Wildlife Tourism Motivation: A Case for Manyeleti Nature Reserve, Mpumalanga

Nontsikelelo O Masina*
Department of Tourism Management, Tshwane University of Technology, Pretoria, Email,
nokgomo@gmail.com

Liezel. Boshoff
Department of Tourism Management, Tshwane University of Technology, Pretoria

Portia Pearl Siyanda Sifolo
Department of Tourism Management, Tshwane University of Technology, Pretoria

*Corresponding Author

Abstract

This study explores key motivators of wildlife tourism to Manyeleti Game Reserve, a private nature reserve in Mpumalanga province, South Africa. The primary objective of the study was to establish what motivates tourists to visit privately owned game lodges in Mpumalanga, and Manyeleti game reserve in particular. The intention was to focus on both the supply and demand perspective of wildlife tourism. The Push and Pull theory was adopted to contextualise its applicability on Manyeleti Nature Reserve. This study is quantitative in nature. Structured questionnaires were used through a convenience sample of 400 visitors to Manyeleti Nature Reserve. Exploratory Factor Analysis (EFA) was adopted to identify the fundamental wildlife motivational constructs. Six pull factors were identified as motivators of wildlife tourists (escape, relaxation, social, enriching and learning experiences, novelty, and adventure) as well as four push factors that emerged from the study. Although nature – based parks serve as a key tourist attraction for nature enthusiasts, this study revealed that there is a need for park managers to promote outdoor activities (recreational) and 'visitors' learning experiences' as these were rated highly by the visitors.

Keywords: Adventure tourism, Wildlife tourism, Visitor motivation, Pull factors, Push factors

Introduction

Wildlife tourism encompasses both the faunal and floral components of the natural environment (Shackley, 2012), but it is often used to refer just to fauna. Researchers contend that wildlife tourism seems to appeal more to tourists from the developed world (Gough & Hill, 2014; Park, Lee & Miller, 2015; Sangeeta, 2014; & Tikkanen, 2007). However, (Var, 2013) argues that there is a general recognition of the significance of wildlife, and this can be attributed to its aesthetic, ecological, educational, historical, recreational and scientific value to a nation and its people. Whilst, (Valentine, 2015) argues that the visits made to wildlife places tend to generate a certain level of interest, excitement and generates high quality of experiences for the tourists. Several studies (Birdir, 2015; Dayour & Adongo, 2015; Engelbrecht, 2015; Gough & Hill, 2014; Scholtz, 2014;Sangeeta, 2014), have discussed the travel motivation in tourism literature, however, the discussion on motivation has not been expanded to the private game reserves in a developing country such as in South Africa. In many rural areas of Sub-Saharan Africa, community livelihoods is dependant on the natural resources within their local and regional vicinity (Pour, Barat, Azadi & Scheffran, 2019; Soe & Yeo-

Chang, 2019; Tichaawa & Lekgau, 2020). Eshun and Tichaawa (2020) further concur that wildlife tourism in rotected areas is a win-win strategy for economic development, for host communities and conservation. The aim of this study therefore, was to understand the motivations behind wildlife visitors to Manyeleti Nature Reserve.

Tourism has deep characteristics of a plantation economy that does not benefit the majority of the societies, particularly in South Africa. Henama and Sifolo (2017). Increasing visitor numbers to wildlife parks is crucial, not only for the benefit of wildlife tourism but the entire tourism value chain. Covid-19 pandemic has severely affected the tourism industry worldwide, therefore, studies for tourist motivation are critical for any business. According to Brown, Ham and Hughes (2010), the provision of information in wildlife tourism settings is based on the assumption that increasing visitors' understanding of environmental issues will prompt them to adopt conservation practices which become central to their motivations as tourists. Empirical evidence is lacking on the real motivations behind tourist arrivals in wildlife parks.

The research conducted on possible visitor motivations uses either the Theory of Reasoned Action or the Theory of Planned Behavior to explore the impacts of interpretive messages on visitors' motivations especially with regard to their adoption of conservation behaviors (Hughes, 2013). These theories suggest that wildlife related messages are most likely to lead to changes in behavioral intentions and subsequently can be traced to tourist motivations. The research conducted to date indicates that the association between conservation intentions and subsequent tourist arrivals as well as the conservation action is complex, tenuous and unclear (Hughes, 2013). Moreover, there are numerous reasons why visitor motivations and subsequent behavior may not be as strongly linked as expected, Ballantyne and Parker (2012) emphasizes that the main reason is that actions may be harder than anticipated. the relationship between intentions and subsequent tourist behavior may not be as clear as expected due to the relationship between tourist motivations and subsequent behavior that may be affected by internal or external constraints that prevent individuals engaging in the behavior (Hughes, 2013). In an attempt to develop the tourism sector, South African government through the Department of Economic Development and Tourism (DEDET) has noted with increasing concern, the lack of literature covering small and emerging tourist operators in the wildlife sector DEDET (2014). Such a gap which arises due to inadequate research in this sector meaning that efforts to develop the sector remain thwarted. Findings by Phau, Lee and Quintal (2013) on tourist motivations, though they established four components of motivations on wildlife tourism which were not conclusive; more research is needed in order to market some of the wildlife places such as Manyeleti Nature Reserve.

Literature review
Understanding visitor motivation

Understanding tourist motivations is a crucial aspect for managers at different tourist destinations, including wildlife parks. The concept of motivation in the tourism literature is variously interpreted, understood and defined. For instance, (Uysal, 2005:17) defines motivation as a kind of force, which gives the tourist the urge to go on a mission. The urge arises from the need to fulfil certain unmet needs. The motivations however work in tandem with the expected place to be visited, as tourists do not just go anywhere but make a deliberate choice of their destination. (Chirikure, 2013; Kruger, Saayman & Ellis 2014) draw a linkage between motivation and the associated behaviour that tourists tend to exhibit. For (Park, Hsieh & McNally 2010), motivation is seen in the context of a stimulus responsible for behaviour by any individual or collection of individuals. One may argue that motivation in any case is the primary driver which gives impetus to any future engagements by a visitor.

In order to attract the right kind of visitors, businesses need to know the motive behind their visits. As a result, a number of studies by researchers have been done so as to assist in identifying primary motivations to different tourist destinations. Tourists visit for the parks for several reasons, from increasing knowledge, seeking adventure and doing different things Phau et al. (2013). (Ma, 2010) identifies the need to relieve stress, physical relaxation, while escaping routine, visiting friends and relatives are the major factors identified by (Malhotra & Dash 2011). Hua and Yoo (2011) identify shopping, enjoying night life and visiting international destinations as one of the reasons. Birdir (2015) highlights relaxing atmosphere, getting away, adventure and excitement. According to Lotter, Geldenhuys and Potgieter (2012) a number of factors including discovery and learning, connecting with family and friends, engaging nature, rejuvenation, reasonable lodging and transportation. Similarly, (Rogerson & Kotze, 2011) note convenience and value, recreation and entertainment, cultural opportunities, natural scenery, sun and beaches and family and friends among some of the motivations. In a number of other studies these reasons have been associated with tourists 'motivations' for participating in an activity or why visitors go to certain destinations (Berkman & Gilson 2013; Crompton & Ankomah, 1993; Lotter et al., 2012). Crompton's (1979) Push and pull theory is discussed in detail in order to assess its applicability in this study based on Manyeleti Nature Reserve.

Push and pull theory

Research done has accepted the push/pull model as the best way to conceptualise tourist motivation (Hsu & Lam, 2003; Phau et al., 2013, 269-284; Yoon & Uysal, 2005). The push and pull model illustrated in Figure 1 identifies individual travel motives as two distinct forces. These basic forces are the push forces and the pull forces. Figure 1 shows an illustration of the push/pull model.
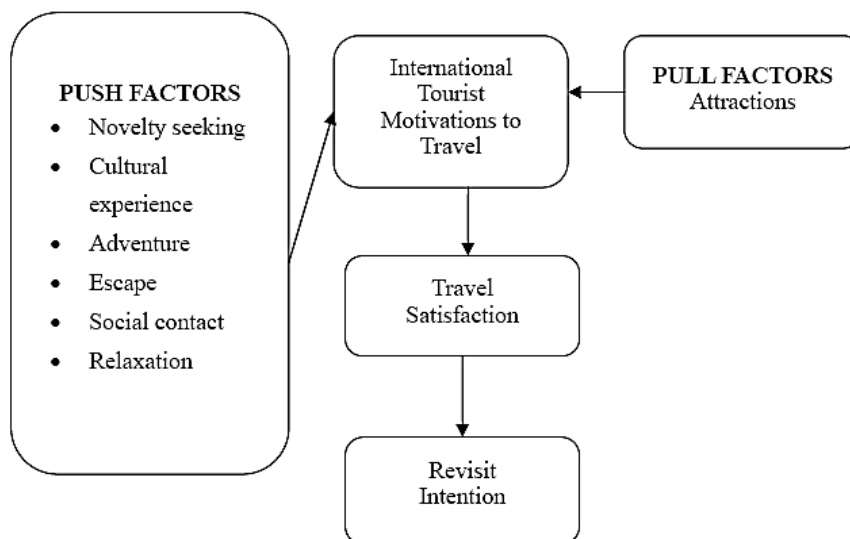

Figure 1. Framework on tourists' motivations and revisit intentions. Source: Adapted from Yoon and Uysal (2005)

Figure 1: Push / Pull model
Source: Yoon and Uysal (2005)

The push and pull model seeks to explain tourism motivation through the study of factors that drive tourists to a region or pulls them to that destination (Egres, 2016; Haukeland, Grue & Veisten, 2010). On one hand the push factors seem to be explained from the point of view of internal drivers of the tourist that compel him/her to seek to travel. In a number of studies done, the most common push factors identified include 'escape from daily routine', 'social opportunities', 'prestige' and 'novelty' (Forever resorts, 2017a). On the other hand, pull factors

are based on the destination, which packages a consortium of features as a way of drawing tourists to itself (Forever Resorts, 2017b). The marketing of a destination is therefore critical so that when potential visitors are aware of the features, products and services available, this actually lures them from their comfort zones to try out the new appeals being touted at the tourism place (Germs, Freedman & Mose, 2017; Prayag & Ryan, 2011). Examples of these pull factors may include natural features such as clear beaches, resorts, and historical or cultural artefacts (Forever Resorts, 2017a).

As a point of criticism, Kamri and Radam (2013) suggest that much of tourism research tends to explain push and pull factors as mutually exclusive elements, which is misleading at best, given that tourists do not make decisions at different points in time. Once this decision has been made, the pull factors may assist in deciding the specific place to go. From this kind of reasoning, it is argued that the push forces precede any other and it is these internal motivations which compel the tourist to travel, after which the search for an appropriate tourist destination begins. The pull factors are thought to take over only after the tourist has decided that they will indeed visit (Inkson & Minnaert, 2018). This pattern of thought is supported by Van der Merwe, Slabbert and Saayman (2011) who argue that it is logical to assume that push factors precede pull factors. However, some researchers disagree (Mutinda & Mayaka, 2012), given that modern marketing techniques have become so persuasive that sometimes the lure of the destination, is so strong that the internal motivation (push) only kicks in because of repeated bombardment with adverts about a certain destination.

Similarly, Prayag and Ryan (2011) argues that push and pull factors are not independent forces, but rather mutually supportive forces. Under normal circumstances, a tourist would make an internal decision to travel (push factor), but has to consider a vast array of destinations and their pull factors that correspond to their motivational needs (Phau et al., 2013). Given a number of contending theories explaining tourist motivations, this researcher has considered the push and pull framework more applicable to this study. Besides being a recent and more popular framework, the push and pull model seems to capture the nature of tourist motivations from two perspectives, that of the tourist as well as from the point of view of the final destinations (Kempiak, Hollywood, Bolan & McMahon-Beattie, 2017). The push and pull model recognises that in reality, decisions made by a tourist are affected by both intrinsic as well as extrinsic factors, and hence an explanation based on only one of these can capture half the reality, but when using the push and pull framework, the totality of the motivations is captured. The next section therefore discusses generally some of the findings in literature on motivations of wildlife visitors. According to Hughes (2013:42), understanding motivational factors of wildlife tourists is becoming increasingly sophisticated as visitors become well informed in this information age.

Analysis of tourist motivations for travel in South Africa

Visitors are thought to be searching for innovative, unusual or unique tourist experiences and closer interaction with wildlife. Many of the wildlife tourism attractions are often accompanied by messages in the form of signs, talks, and exhibits designed to enhance visitors' knowledge, understanding and appreciation of the natural world, so that they may be motivated to visit again (Ballantyne, Packer, Hughes & Dierking, 2012; Marion & Reade, 2013). Table 1 shows a summary of some of the major findings on tourist motivations in South Africa and the rest of the world that are relevant to this study.

Table 1: Analysis of tourist motivations for travel

Researcher	Travel motives	Type of tourism product
Plog, 1974	• Allocentric	Holiday destination

	• Psychocentrics • Midcentrics	
Mannel & Iso Ahola, 1987	• Seeking personal rewards • Escaping personal environments • Seeking interpersonal rewards • Escaping interpersonal environments	Holiday destination
Pearce & Lee, 2003	• Relaxation • Relationship • Novelty	Holiday destination
Yoon & Uysal, 2005	• Novelty seeking • Cultural experience • Adventure • Escape • Social contact • Relaxation	Holiday destination
Hsu & Huang, 2008	• Self-actualisation • Love • Belongingness • Physiological needs	Holiday destination
Kwan, Eagles & Gebhardt, 2010	• Enjoying scenery and nature • Encountering new environments and experiences	Game parks
Van der Merwe, Slabbert & Saayman, 2011	• Escape • Relaxation • Destination attraction • Site attractiveness • Personal attachment • Leisure activities • Novelty • Socialisation • Trip features	Marine destination
Liu, Kiang & Brusco, 2012	• Famous destination • Enjoying scenery and wildlife • Explore something new and different • Fun and enjoyment	Game reserves
Phau, Lee and Quintal, 2013	• Escape and health • Appreciating cultural and nature resources • Curiosity • Easy access to educational, historical and natural resources • Destination information and facilities • Relaxation and nature appreciation	Botanic park
Hill and Gough, 2014	• Scenic beauty • See rainforest wildlife • Enjoy sounds and smells and feel rainforest • Explore something new and different • Fun and enjoyment • Encounter rainforest structure and trees	Rainforest, game reserves
Tikkanen, 2007	• Self-actualisation • Personal fulfilment • Helping others self-actualise	National parks, nature based tourism

From the early findings by Plog (1974), tourist motivation centres on the objective of satisfying some type of need. These needs include issues of relaxation, relationship, novelty seeking, cultural experience, adventure, escape and social contact. Some findings have linked Maslow's hierarchy of needs with visitor motivations and yet others have opted for more encompassing approaches suggesting that the modern visitors are more sophisticated and are not only self-

seeking creatures. This then requires that different tourism needs be met by categorizing tourists into identifiable segments in a private game reserve.

Methodological approach

The context of the study is the Manyeleti private game reserve located adjacent to the Kruger National Park. The park offers varying game viewing experiences and has popular wildlife including the "Big Five'', namely the leopard, lion, rhino, buffalo, and elephant; it is home to more than 300 bird species, which often attract avid bird watchers and enthusiasts, as well as wildlife photographers. Establishing the motivations of visitors to Manyeleti game reserve is paramount to establish some of the possible push and pull motivations related to Manyeleti, this research utilized a quantitative methodology. Descriptive research design was considered relevant as it was used in extracting certain characteristics that describe the different types of people who visit Manyeleti Nature Reserve. The approach allowed to categorise the visitors using their behaviours and perceptions as well as their views and opinions (Berndt & Petzer, 2011). Probability sampling method was applied, whereby the sample size was statistically determined (De Vos, 2014). The sample of 400 that was used was based on a population of 34 000 which is the estimated number of visitors that come to Manyeleti in a year (MTPA, 2016). The sample was selected using convenience sampling, a form of random sampling assisted to obtain data at the point of exit when the visitors had finished their holiday excursion at Manyeleti. Questionnaires were administered at different exit locations at Manyeleti Nature Reserve as the guests departed and also at the restaurant area of the reserve. Permission from Management at Manyeleti to conduct the study with the visitors (gatekeeper permission) was obtained. The consent forms which were explained before the research interview Permission was obtained from the game reserve.

Self-administered questionnaires were used as a research instrument. Responses were recorded by the visitors themselves and only interpreted after they had been completed. The research instrument was made up of Likert type questions in three sections. The first section collected the biographical data of the visitors, and this information was instrumental in developing a visitor profile. The second section was made up of 5-point Likert scale questions meant to identify the intrinsic and the extrinsic motivation factors. In the final section the visitors were asked to rate their experience also through 5-point Likert scale type of questions. In this regard all the six intrinsic motivation factors exceeded the acceptable 'cut-off' value of 0.6 (Malhorta, 2011) and high reliability coefficients were observed ranging from 0.770 (lowest) to 0.970 (highest). All items loaded onto a factor with a factor loading greater than 0.3. These factor loadings indicated generally high correlations between the identified factors and their individual items. In addition to this, inter-item correlations were calculated as alternative measure of reliability. All inter-item correlations were acceptable (above 0.5), thereby contributing to the internal consistency in each factor between the items. Data analysis involved the process of examining and assessing the information gathered in order to answer the research question (Bryman, 2016). Both descriptive and inferential statistics were used to analyse the data to determine the tourist motivations for visiting a wildlife resort such as Manyeleti. Data analysis commenced with secondary data in the early stages of the research. Additional analyses involving computations and inferential statistics were only added after the primary data had been collected. Exploratory Factor Analysis (EFA) was used to identify the fundamental constructs from a large set of control variables. EFA assisted in reducing the number of factors extracted and also in specifying a particular pattern of association between measured variables and common factors. Additionally, EFA was employed to validate the dimension of each construct by summarising and reducing the data. The main objective was to identify the underlying structure of the items. A software package IBM SPSS 22 was used to

perform EFA for this study. The initial assessment of data suitability for performing factor analysis was examined based on three criteria. Firstly, to show the strength of inter-correlation among items, the coefficient must be greater than 0.03. Secondly, Bartlett's Test of Sphericity should be significant at $p<0.05$ and lastly, the Kaiser Mayer Olkin (KMO) should be at least 0.06. The employment of Principal Component Method (PCM) with varimax rotation was used to extract the factors. Therefore, in this study PCM was employed to determine the underlying factors of visitors' motivations for visiting a Manyeleti Nature Reserve.

Results
Demographic profile of the respondents
Table 2 below presents the demographic profile of the respondents.

Table 2: Demographic profile of visitors to Manyeleti Nature Reserve

Variables	Categories	Percentage	N
1. Gender	Male	**51**	205
	Female	49	195
2. Highest qualification	Masters	**31**	124
	Honours	29	115
	Degrees	17	69
	Diploma	10	38
	PhD	7	28
3. Travel Party size	3 to 4	**46**	184
	5 to 6	24	97
	More than 15	17	66
	9 to 15	10	39
4. Gross annual income	R200 001 and above	**88**	350
	R150 001 – R200 000	10	39
5. Citizenship	South Africans	**56**	223
	Non-South Africans	44	174
6. SA Province	Mpumalanga	**14**	56
	Free State	13	51
	Gauteng	12	48
	North West	7	26
7. Race	White	**46**	182
	Black	38	153
	Asiatic	13	53
8. Language	English	**34**	137
	Afrikaans	23	92
	Tsonga	10	39
	Southern Sotho	5	21
Mode of transport	Personal car	**65**	259
	Bus	27	107
	Minibus taxi	6	24
Publicity	Word of mouth	**44**	176
	Friends and family	21	85
	Previous visits	19	75
	Website	12	46
Frequency of visits	First time	**78**	312
	Not first time	22	88

The results revealed that the gender representation of the visitors is almost evenly balanced between males (205) and females (195). About 124 respondents had master's degree whereas 115 had honours. About 281 visitors prefer to travel in groups of a minimum size of 3 - 6 people. About 350 visitors belonged to the upper income bracket earning more than R200 000 per annum. About 176 respondents indicated that they heard about Manyeleti from the word of mouth. The visitors generally hail from South Africa (223), are White (182), speak English (137) and also prefer to use the car as the mode of transport (259). About 313 respondents indicated that it was their first visit to Manyeleti.

Results of the exploratory factor analyses: Two separate EFAs were performed on the 27 pull factors (intrinsic factors) and 14 push factors (extrinsic motivation) to determine whether more compact underlying factors may be present in the data. The pattern matrix of the first principal axis factor analysis identified 6 intrinsic motivation factors, which were labelled according to characteristics that collectively represent each factor: Factor 1 = Escape; Factor 2 = Relaxation; Factor 3 = Social contact; Factor 4 = Enriching and Learning Experiences; Factor 5 = Novelty and Factor 6 = Adventure. With regards to the visitors' pull factors the exploratory factor analysis reduced the initially identified twenty-seven value categories (dimensions) to a more condensed set of six factors, all of which were statistically reliable and valid. On the other hand, the push factors (extrinsic motivation) yielded four push factors which were also labelled according to characteristics that collectively represent each factor: Factor 1 = Destination attractions; Factor 2 = Recreational Activities; Factor 3 = Learning Experience; Factor 4 = Culture. The original 14 value categories (dimensions) were reduced to a set of four factors.

Pull Factors – Visitors intrinsic motivation: A total of 25 items from the original 27 items originally used to measure the value categories (dimensions) were retained within these newly revealed six factors. In order to investigate the validity of the scales measuring the factors, there was theoretical justification to believe that the factors would be correlated. Studies by Mutanga, Vengesayi, Chikuta, Muboko and Gandiwa (2017) based on visitor motivations to the Gonarezhou National Park of Zimbabwe show significant correlation on the number of dimensions that were measured. Similarly, Herman, Van der Merwe, Coetzee and Saayman (2016) identify a high degree of correlation among the motivation factors and some aspects of visitor demographics. As a result, an Oblimin oblique rotation was performed on the principal components of the EFA in line with recommendations by Field (2009) in order to establish the level of correlation. Bartlett's Test of Sphericity yielded a p-value lower than 0.001, indicating statistical significance and supporting the factorability of the correlation matrix (Field, 2009; Pallant, 2007). In addition, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.965 also showed compact correlation patterns and that the factor analysis has produced distinct and reliable factors (Field, 2009). The six factors accounted for 70.1% of the total variance.

The Cronbach's Alpha coefficients served as a measure of internal consistency among items and were also used to establish data reliability. In this regard all the six intrinsic motivation factors exceeded the acceptable 'cut-off' value of 0.6 (Malhorta, 2011) and high reliability coefficients were observed ranging from 0.770 (lowest) to 0.970 (highest). All items loaded onto a factor with a factor loading greater than 0.3. These factor loadings indicated generally high correlations between the identified factors and their individual items. In addition to this, inter-item correlations were calculated as alternative measure of reliability. All inter-item correlations were acceptable (above 0.5), thereby contributing to the internal consistency in each factor between the items. Table 3 below provides a summary of the factor loadings.

Table 3: Visitors pull factors (Intrinsic motivation)

Pull Factors (Intrinsic factors)	Not important (%)	Slightly important (%)	Important (%)	Very important (%)	Extremely important (%)	Mean	Standard Deviation
Escape							
To get away from my daily routine	0.25	0.25	4.00	14.00	81.50	**4.76**	**0.5170**
Get away from home.	0.00	2.01	7.77	21.05	68.17	**4.58**	**0.6804**
Do something about my boredom.	0.00	1.50	7.77	23.56	66.42	**4.57**	**0.6416**
Relaxation							
To relax	0.00	0.00	4.25	14.00	81.25	**4.78**	**0.7795**

Get a break from everyday job.	0.00	0.75	6.27	23.31	69.42	**4.62**	**0.6430**
Relieve stress and tension.	0.00	0.25	7.77	22.56	69.17	**4.61**	**0.6451**
Experience a simple lifestyle.	0.00	0.25	7.52	22.56	68.92	**4.62**	**0.5839**
Social							
To spend time with family/friends	1.75	0.75	4.26	14.04	76.19	**4.71**	**1.1945**
For the benefit of my children	3.25	5.50	4.50	9.50	56.50	**4.73**	**0.5581**
Strive for home stay with a local family during my travels.	13.78	16.04	13.53	7.02	29.57	**3.83**	**0.7349**
To have a picnic	5.25	8.75	17.50	14.50	42.50	**4.15**	**2.1535**
Enriching and Learning Experiences							
To learn about endangered animals	0.25	0.00	4.75	12.75	81.75	**4.77**	**0.6018**
To see exotic animal species	0.00	0.50	6.00	12.50	79.75	**4.75**	**1.2463**
To improve my health	6.75	10.25	15.00	16.50	33.75	**4.14**	**1.9096**
The experience reminds me of my childhood	15.25	9.25	4.50	7.00	18.00	**4.41**	**1.4540**
To teach my children the value of conservation	7.25	7.00	4.25	12.50	44.75	**4.53**	**0.6783**
Like to understand and discover knowledge about unfamiliar things	0.00	3.77	10.30	18.84	65.08	**4.51**	**0.9475**
Novelty							
For photography	3.00	9.75	15.75	19.00	44.75	**4.16**	**1.2569**
Impulse to explore destinations I have not previously visited.	0.75	5.51	8.27	17.29	66.42	**4.48**	**0.8509**
Travel and lead a dynamic and varied lifestyle.	0.25	6.03	10.30	21.86	58.79	**4.41**	**0.8140**
Experience a different lifestyle.	0.00	1.00	7.77	22.31	68.67	**4.59**	**0.7119**
Adventure							
Do something challenging.	0.25	3.01	9.77	21.30	65.41	**4.49**	**1.5452**
Interact with other tourists as it is exciting.	7.27	15.79	15.54	11.53	35.09	**3.96**	**1.7587**
To experience something unique	0.25	0.75	7.25	18.25	73.00	**4.65**	**0.7921**
To have my curiosity aroused	1.00	1.50	8.25	18.75	70.25	**4.57**	**0.9346**

Source: Developed for this study

Of the six factors, the highest mean scores were calculated for *Relaxation factor* (mean 4.66; SD= 0.66). This was followed by *Escape* factor (mean= 4.64; SD = 0.61); *Enriching and Learning Experiences* (mean = 4.52; SD =1.14); *Adventure* (mean = 4.42; SD = 1.26); *Novelty* (mean = 4.41; SD = 0.91); and *Social contact* (mean = 4.36; 1.16). A factor with a mean above 2.5 means that the factor is considered to be important or very important by the visitors. The higher the mean, the more important the factor is. Of the six factors identified above, therefore, the visitors scored highly the *relaxation factors* as their main source of motivation to visit Manyeleti Second in line, the visitors considered the *escape factors* to be an important source

of motivation and these were then followed by *enriching* and *learning* factors. Factors related to *'adventure'* were ranked fourth among the important factors, and fifth in line were the *novelty factors*, and finally the *social contact* factors. Each of these factors are discussed in the following sections. EFA was conducted on these 27 items to extract the motivation factors. This helped to examine the structure of visitors' motives for visiting the nature reserve. Out of these 27 items, 25 had loadings greater than 0.5 and were retained for further analysis. Only factors with Eigen value larger than 1.0 were extracted. The internal consistency or reliability of the items was evaluated using Cronbach's alpha. Cronbach's alpha provides an index of internal consistency of each item within its respective constructs. The alpha is inferred as the extent to which items in the construct measure the same thing. The EFA involved extracting the six factors with eigenvalues of above 1.0 and the total variance of 74.466 percent. The names given to the six factors were based on their common theme as identified in the survey questions. The common themes as identified were grouped using common words and phrases.

Analysis of extrinsic factors: A separate exploratory evaluation was done for the extrinsic variables, and four factors emerged as explained earlier. The highest mean scores were calculated for *Recreational activities* (mean 4.51; SD= 0.666) and this was followed by *Learning experiences* (mean = 4.46; SD = 0.6641); *Culture* (mean = 4.03; SD =0.8874); *Destination attractions* (mean = 4.38; SD = 0.686). The labels for the four factors were given considering the best descriptions for the items that were grouped under the same factor. Table 4 below shows a summary of extrinsic push factors and the percentage scores, the mean and the standard deviation (SD). With regards to the push factors, 19 items were initially used to measure respondents' motives of visiting Manyeleti Nature Reserve.

Table 4: Push factors (Extrinsic motivation)

Push factors (Extrinsic motivation)	Not important	Slightly important	Important	Very important	Extremely important	Mean	Standard Deviation
Destination attractions							
It is a safe place to visit	0.00	0.00	4.75	33.50	61.75	**4.57**	**0.5845**
It is value for money	0.25	0.00	5.00	35.50	59.25	**4.54**	**0.5890**
Experience unfamiliar destination.	0.00	2.75	12.25	36.00	49.00	**4.31**	**0.9325**
To view mountainous areas.	0.00	1.75	11.00	43.00	44.25	**4.30**	**0.7754**
To view flora and fauna (plants & animals)	0.00	2.75	12.00	41.25	44.00	**4.27**	**0.7955**
Because of the history of the nature reserve	0.25	2.75	12.25	40.50	44.25	**4.26**	**0.4393**
Recreational Activities							
To spend time outdoors	0.00	0.00	4.75	34.00	61.25	**4.57**	**0.6162**
To connect with nature	0.00	0.00	5.00	33.75	61.25	**4.56**	**0.5902**
Get close to nature.	0.00	0.75	10.25	38.25	50.75	**4.39**	**0.7915**
Learning Experiences							
To learn about dangerous animals	0.00	0.25	4.25	35.75	59.75	**4.55**	**0.6026**
To learn about nature and conservation	0.25	0.00	4.25	35.25	60.25	**4.55**	**0.6903**
Discover something new.	0.00	2.00	15.00	36.75	46.25	**4.27**	**0.6994**
Culture							
To strengthen my relationships with my friends/family	0.50	0.75	6.02	35.34	57.39	**4.48**	**0.9789**

Participate in events that I have never participated in before (such as sport events, carnivals, cultural activities and festivals).	1.25	7.00	22.75	35.00	34.00	**3.94**	**0.9301**
See the arts and craft at the destination	1.00	5.25	23.75	37.25	32.75	**3.96**	**0.9266**
Like local music and dance.	1.00	5.25	24.25	37.75	31.75	**3.94**	**0.9313**
Interact with different ethnic groups.	0.75	6.00	24.50	37.00	31.75	**3.93**	**0.9257**
Enjoy local food	1.00	5.25	23.75	38.00	32.00	**3.95**	**0.7873**

The various constructs identified were tested on a 5-point Likert scale response format (1 = Not important, 2 = slightly important, 3 = Important, 4 = Very important, 5 = extremely important). The respondents were asked to rate whether they have experienced the identified constructs or not. The descriptive findings in Table 4 represent the respondents' rating of the level at which they have experienced various constructs.

EFA was conducted on the 19 constructs in order to extract the extrinsic motivation factors. This helped to examine the structure of visitors' extrinsic motivation for visiting the nature reserve. Out of these 19, only 18 had loadings greater than 0.5 and were retained for further analysis. Only factors with Eigen value larger than 1.0 were extracted. As with the intrinsic factors, internal consistency or reliability of the items was evaluated using Cronbach's alpha. The EFA involved extracting the four factors with eigenvalues above 1.0 and the total variance of 78.407 percent. Names were given to the four factors based on common themes as identified in the survey questions. The common themes as identified were grouped using common words and phrases. These four factors identified were labelled as 'destination attractions', 'recreational activities', 'learning experiences' and 'culture'. In previous studies done by Dayour and Adongo (2015), the authors use a similar group for the motives, but with slightly different items. For instance, the 'destination attractions' factor included such other items as 'flora and fauna', 'slave markets and history', 'religious sites'.

Discusion
The results revealed that most of the visitors are well educated with a minimum qualification of a diploma. They also prefer to travel in groups of a minimum size of 3 up to groups with up to 15 people. One may argue that one of the reasons is due to their level of education. The visitors also belong to the upper income bracket earning more than R200 000 per annum. The visitors generally hail from South Africa, are White, speak English and also prefer to use the car as the mode of transport. Majority of the respondents visited Manyeleti for the first time.

Pull factors are inherent in the visitor, and are factors that depend on the self-drive, that compels the visitor to go out there and fulfil a longingness. From the empirical study the following conclusions can be made. Visitors to Manyeleti Nature Reserve are motivated by a variety of internal factors of which six categories were established. The six intrinsic motivation factors identified according to their level of importance include; Escape, relaxation, social contact, enriching and learning experiences, Novelty and adventure. Relaxation factors were prominent because the visitors categorized their source of motivation in terms of hierarchy as follows; to relax, to break away from everyday job, to experience a simple lifestyle, and to relieve stress and tension. Second among the factors were Escape factors. These motivations by the visitors were categorized as follows; to get away from my daily routine, to get away from home and to do something about my boredom. In third place was Enriching and Learning experiences of which the visitors categorized their motivations as follows; to learn about endangered animals, to see exotic animal species, to teach my children the value of

conservation, like to understand and discover knowledge about unfamiliar things, the experience reminds me of my childhood, to improve my health. Adventure factors were categorized as exciting.

The visitors showed that several factors act as push factors, propelling them to Manyeleti nature reserve. Visitors have the motivations emanating from within themselves, and so seek some inner satisfaction through venturing to Manyeleti. The most important category of factors was Recreational activities, followed by Learning experiences, then Culture and finally Destination attractions. Culture was identified as one of the push factors to strengthen the relationships with friends/family, to see the arts and craft at the destination, to enjoy local food, like local music and dance, to participate in events (such as sport events, carnivals, cultural activities and festivals), interact with different ethnic groups. Moreover, Manyeleti Game research was categorized as a safe place to visit, value for money to experience unfamiliar destination.Visitor experiences were measured using five variables; whether the visit to Manyeleti was worth the time and effort; overall satisfaction with the adventure experience; rating overall feeling about adventure activities; intention to visit Manyeleti again, findings of Manyeleti to friends and relatives.

Recommendations and managerial implications

Almost all of the visitors agreed that the visit to Manyeleti was worth the time and effort. This is a positive response that the management of the Nature Reserve can capitalize to ensure there are more repeat visits. With regards to the adventure activities, most of the visitors also echoed the same sentiments that they had been quite satisfied. Once again this is a positive feedback for the management which can assist in planning the future pattern of activities that are scheduled for visitors. However, a negative response was noted regarding the overall feeling about the adventure activities. The challenge with tourism products is that they are consumed at source and hence an investigation is required to establish where the source of dissatisfaction is during the adventure process. In terms of possible repeat visits, the majority of the visitors indicated they will not visit again. Once again, this is a matter that should be addressed by Manyeleti management, not as an isolated problem, but one possibly linked to dissatisfaction with some aspect of the visit. However, regarding spreading the word about Manyeleti, the largest number of the visitors indicated they will be happy to do just that. This is a positive factor as it assists the management of Manyeleti in marketing the place, using people who have had the experience of being there. Recommendations made in this study lays a foundation for sustainable nature reserve tourism for the foreseeable future. Host reserves (Manyeleti and beyond) should be able to establish ways in which can best assist in marketing their game parks/reserves. Many factors have been realised and addressed in the study that shows what motivates a visitor to a wildlife reserve.

Conclusion

Tourism plays a very important role and is one of the fastest growing sectors of the economy, not only in South Africa but all over the world. Wildlife tourism together with other nature-based tourism offerings, depends on a number of push (intrinsic) and pull motivations that can be used by marketers to ensure that tourism sites have the right type of visitors. Most of the push and pull factors have elements of promoting the sustainability of the environment for the benefit of future generations. This study has identified a number of push and pull factors which should be core to any marketing efforts of tourism places especially at Manyeleti nature reserve. From the empirical study the following conclusions can be made. Visitors to Manyeleti Nature Reserve are motivated by a variety of internal factors of which six categories were established. The six intrinsic motivation factors identified according to their level of

importance include; Escape, relaxation, social contact, enriching and learning experiences, Novelty and adventure.

Acknoweledgement

References

Ballantyne, R. & Packer, J. (2012). Using tourism free-choice learning experiences to promote environmentally sustainable behaviour: The role of post-visit action resources. *Environmental Education Research*, 17(2), 201-215.

Ballantyne, R., Parker, J., Hughes, K. & Dierking, L.D. (2012). *Tourist's perception on conservation of Natural Resources at Bako National Park, Sarawak, Malaysia*. 4th Regional Conference on Natural Resources in the Tropics (NTrop4), 231-241, 2012

Berkman, H. W. & Gilson, C. C. (2013). *Consumer behaviour: Concepts and strategies.* Belmont, California: Dickenson Press.

Berndt, A. & Petzer, D. (2011). Environmetal concerns of South African cohorts: An exploratory study. *African Journal Of Business Management*, 5(19), 7899-7910.

Birdir, S.S. (2015). Segmentation of tourist using demographic and travel characteristics: The Case of Istanbul. *International Review of Management and Marketing,* 5(4), 221-229.

Brown, T.J., Ham, S.H. & Hughes, M. (2010). Picking up litter: An application of theory-based communication in influence tourist behaviour in protected areas. *Journal of sustainable marketing*, 18(7) 879-900.

Bryman, A. (2016). *Social research methods*. Oxford University Press.

Chirikure, S. (2013). Heritage conservation in Africa: The good, the bad, and the challenges. *South African Journal of Science*. 109(1-2), Jan: 1-3.

Crompton, J.L. (1979) Structure of vacation destination choice sets. *Annals of Tourism Research*, 19, 420-434.

Crompton, J.L. & Ankomah (1993). Choice set prepositions in destination decisions. *Annals of Tourism Research*, 461-476, 1993.

Department of Economic Development and Tourism. (2014). *Tourist operators in the Wildlife sector*. 2014 edition. Available at http://dedettourismpublicationsinmpumalanga. [Retrieved May 2019].

Dayour, F. & Adongo, C.A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, *4*(1), 7-17.

De Vos, T. (2014). Investigating variation in replicability. *Social Psychology*, 45, 3.

Egres, I. (2016). *Alternative Tourism in Turkey: role, potential development and sustainability.* Cham: Spring International Publishing AG.

Engelbrecht, W.H. (2015). *Developing a competitiveness model: for South African National Parks.* Potchefstroom: North West University.

Eshun,G. & Tichaawa, T.M. (2019). Reconsidering participation for local community well-being in eco-tourism in Ghana. *Geo Journal of Tourism and Geosites,* 28(1) 313-331.

Field, S. & Pallant, J. (2009). *Journeys in Survey Research: SPSS survival manual; a step by step guide to data analysis using SPSS version 15.3rd* ed. New York. McGrow Hill.

Forever Resorts. (2017a). Where do we come from? Retrieved from http://www.foreversa.co.za/index.php/about-forever-resorts/forever-resorts-themadadprocess.

Forever Resorts. (2017b). Our properties. Retrieved from http://www.foreversa.co.za/index.php/our-properties.

Germs, M., Fredman, P. & Mose, I. (2017). Travel motives of German tourists in the Scandinavian mountains: The case of Fulufjället National Park. *Scandinavian Journal of Hospitality and Tourism,* 17(3), 239–258.

Gough, G. & Hill, J. (2014). *Visitor motivations, expectations and satisfaction in a rainforest context: Implications for tourism management*. In Rainforest Tourism, Conservation and Management. University of Gloucestershire.

Haukeland, J.V., Grue, B. & Veisten, K. (2010). Motivation and other considerations in tourist destination choice: A case study of turning National Parks into tourists' attractions. Nigeria.

Henama, U.S. & Sifolo, P.P.S. (2017). Tourism migration in South Africa: Current Dynamics, Immediate Challenges and future prospects. *International Journal of Innovation in the Digital Economy*, 8(1)47-60.

Herman, U.P., Van der Merwe, P., Coetzee, W. & Saayman, M. (2015). A visitor perspective of conservation management at a South African National Park & World heritage site. *African Journal of Hospitality Tourism and Leisure*, 4(1):1-11

Hill, J. & Gough, G. (2014). Can visitor satisfaction and knowledge about tropical rainforest be enhanced through biodiversity interpretation, and does this promote a positive attitude towards ecosystem conversation? *Journal of Ecotourism*, 6, 75-85.

Hua, Y. & Yoo, J. J. E. (2011). Travel motivations of mainland Chinese travellers to the United States: *Journal of China Tourism Research*, 7(4), 355-376.

Hughes, K. (2013). Measuring the impact of viewing wildlife: do positive intentions equate to long-term changes in conservation behaviour?. *Journal of Sustainable Tourism*, *21*(1), 42-59.

Hsu, C.H.C. & Lam, T. (2003). Manland Chinese travelers motivations & barriers of visiting Hong Kong *'Journal of academy of business and economics* 2 (1), 60-67.

Hsu, C.H.C. & Huang, X. (2008) Travel motivation: A critical review of the concepts development. DOI: 10.1079/9781845933234.0014

Inkson, C. & Minnaert, L. (2018). *Tourism management*: an introduction. 2nd ed. London: SAGE.

Kamri, T. & Radam, A. (2013). Visitors visiting motivation: Bako national park, Sarawak. *Procedia – Social Behavioural Sc*ience, 101, 495-505.

Kempiak, J., Hollywood, L., Bolan, P. & Mcmahon-Beattie, U. (2017). The heritage tourist: an understanding of the visitor experience at heritage attractions. *International Journal of Heritage Studies,* Jan: 1-18.

Kruger, S., Saayman, M. & Ellis, S. (2014). The influence of travel motives on visitor happiness attending a wedding expo. *Journal of Travel & Tourism Marketing*, *31*(5), 649-665.

Lotter, M.J., Geldenhuys, S. & Potgieter, M. (2012). Demographic profile of adventure tourists in Pretoria, *Global Journal of Business Research*, 6(4), 97-108.

Liu, Kiang. & Brusco, M. (2012). A unified framework for market segmentation and its applications. *Expert Systems with Applications,*39(11),10292-10302.

Ma, B. (2010). *A trip into the controversy: A study of slum tourism travel motivations.* 2009-2010 Penn Humanities Forum on Connections. University of Pennsylvania

Malhotra, N. K. & Dash, S. 2011. *Marketing Research. An Applied Orientation*. India: Pearson Education.

Manyeleti. (2017). www.manyeleti.com/index.html. Accessed: 14 July 2017.

Marion, J.T. & Reade, S.E. (2013). Developing a tourism innovation typology: leverage liminal insight. *Journal of Travel Research,* 53(4), 500-508.

Mpumalanga Tourism & Parks Agency (MPTA). (2016). *Annual Report 2016*. Mpumalanga

Mutinda, R. & Mayaka, M. (2012). Application of destination choice model: Factors influencing domestic tourists' destination choice among residents of Nairobi, Kenya. *Tourism Management* 1(5), 8–12.

Mutanga, C.N., Vengesayi, S., Chikuta, O., Muboko, N. & Gandiwa, E. (2017). Travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe. *Journal of Outdoor Recreation And Tourism*, *20*,1-18.

Mannel, R.C. & Iso Ahola, S. (1987). Psychological nature of leisure tourism experience. The development of a generic tourism benefits scale. *Annals of Tourism Research*, 14(3), 314-331

Pallant, J. (2007). *SPPS Survival manual: A step by step guide to data analysis using SPSS version 15*, 3rd ed. McGraw-Hill, New York, NY.

Park, S.H., Hsieh, C.M. & McNally, R. (2010). Motivations and marketing drivers of Taiwanese island tourists: Comparing across Penghu, Taiwan and Phuket, Thailand. *Asia Pacific Journal of Tourism Research* 15(3), 305–317.

Park, S.H., Lee, C.K. & Miller, J.C. (2015). A comperative study of the motivations, activities, overall satisfaction, and post trip behaviours of international tourists in Macau: Mainland Chinese, Hongkongese, Taiwanese. *Asia Pacific Journal of Tourism Research*, 20 (10), 1174-1193.

Pearce, P.L. & Lee, U. (2003). T*ravel career patterns: Further conceptual adjustment of travel career ladder*. Paper presented at the second Asia Pacific Forum for Graduate Students Research in Tourism. Busan, Korea: 2-4 October, 2003.

Phau, I., Lee, S. & Quintal, V. (2013). An investigation of push and pull motivations of visitors to private parks: The case of Araluen Botanic Park. *Journal of Vacation Marketing.* 19(3) 269–284.

Plog, C. (1974). Why destination areas rise and fall in popularity. *Cornell Hospitality Quarterly*, 42(3), 13-24.

Pour, M.D., Barati, A.A, Azadi, H. & Scheffran, J. (2019). Revealing the role of livelihood assests in the livelihood strategies: Towards enhancing conservation and livelihood development in Hara Biosphere reserve in Iran. *Ecological Indicators*, 94, 336-347.

Prayag, G. & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: The role of nationality an analytical qualitative research approach. *Current Issues in Tou*rism 14(2), 121–143.

Rogerson, J.M. & Kotze, N. (2011). Market segmentation and the changing South African hotel industry (1990 to 2010). *African Journal of Business Manageme*nt, 5(35), 13523-13533.

Sangeeta, H. (2014). Motivation of Event Tourism Participants and Behavioural Intentions . *Tourism and Hospitality Management*, https://doi.org/10.20867/thm.24.2.4

Scholtz, S., Hill, H. & Gough, B. (2014). *Qualitative Research and its Place in Psychological Science*.

Shackley, M. (2012). *Wildlife tourism. UK: International Thomson Business Press.*

Soe, K.T. & Yeo-Chang, Y. (2019). Perceptions of forest-dependant communities towards participation in forest conservation: A case study in Bogo Yomo, South Central Myanmar. Forest policy and economics, 100, 129-141.

Tichaawa, T.M. & Lekgau, R.J.(2020). Nature and characteristics of wildlife tourism in the Kgalagadi Transfrontier Park. *Acta Universitatis Danubius Economica*, 16(5), 69-88.

Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: Five cases. *British Food Journal*. 109(9),721-734.

Uysal, M. (2005). *Motivation of pleasure travel and tourism encyclopaedia of hospitality and tourism*, Van Nostrand Reinhold, New York. pp.789-810.

Valentine, P.S. (2015). Nature-based tourism (In: Weiler, B. & Hall, C. (eds.), *Special Interest Tourism*, p.105-127. UK: Bethhaven & Halsted.

Van der Merwe, P., Slabbert, E. & Saayman, M. (2011). Travel motivations of tourists to selected marine destinations. *International Journal of Tourism Research, 13(5), 457-467.*

Var, T. (2013). Nature tourism development, private property and public use p.119-208. USA: Routledge.

Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty. *Tourism Management* 26, 45–56.