



# Satisfiers and Dissatisfiers in the Destination Selection Process: A Cultural Demographic Approach

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## Abstract

This paper investigates the influence of cultural demographics on destination selection- satisfiers and dissatisfiers. Customer satisfaction has been linked to destination choice and global destination competitiveness. Literature identified satisfiers and dissatisfiers as influential in destination selection but no specific information about the role of cultural demographics to connect to potential travel markets. A quantitative research design was utilised and data was collected via an on-line survey. Data was analysed using descriptive and inferential statistics. Two valid destination selection constructs were extracted through an exploratory factor analysis, namely satisfiers and dissatisfiers. Twelve valid and reliable items were retained for satisfiers and seven valid and reliability items were retained for dissatisfiers. This study identified which items are considered satisfiers and which items are considered dissatisfiers. To detect specific mean differences based on the cultural demographics investigated in this study, MANOVA tests identified if there are differences while post hoc Tukey test revealed the specific differences and Cohen D tests if it can be considered as practical significant. There were five practical significant mean differences when considering citizenship, continent of origin and ethnic affiliation within the two identified destination selection constructs.

**Keywords:** Culture, Demographics, Destination, Satisfaction, Tourism

## Introduction and problem statement

Customer satisfaction is a key objective for contemporary tourism organisations to deliver high-quality products and services as well as to position themselves competitively in the tourism industry (Bonn, Cho, Lee & Kim, 2016:2404). Customer viewpoints specific to variables related to destination competitiveness presented a significant influence on the decision-making process associated with travel as presented by Crouch and Ritchie (1999:150). It is widely acknowledged that consumer satisfaction can be achieved differently when considering competitive tourism (Gu & Ryan, 2008:645; Poon & Low, 2005:226). In other words, certain conditions present at the destination can lead to satisfaction while other conditions may lead to dissatisfaction. Therefore, gaining and comprehending information relating to dissatisfiers that may deter tourists from travelling to certain destinations such as inter alia, a poor climate, lack of transport infrastructure, crime levels and overcrowding, and satisfiers that will lure tourists to certain destinations such as for example, idyllic weather, rich cultural heritage and favourable exchange rates, is imperative for destination marketers (Lai, Li & Harrill, 2013:140).

According to Füller and Matzler (2007) there is a lack of research that focuses on the elements of customer satisfaction/dissatisfaction that indicate that destination attributes have a



changeable impact on the overall customer satisfaction. The latter are referred to as satisfiers and dissatisfiers (Alegre & Garau, 2010). The majority of studies (Choi & Chu, 2000; Dolnicar, 2002; Gu & Ryan, 2008) on satisfiers and dissatisfiers, focus solely on the quality- and level of service delivery at the destination and not the presence or absence of destination attributes and tourism products at the destination that can cause either satisfaction or dissatisfaction. It is therefore apparent that satisfiers and dissatisfiers require specific consideration in tourism destination management enhancement strategies as it can lead to an increase in destination competitiveness. This has led to the problem investigated namely:

Which satisfiers will lure tourist to certain destinations and which dissatisfiers may inhibit tourists from selecting certain destinations? The outcome of this research has implications for tourism destination marketers and managers as comprehending the factors that affect travellers' choices regarding destination selection can play an imperative role in activities being planned more proficiently by tourism authorities and the implementation of new tourism attractions (Kassean & Gassita, 2013:1).

The objectives of this research are as follows:

- To conduct a literature outline on destination selection satisfiers and dissatisfiers;
- To provide a brief literature study on cultural demographics and its role in destination selection;
- To determine empirically which destination selection variables are considered satisfiers and which are considered dissatisfiers;
- To determine empirically whether there are similarities between the cultural demographical variables and the two destination selection constructs; and
- To offer suggestions to travel marketers on how to market certain destinations by taking into account cultural demographic differences.

## Literature review

The study of dissatisfaction is understood to be complementary to the study of satisfaction (Berezina, Bilgihan, Cobanoglu, & Okumus, 2016:15). Satisfiers and dissatisfiers provide a perspective into the factors that can influence a tourist's destination selection. Satisfiers and dissatisfiers will be discussed in more detail in the following section. The literature review will lastly examine culture as a demographic variable.

## Satisfiers

Satisfiers are related to the customers' response to enhancements made to the tourism product or service (Marin & Taberner, 2008:6; Truong & Foster, 2006:240). Destination selection variables that can be identified as satisfiers have a larger influence in creating satisfaction in instances of high-level performance than they have in creating dissatisfaction in instances of low-level performance (Berezina *et al.*, 2016:18; Marin & Taberner, 2008:6). Thus, these variables have a bigger likelihood to create satisfaction than dissatisfaction.

Travel is professed to be a powerful instrument for self-development and relaxation on the part of the tourist (World press, 2013:1). According to Lesueur (2015:1) independent travel is becoming increasingly popular. Tourists are more and more interested in independent travel rather than travelling with a large group and experience freedom to explore the destination. Moreover, digital technology, social media and online distribution platforms are changing the relationship between consumers and producers, supporting co-creation and facilitating the personalised experiences sought by consumers (OECD, 2016:33). Due to the latter travel



companies have increased the level of customisation available to tourists in their travel packages as well as including a variety of different experiences in one trip (Hanratty, 2015:1).

Tourists prefer visiting destinations that protect the local culture and provide authentic cultural tourism attractions (Borowiecki & Castiglione, 2014:260), such as Italy and Greece. Over and above, destinations that practise environmental conservation and provide organic products can significantly increase their tourism competitiveness (Singh, 2008:114).

Gill and Singh (2011:215) expound that travellers more than ever before are travelling abroad to acquire high quality medical treatments these include general surgery, transplant surgery, cancer treatment and stem cell therapies. Karuppan and Karuppan (2010:356) findings indicate that there has been a growing numbers tourists travelling overseas for cosmetic procedures, reasons include lower cost of surgery at the destination as well as the growth in low-cost airfares.

Ensuring the security of tourists can be seen as a precondition for a thriving tourist destination (Chauhan & Khanna, 2009:40; Elliot, Papadopoulos & Kim, 2011:522; Korstanje, 2009:70). Destinations with an unsafe tourist reputation can be easily substituted for a destination with a "safer" tourist image (Chauhan & Khanna, 2009:41). Especially in light of the significant increase in international terrorism, such as the terrorist attack in Paris (France) in November 2015, consisted of gunmen and suicide bombers who targeted a concert hall, a major stadium, restaurants and bars which resulted in the death of 130 people and left hundreds more wounded, terrorist attacks have threatened the safety assurance of tourist particularly in Europe, Asia and Africa (Institute of economics and peace, 2016:51). Safety of tourists can therefore be seen as a factor that restricts and confines people's movement, options, participation in activities and opportunities (Swart, Bob & Turco, 2010:226).

### **Dissatisfiers**

Dissatisfiers have been identified to represent variables that hinder the expansion of tourist destinations (Bilgihan, Seo & Choi, 2018:617; Carneiro & Crompton, 2010:462). Destination selection variables that can be identified as dissatisfiers have a larger influence in terms of creating dissatisfaction in instances of low-level performance than for example, in instances of high-level performance (Berezina *et al.*, 2016:18; Marin & Taberner, 2008:7). Thus, these variables have a larger likelihood to create dissatisfaction than satisfaction.

Obtaining of Visa can create dissatisfaction even before the tourist embarks on their holiday, due to the costs involved, processing times and queuing at the respective country's embassy (Neumayer, 2010:171). The latter can cause further dissatisfaction if the visa requirements of a country is complicated and considered to be highly restrictive (Delacloche, 2015:1). Moreover, poor quality services and a lack of customer satisfaction are important determinants of destination competitiveness (Caber, Albayrak & Matzler, 2012:43). Understanding and responding to the diversity of visitors' needs and expectations is a challenge and calls on the creativeness of destination stakeholders. Each person arriving at the destination brings with them their own unique set of expectations. Therefore poor service quality at the destination can cause dissatisfaction to the tourist. Furthermore, unfriendliness from local residence towards tourists can cause tension between the residence and tourists (Al-Badarneh, 2016:3). The latter can be caused by uncontrolled tourism development that may create conflict between residents and tourists and, this conflict can negatively affect the inbound tourism industry (Al-Badarneh, 2016:3). Furthermore, as the popularity of tourist destinations increase, so does the demand on local infrastructure and facilities. This leads to traffic congestion, overcrowding in public places, long queues in local shops and at facilities (Timothy, 2011:83). This situation usually leads to local residents starting to feel irritated by the tourists.



Over and above the high pricing of tourism products and poor general health and hygiene at the destination can lead to dissatisfaction (Tsai, Song & Wong, 2009:240). Unfavourable conditions such as violent political tension, high crime rates and prosecution based on religious beliefs at the destination can deter tourists from visiting such destinations (Webster & Ivanov, 2015:63).

### **Culture as a demographic variable**

Jefferson and Lickorish (1988:25) stated that as early as the 1980s, the demand for tourism products and services has been influenced by demographic variables such as age, gender and culture. Bachrach (2014:3) argues that demography and culture have an ambivalent relationship as cultural influences are widely recognised as important for demographic outcomes, but are often neglected in demographic research. Demographics are reliant on culture, as culture and material conditions exert interdependent- and complementary influence on the behaviours that drive demographics (Fricke, 1997:261). Each culture also has sub-cultures that consists of people with shared values based on common life experiences. The latter include citizenship, geographic regions, and ethnic affiliation (Gerber, 2013:138). Birdir (2015:223) explains that cultural demographics variables such as nationality (citizenship), ethnic affiliation and geographic regions may bring about a preference towards certain destinations, where travellers have higher expectations for their vacations in a competitive tourism market and a heightened interest in niche markets based on their common life experiences. This study will thus make use of citizenship, continent of origin (geographic region) and ethnic affiliation as cultural demographic variables which may influence destination selection.

Yang and Wong (2012:30) suggest that research results strongly support the premise that nationality (citizenship) does affect tourist behaviour, and that there are differences and similarities between behaviours of tourists from different nationalities and citizenships. Yang and Wong (2012:32) mention the example of Saudi tourists that prefer to visit Muslim countries. Pizam (1999) indicates that Japanese- and Korean tourists behaviours related to travel were perceived to be alike, whereas French and American tourists' behaviours were perceived as fairly different from each other. An empirical study conducted by Jackson (2001) described that people from highly individualistic cultures (such as the Australian, European and North American continents) are inclined to choose destinations which are culturally similar to their own, while people from highly collectivistic cultures (such as the Asian, Africa - and South American continent) tend to choose destinations which are culturally different to that of their own.

Ethnic identity is more than simply ethnic origin, as it refers to the amalgamation of ethnicity into the individual's self-concept (Cleveland, Papadopoulos & Laroche, 2011:246). It is a form of self-identification that infers pride in, and obedience to certain cultural values, traditions, norms, religion and customs (Castro, Stein, & Bentler, 2009:26). Individuals with a strong ethnic distinctiveness are more likely to bring into line their consumption behaviour to their cultural traditions, which may include the consumption of ethnic foods and travelling to destinations which have the same value systems as theirs (Schiffman, Kanuk & Wisenblit, 2010:393).

### **Methodology**

A quantitative research design was utilised and data was collected via an online survey. The sampling method that was used in this research was non-probability sampling. A combination of convenience- and snowball sampling was employed. A new scale was developed as no existing scale could be found for the items measured in this study. Two constructs (satisfiers and dissatisfiers) were tested on a 5-point Likert scale varying from strongly agree (5) to strongly disagree (1). Google Drive, a software programme by Google which offers users a diverse selection of web-based business and office tools was used to capture the data. Within



this programme is Google Forms which facilitates the creation and administering of online surveys, as well as the automatic collection and collation of survey responses (Boland, 2013:1).

Respondents were invited to participate in the survey via e-mail. The e-mail introduced the researcher and the study to potential respondents. In the email, a link was provided to the online survey. Responses were automatically catalogued by the Google Drive software and imported into a Microsoft Excel spreadsheet for data analysis. The statistical computer package STATISTICA 12 (2014) was utilised to analyse the data. A total of 454 questionnaires were analysed. The sample size of 454 respondents is more than the minimum as per Krejcie and Morgan's (1970:607) sample size estimation, which states that for a population of more than 1 000 000 a sample of 384 is required.

Data was analysed using an exploratory factor analysis to extract the constructs. The principal component analysis using varimax and orthogonal method of rotation was used to extract the factors; factor loadings not loading to 0.5 or less were deleted. To test the reliability of the valid items and constructs, Cronbach's alpha coefficients were calculated. All values exceeding 0.7 was deemed as a reasonable indicator of the inter-item consistency of the research instrument. Descriptive statistics were conducted on the valid and reliable constructs.

For the purpose of this study, MANOVAs were calculated to determine the role demographics of potential travellers play in their perception regarding satisfiers and dissatisfiers. This method was used as this study had two dependable variables. MANOVA is a statistical analysis that examines significant variances between means (Veal, 2005:268). A significant F-value in the MANOVA-analysis is only an indication that not all the population means are the same. It does not indicate which specific means are different. As a result, MANOVAs more often than not raise more questions than answers (Howell, 2012:370). To overcome this limitation of MANOVAs, a Post-hoc Tukey test was completed to identify where the significant differences occurred between the different means (Lund Research, 2013:4).

Cohen's d values were also calculated in order to assess the practical significance of the mean scores (Cohen, 1988:59; Walker, 2008:1). If Cohen's D values are  $0.2 < d < 0.5$ , it can be considered a 'small' effect size;  $0.5 < d < 0.8$  represents an average effect size and  $d > 0.8$  represents a large effect size (Cohen, 1988:59; Walker, 2008:1). Conducting the Post-hoc Tukey tests and Cohen's d values with MANOVAs enabled the researchers to establish the relationship between variables and to comment on the significant mean differences and whether the mean difference had practical significance.

## Findings

The findings will be presented in the following manner. Firstly, the demographic information of the respondents will be presented. This will be followed by the results from the exploratory factor analysis. Thereafter the reliability analysis will be presented followed by the descriptive statistics for the valid- and reliable constructs. Lastly the results of the MANOVA's will be presented and discussed. Table 1 presents the demographic information of the respondents.

**Table 1: Demographic information of respondents**

Variable	Levels	Percentage
Citizenship	South African citizen	71
	Foreign citizen	29
Continent of origin	Africa	66
	Antarctica	0
	Asia	4
	Australia	2



Variable	Levels	Percentage
	Europe	24
	North America	3
	South America	1
Ethnic affiliation	Arabic	1
	Asian	2
	Black	29
	Caucasian	60
	Multi-racial	8

From Table 1 it is evident that most of the respondents were South African citizens (71%). The most dominant group with regard to continent of origin, was Africa (66%) followed by the European continent (24%). Few respondents of the Arabic ethnic affiliation (1%) were surveyed while the Caucasian ethnic group (60%) was most dominant followed by the SA Black ethnic group (29%).

Table 2 presents the factor matrix.

**Table 2: Factor matrix structure for the constructs**

Items	Constructs	
	Satisfiers	Dissatisfiers
Relaxation based travel	0,533	
Customised travel products	0,583	
A variety of experiences in one trip	0,624	
Self-development travel opportunities	0,548	
Safety assurance to tourists	0,679	
Environmental conservation practises	0,625	
Protection of the local cultures in tourist areas	0,708	
Organic products	0,590	
Advanced medical procedures as an alternative tourism service	0,597	
Cosmetic surgery as an option for tourists	0,510	
Independent travel options	0,537	
Authentic cultural tourism attractions	0,579	
Violent political tension present within a destination		0,692
High price of tourism products		0,697
High crime rates at the destination		0,783
Restrictive visa requirements		0,551
Bad service quality at the destination		0,800
Unfriendliness from local people towards tourists		0,769
Country allows prosecution based on religious beliefs		0,718
Poor general health and hygienic conditions within destination		0,791

As can be seen from Table 2, twelve items were retained for the satisfiers construct with factor loadings varying between 0.533 and 0.708. Eight items were retained for the construct dissatisfiers with factor loadings varying between 0.692 and 0.800. All Items had factor loadings above the 0.5 cut off point adopted in this study. Thus sufficient evidence of validity for these two constructs is provided.

Table 3 presents a summary of the valid and reliability analyses for the constructs.

**Table 3: Summary of validity and reliability analyses for the variables**

Retained items	Constructs	Factor loadings		Cronbach's alpha
		Minimum loadings	Maximum loadings	
12	Satisfiers	0.533	0.708	0.850
7	Dissatisfiers	0.692	0.800	0.877



From Table 3, it is apparent that both the constructs returned Cronbach's alpha coefficient scores that tend towards 0.9, which signifies excellent inter-item reliability (Field, 2009; Pallant, 2013). Thus, there is satisfactory evidence of reliability for the two constructs.

Table 4 presents the descriptive statistics for the valid- and reliable constructs.

**Table 4: Descriptive statistics for the valid- and reliable constructs**

Construct	Mean	Standard deviation
Satisfiers	3.6	0.5
Dissatisfiers	4.3	0.7

As can be seen from Table 4, the construct satisfiers tended to four (3.6) and the construct dissatisfiers had a ratings of 4.3, which indicate that respondents regarded dissatisfiers as slightly more influential on destination selection as satisfiers. The standard deviations were relatively low (varying from 0.5 to 0.7) which indicates low response variances. In other words the responses were very similar. The results from the MANOVA analysis will be expounded on in the following section.

Three separate sets of MANOVAs were performed on the two destination selection constructs that had been established as valid and reliable in the previous section. The following null hypotheses were formulated:

- $H_{0_{1.1-1.2}}$ : Regardless of citizenship, travellers do not differ as to what they perceive as destination selection satisfiers and dissatisfiers.
- $H_{0_{2.1-2.2}}$ : Regardless of continent of origin, travellers do not differ as to what they perceive as destination selection satisfiers and dissatisfiers.
- $H_{0_{3.1-3.2}}$ : Regardless of ethnic affiliation, travellers do not differ as to what they perceive as destination selection satisfiers and dissatisfiers.

Table 5 presents the findings of the MANOVAs calculated for the cultural demographical variable citizenship and the destination selection constructs.

**Table 5: Relationship between citizenship and the destination selection constructs**

Grouping variable: Citizenship				
Destination selection variables	F-value	P-value	Hypothesis No.	Null hypotheses
Satisfiers	24.25	0.000*	H0 <sub>1.1</sub>	Rejected
Dissatisfiers	20.13	0.000*	H0 <sub>1.2</sub>	Rejected

\* p < 0.001

As depicted in Table 5, statistically significant relationships exist between citizenship and the destination selection constructs – satisfiers (0.000; p < 0.001) and dissatisfiers (0.000; p < 0.001). Therefore, the null hypotheses H0<sub>1.1</sub> and H0<sub>1.2</sub> were rejected. These findings indicate that travellers when considering their citizenship differ on what they perceive as both destination selection satisfiers and dissatisfiers.

The post-hoc Tukey test for the significant mean differences for satisfiers based on citizenship revealed that SA citizens ( $\bar{x}$  = 3.660) scored a higher mean score than foreign citizens ( $\bar{x}$  = 3.368). SA citizens seem to base their destination selection on what they perceive as satisfiers whereas foreign citizens were undecided whether it plays a role in their destination selection. Within the real world situation based on the Cohen's d-value (0.54), this difference can be regarded as of average practical significance. The post-hoc Tukey test for the significant mean differences for dissatisfiers based on citizenship revealed that foreign citizens ( $\bar{x}$  = 4.533) scored a higher mean score than SA citizens ( $\bar{x}$  = 4.216). Although both foreign citizens and SA citizens seem to base their destination selection on what they perceive as dissatisfiers, the foreign citizens regard it as much more important (strongly agree) than the SA citizens



(agree). Within the real world situation based on the Cohen's d-value (0.50), this difference can be regarded as of average practical significance.

Several authors confirm that citizenship is a significant demographic variable in measuring perceptions about a tourist destination (Kumar & Hussein, 2015:35; Yavuz, 1994:40). Kumar and Hussein (2015:35) and Sánchez-Cañizares, Núñez-Tabales and Fuentes-García (2014:91) in an empirical study found that the perceptions of SA residents and foreign citizens differ on how they view the product offerings available at destinations.

Table 6 presents the findings of the MANOVAs calculated for the cultural demographical variable continent of origin and the destination selection constructs.

**Table 6: Relationship between continent of origin and the destination selection variables**

Grouping variable: Continent of origin				
Destination selection construct	F-value	P-value	Hypothesis No.	Null hypotheses
Satisfiers	7.13	0.000*	H0 <sub>2.1</sub>	Rejected
Dissatisfiers	5.20	0.000*	H0 <sub>2.2</sub>	Rejected

\* p < 0.001

As shown in Table 6, statistically significant relationships exist between continent of origin and the destination selection constructs – satisfiers (0.000; p < 0.001) and dissatisfiers (0.000; p < 0.001). Therefore, the null hypotheses H0<sub>2.1</sub> and H0<sub>2.2</sub> were rejected. These findings indicate that travellers when considering their continent of origin differ on what they perceive as both destination selection satisfiers and dissatisfiers. The post-hoc Tukey test for the significant mean differences for satisfiers based on continent of origin revealed two significant group differences. People from the African continent ( $\bar{x} = 4.533$ ) scored a higher mean score than people originating from the Australian continent ( $\bar{x} = 3.354$ ), as well as compared to people originating from the European continent ( $\bar{x} = 3.172$ ). People from the Africa regard satisfiers as important (strongly agree) whereas people from Australia and Europe were undecided whether it plays a role in their destination selection. Within the real world situation based on the Cohen's d-values for these two mean differences, these differences can be regarded as of average practical significance (0.57) for people from Africa as compared to those from Australia, but as a strong practical significance (1.01) for people from Africa as compared to those from Europe.

The post-hoc Tukey test for the significant mean difference for dissatisfiers based on continent of origin revealed that people originating from the Australian continent ( $\bar{x} = 4.592$ ) scored a higher mean score than those originating from the African continent ( $\bar{x} = 4.221$ ). People from Australia regard dissatisfiers as much more important (strongly agree) than those from Africa (agree) when selecting destinations. Within the real world situation based on the Cohen's d-value for this mean difference (0.62), it can be regarded as of average practical significance.

These findings confirm others, as people originating from the African continent base their destination selection on satisfiers present at the destination, while people originating from the Australian continent will base their destination selection on the dissatisfies present at the destination. However, those people originating from the African continent as compared to those from Europe only based their destination selection on satisfiers. Literature confirms the premise that people originating from different continents lead a different way of life and with a different set of values. These individuals may have different travel experiences and differ in whether they select destinations based on satisfiers or dissatisfiers (Sereetrakul, 2014:225). Moreover, tourists residing on different continents due to different development levels will have different impression and expectations of travel products and services at a destination (Campo & Garau, 2008:85; Yu & Goulden, 2006:1340).



Table 7 presents the findings of the MANOVAs calculated for the cultural demographical variable ethnic affiliation and the destination selection constructs.

**Table 7: Relationship between ethnicity and the destination selection variables**

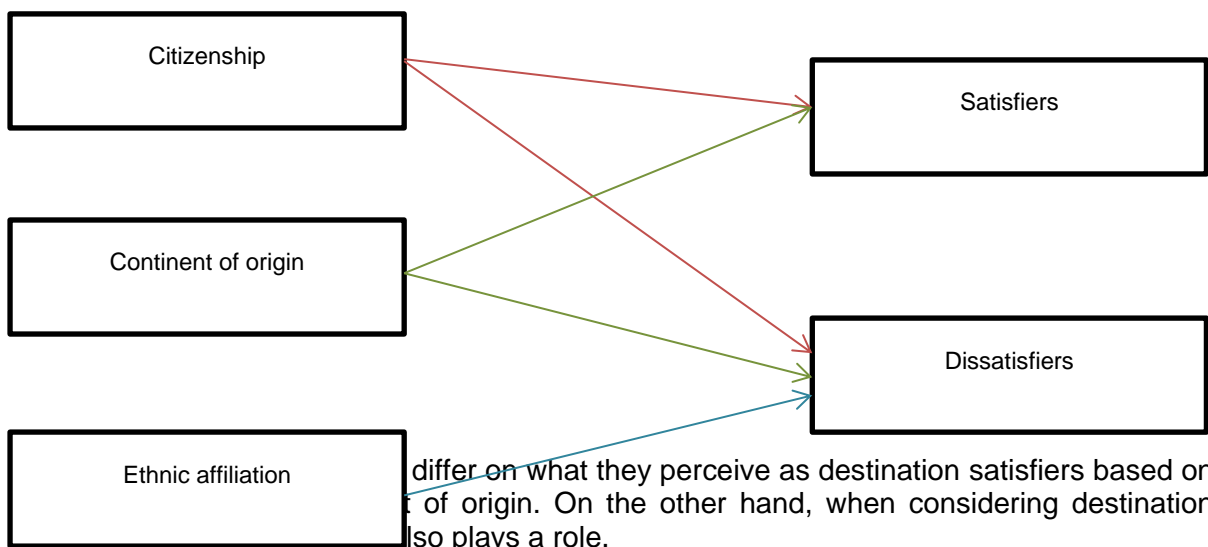
Grouping variable: Ethnic affiliation				
Destination selection constructs	F-value	P-value	Hypothesis No.	Null hypotheses
Satisfiers	2.31	0.043**	H0 <sub>3.1</sub>	Rejected
Dissatisfiers	5.37	0.000*	H0 <sub>3.2</sub>	Rejected

\* p < 0.001 \*\*p < 0.05

As can be seen in Table 7, statistically significant relationships exist between ethnic affiliation and the destination selection constructs – satisfiers (0.043; p < 0.05) and dissatisfiers (0.000; p < 0.001). Therefore, the null hypotheses H0<sub>3.1</sub> and H0<sub>3.2</sub> were rejected. These findings indicate that travellers when considering their ethnic affiliation differ on what they perceive as both destination selection satisfiers and dissatisfiers. The post-hoc Tukey test for the significant mean differences for satisfiers based on ethnic affiliation was not powerful to detect specific mean differences between the ethnic affiliations groups. The post-hoc Tukey test for the significant mean differences for dissatisfiers based on ethnic affiliation revealed that Caucasian individuals ( $\bar{x}$  = 4.426) scored a slightly higher mean score than Black individuals ( $\bar{x}$  = 4.058).

Caucasian individuals seem to regard their destination selection based on what they perceive as dissatisfiers as more important (higher tendency towards agreement score) than Black individuals. Within the real world situation based on the Cohen's d-value (0.50), this difference can be regarded as of average practical significance. In general these findings are supported by several empirical studies (Ferreira, Perks & Oosthuizen 2015:421; Mahika 2011:18; Mbutia & Maingi 2010:355) who determined that there are certain ethnic determinants that can influence travel- preferences, choice and behaviour of individuals. Although six statistical significant mean differences existed, only five were of practical significance when considering cultural demographic variables and the two destination selection constructs (satisfiers and dissatisfiers). Figure 1 presents a graphical presentation of the practical significant mean differences when considering the cultural demographic variables and the two destination selection constructs.

**Figure 1: Practical significant relationships between the demographic variables and the destination selection variables**





## Summary and conclusion

Cultural demographic variables that are considered to be influential in tourist behaviour selected to investigate in this study were nationality, continent of origin and ethnicity. The literature study revealed that the current trends to connect to travel markets can be considered in terms of perceived destination satisfiers and dissatisfiers present at a particular destination, that then influence the final destination selection of tourists. These findings were enhanced and identified as clusters of satisfiers and dissatisfiers in the EFA factor extraction.

Satisfiers that can lure tourists to certain destinations seem to be:

- travel packages on offer (customised, independent travel, a variety of experiences in one trip),
- attractions available (authentic cultural tourism attractions),
- needs-driven aspects (seeking relaxation, availability of self-development travel opportunities, safety assurance to tourists),
- conservation orientated (environmental conservation practises in place and protection of the local cultures in tourist areas), and
- product offerings available (organic products, advanced medical procedures and cosmetic surgery).

Dissatisfiers that can inhibit tourists from selecting certain destinations appear to be:

- law enforcement matters (violent political tension, high crime rates and country allows prosecution based on religious beliefs),
- unacceptable service quality issues (bad service quality and unfriendliness from local people towards tourists),
- access restrictions (restrictive visa requirements and poor general health and hygienic conditions), and
- affordability related (high price of tourism products).

Destination management agencies and marketers should therefore provide value to their potential travellers by ensuring they have attractive travel package offerings for those not wishing to travel within a group with a planned itinerary. They should further specify a variety of product offerings and attractions available at the destination in their marketing material to cater for a wide variety of tourists, unless the destination has limited options available. Needs-driven and conservation orientated motivations for travel should also be mentioned in the marketing material as a means of positioning the destination in the minds of the potential tourists.

However, destination management agencies and marketers must work closely with tourism stakeholders to suggest ways to deal with dissatisfiers at the destination. Some dissatisfiers can be dealt with, with relative ease, such as unacceptable service quality, while others require more drastic strategies such as how to combat high crime rates and handle violent political tension. Feedback from destination management agencies and marketers about the concerns of tourists about a destination should be provided to the highest level in the specific country, in particular about restrictive visa requirements, and poor general health and hygienic conditions.

Since the demographics of tourists such as citizenship and continent of origin, play a role in what they perceive as satisfiers and dissatisfiers, which is a novel contribution to new global travel research, travel destination marketers, should emphasize the satisfiers present at the destination and reassure potential travellers about issues such as law enforcement. Potential travellers residing on the African continent and especially SA citizens would be concerned



about for example, about the safety of tourists as these travellers are faced with high crime rates in their countries and may have perceptions that Australia and Europe are also unsafe destinations.

In addition, contrary to the belief that tourism marketers can consider all travellers regardless of ethnic affiliation as a global market, this study points out in which way ethnic affiliation plays a role in what tourists perceived as dissatisfiers. More specifically, it appears that travel marketers should take into account Caucasians concerns about restrictive visa regulations and offer travel packages covering more than one country to make it connect to their markets. They should further provide service options where service quality at the destination is of acceptable level.

### Limitations and future research

The demographic representation of this study could be seen as a limitation in terms of citizenship and ethnicity. The results indicated a higher response rate from South African citizens and Caucasians. However, respondents represented all continents except Antarctica. The total sample was a rather large sample size, and therefore should not have much influence on the generalisability of results. The study was also limited to quantitative data although the integration of both quantitative and qualitative research has become increasingly common in contemporary research. This study can be replicated to confirm the results. A longitudinal study can be done to determine if preferences of respondents change over time. The measuring instrument can be used in different countries and a comparison can be done regarding the results.

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