developed scale was utilised as no existing scale could be found for the items measured in this study. A rigorous process was followed whereby various recent journal articles and dissertations on tourism demand and motivations for travel were used to find a scale to measure the items. The items of the newly developed measuring instrument was based on the issues forthcoming in the literature review related to travel needs and motivations. A symmetric 5-point Likert scale was utilised ranging from strongly disagree (1) to strongly agree (5). After data cleaning, a total of 301 questionnaires were subjected to statistical analysis. The statistical computer package STATISTICA version 12 was utilised to analyse the data. An Exploratory Factor Analysis (EFA) was conducted to extract the valid items and factors with a cut-off point of 0.4 for valid factor loadings (Hair, Anderson, Tatham & Black, 2006:113). All variables that cross-loaded were disregarded to enhance the validity of the results. Cronbach's alpha coefficients were calculated to assess the internal consistency of the scale items. This study adopted a Cronbach's alpha cut-off point off 0.6 as proposed by George & Mallery (2003:50).

Various statistical data analysis methods were utilised to analyse the data such as: descriptive statistics in the form of means and standard deviations, as well as inferential statistics such as Pearson product-moment correlation coefficient and Multiple regression analysis (MRA). To enable the measurement of the correlation between the variables, the Pearson product-moment correlation coefficients were calculated (Saunders, Lewis & Thornhill, 2007:450). This coefficient (typically denoted as "r") can take on any value between - 1 and + 1 (Taylor, 2014:1). Multiple regression is a method of data analysis that is considered appropriate whenever a quantitative variable is to be examined in relationship to other variables (Princeton University, 2007:1). Multiple regression was used to determine which independent variables (needs-driven forces) has a significant relationship with the dependent variable (outbound tourism demand). It was further utilised to determine whether the hypotheses are accepted or rejected based on the empirical findings.

The empirical results

This section will present and discuss the results with reference to the sample description, top ten destinations visits, EFA, descriptive- and inferential statistics.

Demographic information

The gender of the surveyed respondents was almost evenly split with 55% female and 45% male. The most dominant group with regard to age was between the ages of 26 to 35 years (29%), followed by the age group 36 to 45 years (26%). Few respondents older than 66 years (4%) were surveyed. Most of the respondents indicated that they belong to the Caucasian



ethnic group (75%) and 12% indicated that they belong the Black ethnic group. English (46%) and Afrikaans (41%) were by far the two most dominant languages spoken. Although not the focus of this paper, language spoken may influence destination choice based on needs.

Most of the respondents indicated that they are employed on a full-time basis (75%), while 15% indicated that they are self-employed. Respectively 13% of the respondents are employed either in the finance and insurance sector or manufacturing sector, while 12% were employed in the education service sector. More than half of the respondents in the sample (52%) are ordinary employees, while 25% of respondents are managers. Some respondents (10%) indicated that they are not willing to disclose their income, while 23% of the respondents indicated that they earn between R10 001 and R 20 000 per month. It is acknowledged that income play a major role in being able to travel and destination choice.

Just over half (52%) of the respondents have more than thirteen years working experience. Only 3% of the respondents have been employed for less than one year, with 4% not having any work experience. Over a quarter of the respondents are in possession of a diploma (29%) and 24% of the respondents have a post graduate qualification. It can be expected that education level may influence the motivation for travel and resultant destination choice. Just over half (51%) of the respondents are married, with 25% being unmarried, 10% divorced and 5% widowed. Over a third (36%) of the respondents indicated that they have no children, while 31% of the respondents have two children. It can be presumed that families with children may have different needs when considering the travel destination.

Destination visited

Table 2 presents the findings regarding international destinations visited by the respondents for leisure purposes. The respondents were instructed to indicate all the international destinations visited, therefore, no percentages will be indicated - only the frequency per destination as indicated by the respondents. Only the top ten international destinations visited are reported and put in ranking order from those most visited to least visited as the frequencies of the other countries indicated was relatively low.

Table 2: Top ten most visited destinations by respondents

Rank	Country visited	Frequency
1	United Kingdom	115
2	Mauritius	79
3	France	77
4	Italy	76
5	Germany	69
6	The Netherlands	56
7	Belgium	51
8	United States of America	49
9	Switzerland	46
10	Thailand	42

As can be seen from Table 2, United Kingdom (115) was the most visited destination. Interesting to note is that most of the counties appear to be from the European continent. The second most visited destination was Mauritius (79), which was the only country indicated on the African continent. The other non-Europe countries are United States of America (49) in the 8th position and Thailand (42) in 10th position. According to Tripadvisor (2017), the UK,



France, Italy, USA and Thailand is regarded as included in the top 25 popular tourist destinations.

Factor extraction, validity and reliability of measuring instrument

A principle component analysis EFA with varimax rotation was conducted, because the primary purpose was to identify and compute composite needs-driven scores for the factors underlying destination choice. Variables with an Eigenvalue of more than 1.0 were retained as advised by Costello and Osborne (2005). Items with factor loadings greater than 0.4 and those that loaded onto one factor only were considered valid. Only constructs with at least three retained items were considered valid as Costello and Osborne (2005:5) generally regard constructs with less than three retained items as weak and unstable. The sample met the assumptions for Exploratory Factor Analysis (EFA): a sample size of more than 200 respondents, the sample being homogeneous, and only correlations between variables of higher than 0.4 were considered, as well as all outliers removed.

Table 3 presents the exploratory factor matrix for the needs-driven forces with valid factor loadings of above 0.4, excluding cross-loadings.

Table 3: Exploratory factor matrix structure for needs driven forces

Item no	PN	IN	SN	DA	OTD
P2	0.765				
P3	0.786				
P 5	0.529				
P 6	0.530				
I7		0.495			
I11		0.658			
I12			0.618		
S13		0.534			
S14		0.734			
S15		0.727			
S16			0.778		
S17			0.786		
S18			0.404		
DA19				0.640	
DA20				0.660	
DA21				0.672	
DA22				0.607	
DA23				0.809	
DA24				0.613	
OTD1					0.599
OTD2					0.572
OTD3					0.641
OTD4					0.760
OTD5					0.594
OTD6					0.664
OTD7					0.798

Key: PN = Physical needs; IN = Interpersonal needs; SN = Stature needs; DA = Destination accessibility; OTD = Outbound tourism demand

Five constructs emerged with Eigenvalues exceeding one. As can be seen from Table 3, these constructs are physical-, interpersonal- and stature motivators, destination accessibility and outbound tourism demand. Items P1, P4, I8 and I10 had factor loadings below the 0.4 cut off point and not deemed valid and therefore deleted from the factor matrix. As Item I9 cross-loaded onto two variables, it was disregarded from further analysis. All seven items intended

to measure the dependent variable, outbound tourism demand, loaded onto the construct with factor loadings of 0.4 and above. Thus sufficient evidence of validity for the five retained constructs is provided.

According to Wiid and Diggins (2009:7), reliability refers to research that will yield the same results if the research is repeated. Aaker, Day and Kumar (2007:308) state that reliability indicates how consistent results are over time. Cronbach's alpha coefficients were used to test the reliability and internal consistency of the measuring instrument for this study with coefficients above 0.6 regarded as acceptable for reliability of the measuring instrument as confirmed by George and Mallery (2003:50). Table 4 depicts a summary of the validity and reliability analysis for the independent variables (needs-driven forces) and dependent variable (outbound tourism demand).

Table 4: Summary of validity and reliability analyses for the independent- and dependent variables

Variables	Retained items	Factor loadings		% of variance	Cronbach's alpha
		Minimum	Maximum		
Physical needs	4	0.529	0.765	33.12	0.659
Interpersonal needs	5	0.495	0.734	30.92	0.688
Stature needs	4	0.404	0.786	37.21	0.681
Destination accessibility	6	0.607	0.809	35.88	0.767
Outbound tourism demand	7	0.572	0.798	35.08	0.787

Table 4 shows that these constructs explains between 30.92 to 37.21 of the variances in the data. Factor loadings vary between 0.404 to 0.809, with at least four items retained for each construct. It is further evident that all constructs returned Cronbach's alpha coefficient scores tending towards 0.7, thus providing satisfactory evidence of reliability for the constructs.

Descriptive statistics

Table 5 provides the descriptive statistics for the independent- and dependent variables.

Table 5: Descriptive statistics for the independent- and dependent variables

Variables	Mean	Standard deviation
Physical needs	4.0	0.6
Interpersonal needs	3.8	0.7
Stature needs	2.5	0.8
Destination accessibility	3.3	0.8
Outbound tourism demand	3.9	0.6

As can be seen from Table 5, physical- and interpersonal motivators and outbound tourism demand had means that tended towards the agreement (4) rating on the scale. Respondents consider physical needs such as to relax physically and emotionally, to find peace and tranquillity and escape from work-related stress, as important when selecting an outbound destination. Respondents also consider interpersonal needs such as to taste new and exotic food and meet people, get to know local people and experience their way of life, to learn and expand their general knowledge and broaden their experience to pursue their hobbies, as important when choosing a travel destination. They further agree that when making an outbound destination choice they consider destinations that are affordable, situated relatively

close to South Africa, with a favourable tourist image, offering a wide variety of tourist attractions and strong security measures in place where they can enjoy their religious freedom.

Stature needs had a mean that tended towards the neutral rating (3) on the scale. Respondents seem to be undecided whether stature needs play a role when selecting a destination. They were uncertain whether they travel to connect with people they met on social media or to impress friends or family or improve their social status by selecting sought-after destinations. Destination accessibility had a mean that tended towards the neutral rating (3) on the scale. It appears that respondents regard destination accessibility issues such as a short travel time, few, or no visa requirements, no vaccinations required or putting strain on current health, countries free from travel warnings and destinations with a lot of attractions, as not important when selecting a destination.

All the standard deviations were relatively low (varying from 0.6 to 0.8) which indicates low response variances. In addition to descriptive statistics, inferential statistics were conducted to allow for conclusions that extend beyond the raw data itself.

Inferential statistics

Pearson product moment correlation analysis was conducted on the valid and reliable constructs and the hypotheses were tested by conducting a MRA.

Pearson product-moment correlation coefficients

Pearson product-moment correlation coefficient is a statistical measure of co-variance between two variables (Zikmund, Babin, Carr & Griffen, 2009:559). Pearson product-moment correlation coefficients denote values between -1 and 1 (Zikmund *et al.*, 2009:559). According to Cozy and Bates (2012:248), the strength of the correlation relationship is guided by the following measures; a strong relationship $r \geq 0.7$; fairly strong relationship $0.5 \leq r < 0.7$; average relationship $0.3 \leq r < 0.5$; weak relationship $0.1 \leq r < 0.3$; and a slight relationship $r < 0.1$. Table 6 presents the results of the Pearson product-moment correlation coefficients that were calculated for this study.

Table 6: Correlation matrix of need driven forces influencing tourism demand

Factors	OTD	P	I	S	DA
Outbound tourism demand (OTD)	1				
Physical needs (P)	0.112	1			
Interpersonal needs (I)	0.161	0.144	1		
Stature needs (S)	0.291	0.029	0.269	1	
Destination accessibility (DA)	0.439	0.042	0.005	0.166	1

Table 6 depicts all the variables reported positive Pearson product-moment correlation coefficients, but mostly very slight or weak correlations ($r < 0.3$) between variables. Only one average correlation was found between outbound travel demand and destination accessibility ($0.3 \leq r < 0.5$). According to Darcy and Dickson (2009:34) accessibility in tourism is an ongoing endeavour to ensure tourist destinations, as well as products and services at the destination are accessible to all people. Furthermore, Chiang *et al.* (2012:23) state that the more accessible a destination, the more appealing the destination becomes to the tourist, therefore increasing tourism demand to countries perceived to be easily accessible. To determine if the hypotheses in the hypothesised model are either accepted or rejected a multiple regression analysis was conducted. The results of the multiple regression for the needs-driven forces influencing outbound tourism demand are presented next.

Multiple regression analysis results

It is necessary to establish whether the data is free from multi-collinearity prior to MRA testing. Multi-collinearity diagnostics analysis facilitates the identification of measuring items or variables that have a high correlation among themselves (Kraha, Turner, Nimon, Zientek, & Henson, 2012:10). When Variance Inflated Factor (VIF) values are greater than 10, it indicates a collinearity problem. The VIF values for this study vary between 1.019 to 1.107, demonstrating that there are not high correlations between the needs-driven variables, and therefore the data set is free from multi-collinearity problems, enabling MRA.

According to Mugenda and Mugenda (2003:142), when a t-value of a factor is less than 1.96 at a significance level of 0.05 or between 1.96 and 3.09 at a significance level of 0.001, the null hypothesis is rejected. Beta values provide information regarding the strength of factors loadings. Beta values closer to 1 are considered strong (Albright & Park, 2009:59). Table 7 presents the results of the MRA that was conducted to identify the influence of the independent variables (needs-driven forces) on the dependent variable (outbound tourism demand).

Table 8: Multiple regression results for the needs-driven factors influencing outbound tourism demand

Dependent variable: Outbound tourism demand			R ² = 0.557	Hypotheses
Independent variables	Beta	t-value	Sig. (p)	
Physical needs	0.111	2.190	0.029**	Accepted
Interpersonal needs	-0.058	-1.392	0.164	Rejected
Stature needs	0.202	5.351	0.000*	Accepted
Destination accessibility	0.199	5.870	0.000*	Accepted

* p < 0.001 ** p < 0.05

Evidence of statistical relationships was found at p=0.001 and p=0.05, among the independent variables (physical needs, stature needs, destination accessibility) and outbound tourism demand (dependent variable). These needs-driven variables therefore influence outbound tourism demand. Therefore, H₁, H₃, and H₄, are accepted. The beta values for these significant relationships indicated weak relationships.

Based on these findings, physical needs therefore influence outbound tourism demand. This finding indicates that SA respondents will travel to outbound destinations (countries) to relax or partake in physical activities as was confirmed by Tshepe and Obono (2013:1003) in their study on rural tourism. The empirical findings also indicate that stature needs influence outbound tourism demand, which could point to SA respondents considering travelling to outbound countries for self-development purposes to gain knowledge. De Almeida (2010:99) supports this finding and state that some tourists select destinations such as Madeira specifically to improve themselves intellectually and to discover new 'things' by taking advantage of the learning opportunities while on holiday. Destination accessibility was found to influence outbound tourism demand. This finding indicates that SA respondents travel to outbound countries if they regard these countries as easily accessible as was confirmed by Chen and Wu (2009:303) in their study on senior travellers in China.

As interpersonal needs had a critical value of less than the 1.96 cut-off point, this hypothesis (H₂) were rejected. This finding suggests that SA respondents regard interpersonal needs as not influential on outbound tourism demand. This finding is in contrast with findings from American studies by Davies (2012:1) and Epp (2008:190) that indicate that interpersonal needs does in fact influence travel demand. However, Alghamdi (2007:54) argues that visiting friends and relatives (an interpersonal need) as an incentive to travel to a country abroad is



debatable, unless the individuals have family or friends living in Saudi Arabia whom they want to visit. Therefore, physical needs, stature needs and destination accessibility can be confirmed as need-driven forces that influence SA's outbound tourism demand.

Conclusions and recommendations on most visited destinations

The conclusions and recommendations are based on both the empirical- and literature research findings. The results indicated that UK was the most visited destination by SA travellers, followed by Mauritius and France, with most of the top ten visited destinations being in Europe. It could possibly be argued that 75% of the surveyed SA respondents were from European descent. Another plausible explanation could be that the majority of the European countries require only a Schengen visa, which allows entry into any of the member countries. Mauritius, the second most visited destination does not require a visa and is within relative close proximity to South Africa, so relatively easy to travel to for South Africans. Thailand, although a long trip, could be attractive to visit due to the favourable exchange rate, known as a relatively cheap country to visit and not requiring a visa for South Africans. Based on the empirical findings, it is therefore recommended that SA travel and tourism providers should design marketing messages to attract SA tourists by pointing out which specific needs they can satisfy such as:

- relaxation on the beaches of Mauritius;
- the easy accessibility to a variety of tourist attractions in the UK;
- not requiring a visa for Thailand;
- visiting the most known historical tourist attractions in Paris; or
- tasting good food and discover the tranquillity of the Tuscan landscape in Italy;
- relatively close vicinity of countries such as Madagascar, Tanzania, Seychelles and Mozambique (Portuguese islands) to save travel time;
- the affordability of lesser visited destinations such as Bosnia-Herzegovina, Bulgaria, Estonia, Serbia and Hungary with a more favourable exchange rate.

Conclusions and recommendations of significant relationships for the influence of need driven forces on tourism demand

Three statistical significant relationships were found between the independent- and dependent variables. These statistical significant relationships were found between physical needs-, stature needs-, destination accessibility and tourism demand as discussed in more detail next.

Physical needs

Physical needs (H_1) presented a weak statistically significant relationship with outbound tourism demand. It seems that SA tourists travel to outbound destinations to relax physically and emotionally if they can visit a variety of tourist attractions and it is affordable. Esichaikul (2012:55) supports this finding and affirms that relaxation is still the most fundamental need for people to travel. Furthermore, tourists travel to outbound destinations to escape from work related stress and to find peace and tranquillity as confirmed by Fields (2002:39). Thus, physical needs are grounded in the need to find peace, tranquillity and relaxation at the destination as proposed by Jonsson and Devonish (2008:401), and can therefore increase tourism demand to destinations offering products to satisfy these needs. It is therefore recommended that SA travel and tourism providers utilise a segmented marketing approach by:



- designing visual marketing material that shows how one can escape from work-related stress by engaging in physical activities such as abseiling, canoeing, rock climbing and mountaineering that are affordable;
- designing visual marketing material that shows relaxing on the beach, thus enticing potential tourists to find peace and tranquillity at a nearby outbound destination without having to travel for many hours;
- compiling combination packages that focus on physical or emotional relaxation to attract a wider tourist market to these destinations e.g. promoting scuba diving for those seeking physical relations activities and snorkelling as an alternative for those that merely want to engage in more relaxing activities at beach resorts;
- emphasising the security measures in place at the destinations to provide SA travellers peace of mind that they will relax at the destination.

Stature needs

Stature needs (H_3) presented a weak statistically significant relationship with outbound tourism demand. The results indicate that SA tourists travel to outbound destinations to connect with people they have met on social media whose country has a favourable tourism image and where there are well-known landmarks. This finding is supported by Baker (2008:1) who states that due to modern technology, which link people from around the world via social media sites, people are increasingly travelling to outbound destinations to personally meet people they have met on social media sites. The results further indicate that SA tourists travel to sought-after destinations to impress friends and family and improve their social status, if these destinations have a favourable tourist image and has well-known landmarks. By visiting distant or sought-after destinations, a tourist can gain prestige in the eyes of his or her less well-travelled friends (Gunn, 2014:23) and improve their social status (Khunou *et al.*, 2009:62). It is therefore recommended that travel marketers:

- use social media as a communication- and promotion tool to provide feedback about destinations people have visited frequently, who they have met and what the activities they have engaged;
- mention in marketing material the possibility to meet up with people met on social media when travelling as it can lead to make new friends, explore new hobbies or even lead to work opportunities;
- in their marketing message emphasise the exclusivity of sought-after destinations by displaying on their website or in the office, the most frequently visited destinations with the emphasis on the variety of well-known tourist attractions.

Destination accessibility

Destination accessibility (H_4) presented a weak statistically significant relationship with outbound tourism demand. The results indicate that SA tourists prefer outbound destinations relatively closely situated to SA, which require short travel time, have few or no visa requirements and have many tourist attractions in close vicinity of each other, as well as security measures in place. The latter are supported by Neumayer (2010:172) who indicate that tourism demand is strongly influenced by the proximity of tourist destinations and the ease of access to these destinations. The results further indicate that SA tourists prefer outbound destinations free from travel warnings, no need for vaccinations to enter and which will not put strain on their current state of health. The findings are supported by Goeldner and Ritchie (2003:319) who allude that tourist will select destinations which will not compromise their health and safety. Therefore, the more accessible a destination, the more appealing it will become as a potential holiday destination, which in turn will increase tourism demand (Chiang



et al., 2012:23). It is therefore recommended that SA travel and tourist providers when marketing destinations:

- display on their website or in their offices a list of destinations with travel warnings and the security measures available within the destinations, as well as visa- and health requirements for all destinations;
- show in their travel packages the close proximity of destinations to SA such Mauritius, the travel mode options available and time required to reach the destination(s) for the different travel options;
- indicate the close vicinity and variety of attractions available within destination(s);
- highlight if destinations have no visa requirements, or that they can assist in obtaining electronic visas (e-visas) for SA travellers to countries such as Ireland, Brazil and Thailand; and
- assist SA travellers to obtain visas by forging partnerships with companies providing visa assistance services, especially if visa offices are not available in the South African traveller's town. The visa and service fee could be included in the travel package fees.

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