Destination Enhancers Influencing Tourism Demand

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Abstract

The primary objective of this article was to determine the destination enhancers that influence tourism demand. Understanding why people travel, how they go about selecting their holiday destination and why one country is preferred to the other, is vital to the continued success of the tourism industry. The needs and wants of travellers are constantly changing, therefore, it is imperative that tourism businesses excel at developing new products and services which are better suited to the needs of consumers. A quantitative research design was utilised, where a survey was conducted among 400 outbound South African travellers. One set of hypotheses was constructed based on the literature review. Data was analysed using descriptive statistics. Pearson product-moment correlation coefficients were utilised to measure the relationship between destination enhancers influencing tourism demand. Regression analysis was employed to determine which of the hypotheses are supported or rejected based on the findings of the questionnaire. Four statistically significant relationships were found between the destination enhancers (events, natural attractions, political issues and general infrastructure) and tourism demand. The outcomes of the study offer all tourism organisations insight on how to design appropriate marketing strategies for outbound destination marketing, for example, travel agents highlight the political stability of the destination when marketing it to clients, and that they confirm safety and lack of terrorism and labour unrest within some destinations

Keywords: Destination, demand, enhancers, tourism, travel, South Africa.

Introduction

Tourism is an important driver for global, national and regional economic development, since it contributes to employment generation and enrichment of many related industries (UNWTO, 2017). In South Africa, tourism is important for the economy, as it contributes approximately 4% directly to the country's gross domestic product (R93.3 billion), and it employs 4.6% (617,287) of the country's formal workforce (SAnews, 2014:1; South African Tourism, 2014: 1). Tourism surpasses mining as an employer, and the South African tourism industry created 32,186 new jobs in 2015, raising the tourism workforce from 679,560 individuals in 2014 to a total of 711,746 individuals (Stats SA, 2016).

The term "international outbound tourists" refers to the number of tourist departures from the tourists' country of residence to any other country, for any purpose other than a remunerated activity in the country visited (Quinn, 2003:97; UNWTO, 2008:7). There has been growth in the number of South African tourist departures, from 5,165,000 in 2010 to 5,382,000 in 2014 (OECD, 2016:155). According to Grant Thornton (2015:1), South Africa's total outbound travel market was estimated at 5.5 million travellers in 2016. This may indicate the importance of

research on outbound travel in terms of the destination enhancers that attract South Africans to different countries. Understanding the enhancers that affect individuals' choices regarding tourist destinations can play a vital role in activities being planned more efficiently by tourism authorities (Kassean & Gassita, 2013:1; Singh & Tawari, 2016:9). This will result in travel and tourism organisations hopefully becoming more knowledgeable about the South African outbound market. The primary objective of this article was to determine the destination enhancers that influence tourism demand of South African outbound tourists.

Destination enhancers as a tourism concept will be clarified, and literature on destination enhancers influencing tourism demand will then be explored. The problem statement will be presented, followed by a statement of the objectives of the study. Based on the literature, a hypothesised model will be constructed, followed by an explanation of the research design and methodology adopted in the study. The results of the study will then be presented, followed by conclusions and recommendations.

Destination enhancers

Destination image can be defined as a combination of beliefs and impressions based on information processing from various sources over time that results in a mental representation of the attributes, benefits, and distinct influences of a destination (Chiu, Zeng & Cheng, 2016:224). Destination image has also been defined as the impression that an individual holds about a region where they do not reside, where they are influenced by the destination enhancers of that region (Güzel, 2017:129; Mahdzar, Shuib, Ramachandran & Afandi, 2015:32). Destination enhancers are the pull factors that can lead an individual traveller to select one destination in favour of another once the decision to travel has been made (Singh & Tiwari, 2016:10). According to Güzel (2017:128), destination enhancers are the attributes that satisfy the tourist and create a revisit intention. Some factors may hinder the decision-maker from visiting a certain destination, while other factors may encourage them to visit a certain destination (Chen & Wu, 2009:303). Zhou, Maumbe, Deng and Selin (2015:72) emphasise that not all enhancers contribute equally to destination competitiveness.

A tourist's perception of destination enhancers provides valuable managerial information for the tourism destination planning process. An evaluation of destination enhancers assists destination policymakers to recognise tourists' satisfaction, and in so doing guide the progression of destination competitiveness, as it is vital to know how destinations are conceived and articulated by tourists (Pearce & Schänzel, 2015; Vodeb & Rudez, 2017:267). According to Singh and Tiwari (2016:9), destination enhancers can serve as incentives to promote an emerging destination. Boit and Doh (2014:1) assert that in an increasingly competitive international tourism market with emerging new destinations, mature destinations can gain a competitive advantage through repeat visitation, and it is thus important to know the determinants of tourists' intention to return.

Destination enhancers form place perception in the minds of tourists (Prayag & Ryan, 2011:123). To achieve competitive advantage for its tourism industry, any destination must ensure that its overall attractiveness, and the tourist experience, is superior to that of the many alternative destinations open to potential visitors. Competitiveness in tourism is not focused on a specific aspect of the tourism product (for example transportation, hospitality, and resources), but on the tourism destination as a whole, and thus the combination of enhancers recognised by tourists (Vodeb & Rudez, 2017:268).

Factors that attract tourists to a certain destination include favourable environmental and weather conditions, infrastructure, attractions, and destination image (Hub Pages, 2012:1). According to Singh and Tiwari (2016:9), destination enhancers can be composed of cultural factors, natural factors, recreational activities, accessibility, infrastructure, reception, services at tourist spots, services at hotels/restaurants, and value for money. Twining-Ward (2009:9)

states that destination enhancers are concerned with service delivery, tourist experience, and the environmental conditions of the destination. Scholars include all of the following as possible destination enhancers: art, history, and culture; atmospheric conditions; events; natural attractions; political issues; economic issues; general infrastructure; and tourist infrastructure (Alghamdi, 2007:87; Güzel, 2017:132; Kim, 2014:38; Meng, Tepanon & Uysal, 2008:42; Mohammed & Som, 2010; Singh & Tiwari, 2016:9; Twining-Ward, 2009:9; Vengesayi, 2008:290).

Art, history, and culture

Art, history, and culture have become important attributes that attract tourists to destinations (Dilenschneider, 2018:5). They refer to the characteristics of a specific destination or group of people, demarcated by language, religion, cuisine, social habits, music, arts, and history (Vodeb & Rudez, 2017:273; Zimmermann, 2017:1). Dilenschneider (2018:4) asserts that performing arts organisations and museums are destination enhancers that motivate tourist visitation to a region. Many tourists visit heritage sites and seek a value-added and authentic experience, when compared with the traditional products or mass destinations (Vareiro, Ribeiro & Remoaldo, 2017:1). Cultural tourism is one of the leading growing segments of the tourism industry, and destinations provide different programmes and ways to experience the unique culture of a destination, through artwork, handicrafts, and performances (Kim, 2014:38). Mahika (2011:18) asserts that cultural and nationality variances influence tourists' destination of choice. Different programmes at a destination that provide opportunities for visitors to learn about local culture, local lifestyles, and local history are found to enhance destination choice (Kim, 2014:40), for example, township- and local culinary tours.

Dilenschneider (2018:5) states that tourists actively pursue entertainment during their holiday, even at museums and other cultural and historical locations, while Ho and Ap (2009:11) assert that people are becoming more and more interested in the study of the prehistory or the early history of humankind. Museums house a wide variety of information, and they include themes that cover art, history, science, technology, and military and natural history (Ho & Ap, 2009:15). Güzel (2017:133) contends that being close to historical and religious places can attract tourists to a destination. According to Ho and Ap (2009:11), sites that are rich in archaeological and historical value can entice tourists from around the world.

Atmospheric conditions

Atmospheric conditions are the conditions regarding the state of the atmosphere, in terms of temperature, wind, clouds, and precipitation (Wordweb Online, 2013:1). Geographical location, topography, landscape, vegetation, weather, and climate are factors that influence the choice of destination, as most tourists prefer destinations with an ambient environment or a tropical climate (Kim, 2014:38; Matzarakis, 2006:99). Becken (2012:156) explains that a number of climate variables in addition to temperature have been used to predict tourist flows, including precipitation, relative humidity, wind speed, and cloudiness.

Becken (2012:156) notes that tourists prefer a particular climate that suits their holiday activities, and that they choose destinations in response to climatic conditions in their home country. Michael, James and Michael (2018:46) explained that Emirati tourists mostly travel during June to August, which are the extremely hot and humid months in the United Arab Emirates, and travelling to cooler vacation places is then a viable option. Weather and climate are perceived as limiting factors within tourism; some regions in the world have very little tourism potential, as their climatic conditions (for example strong winds and high rainfall) do not allow such opportunities (Tervo, 2007:109; Truong, Lenglet & Mothe, 2018:13). According to Coughlan and Prideaux (2009:100), unfavourable environmental and weather conditions have a more distinct effect on tourist satisfaction than good weather, as these deter tourists from participating in tourism activities. Consequently, tourists often visit destinations with a

tropical climate (Németh & Mika, 2009:116) and/or destinations with low humidity levels (Becken, 2010:5). Becken, Jin, Zhang and Gao (2017:130) report that environmental pollution has become a problem at popular tourist destinations and that pollution levels at the destination influence the tourist's perception of the destination such as New Delhi and Beijing. Travelling to such climate-stressed locations can result in health problems on the part of the tourist (Matzarakis, 2006:100). Inbound tourist arrivals into China have been declining in recent years, possibly in response to increasing levels of urban air pollution. Environmental quality and pollution has been identified as a key element among a range of image attributes (Ryan, Gu & Chon, 2010:595).

Events

Events are perceived to be a one-time or infrequent occurrence outside normal programmes within the destination (Nassar & Talaat, 2009:147). Event tourism is rapidly growing, and many countries all over the world are contending to host mega events, such as the Olympic Games, Formula One, international conferences, etc. (Zamzuri, Nordin, Atory & Mustapha, 2011:102). According to Ho and Ap (2009:17) and Moscardo (2004:15), there are three basic types of events: sports events, arts and culture events, and commercial events. Destination marketers have turned their attention to marketing their destinations as favourable to hosting conferences and attracting business travellers (Nassar & Talaat, 2009:147). The increase in leisure time and disposable income has led to a growth in events, celebrations, and entertainment within the tourism industry worldwide; these include national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions, and product launches (Nassar & Talaat, 2009:145). The uniqueness of the event destination is predetermined by the facility and location uniqueness. Furthermore, the feeling of excitement of the attendees will enhance participants' urge to return to the location (Zamzuri et al., 2011:102). Kim (2014:38) notes that festivals and events in which visitors can be highly involved as participants help tourists to experience 'escapism', and ultimately to develop memorable experiences. Zetiu and Bertea (2015:388) postulate that festivals are the oldest form of culture. On a global scale, events and festivals with a cultural component are increasing significantly in number (Vodeb & Rudez, 2017:273). According to Zetiu and Bertea (2015:388), culture as a dimension of an event is one of the strongest attractions in terms of facilitating a genuine experience of a place (Singh & Tiwari, 2016:18).

Natural attractions

A natural attraction is an attraction that has been created by nature; the term "natural attraction" refers to the features of the physical environment, such as the landscape and forests, including wildlife and vegetation (Page, 2007:278; Singh & Tiwari, 2016:18). Many of these attractions have been given status to protect their environment and provide facilities, so that the public are able to enjoy the sights. There are attractions such as caves, waterfalls, seashores, and other scenic and interesting views that have not been created by humankind. Many tourists travel to see natural attractions (Michael et al., 2018:48; Vodeb & Rudez, 2017:273). Natural scenery is thus an enhancer that can affect tourism demand (Boit & Doh, 2014:7; Vodeb & Rudez, 2017:275).

Ragavan, Subramonian and Sharif (2014:407) assert the importance of having attractive natural scenic spots. Attractions form the basis of sightseeing, since these draw tourists to visit a destination (Chen & Chen, 2011:436). According to Merriam-Webster (2013:1), sightseeing can be defined as travelling devoted to or used for seeing sights. Sightseeing can either be visiting attractions or looking at scenery. The following natural attractions attract tourists to destinations: national parks and reserves, waterfalls, lakes, dams and other water catchment areas, beaches, caves, rock formations, scenic lookouts, viewing areas, vistas, and areas of impressive natural beauty (Tourism Western Australia, 2006:3). Michael et al.

(2018:53) explain that some of the key cognitive (tangible) dimensions that have made Australia a positive destination are its unique fauna and its scenic and beautiful landscapes. Truong et al. (2018:14) note that a variety of waterfalls and torrents, natural and artificial lakes, a diversity of fauna and flora species, natural landscape spots/attractions, pine forests, agricultural landscapes (e.g., hills of tea and terraces), and romantic landscapes all add to the allure for a tourist when selecting a destination. Güzel (2017:134) notes that aqua sports are also believed to be important to tourists. Tourists prefer to visit destinations that offer unique sights (Celata, 2013:2; Singh & Tiwari, 2016:10).

Political issues

Political issues include political instability, wars, coups, outbreaks, labour unrest, and epidemics of disease, which may leave tourists feeling unsafe in countries where these circumstances prevail. Tourists will not travel to these locations, especially if unsafe circumstances occur regularly (Goeldner & Ritchie, 2003:319; Güzel 2017:133). Michael et al. (2018:48) assert that destination image is consistently influenced by political factors. Political instability leads to cancellations and reduced bookings to travel destinations where these circumstances prevail (Abahre & Raddad, 2016:30; Chauhan & Khanna, 2008:41). Sönmez and Graefe (1998) contend that when destination selection is narrowed down to two alternatives which promote similar benefits, i.e. one destination which is less costly but unsafe and another more expensive destination which is safe, the safer destination is more likely to be chosen, even though it is more expensive.

Destinations should be able to make their visitors feel safe and secure at all times during visitors' stay at the destination (Boit & Doh, 2014:3; Michael et al., 2018:40). Elements of safety include political stability, low crime rates, transportation safety, and similarities in laws between the host country and the origin country (Dwyer & Kim, 2003:397; Güzel, 2017:134). Any undesirable incidents resulting from failure to ensure visitors' safety/security will lead to negatively memorable experiences (Kim, 2014:38; Vodeb & Rudez, 2017:50). The importance of personal safety as a destination enhancer is confirmed by Singh and Tiwari (2016:16). Güzel (2017:133) reports on the role of terror and political crisis with other countries in the significant decline of the number of cruise ships and tourist arrivals in the port of Turkey. Conversely, Causevic and Lynch (2013:146) argue that tourism in the context of political instability may in some cases act as a stimulus to attract tourists motivated by the need for a novelty experience, different from a conventional holiday experience. Causevic and Lynch (2013:146) explain that in the Vietnamese government tourism strategy, the Vietnam War played an important part in putting the country on the tourism map. But besides such isolated attempts to suggest that perceived political instability is a motivation to visit a destination, political instability is usually seen as a deterrent to visit a destination.

Economic issues

Economic issues include the availability of resources and the distribution thereof, as well as the competitiveness of the tourist destination and its offerings (Dwyer & Spurr, 2011:4). Price competitiveness has always been a vital element in the competitiveness of a destination within the tourism industry (Blanke & Chiesa, 2009:77). Exchange rates between countries have a certain influence on destination selection and travel purchases (Department of Resources, Energy & Tourism, 2013:1). Due to the economic benefit that tourism offers, the governments of many countries have started to impose a wide range of taxes on tourism (Gago, Labandeira, Picos & Rodríguez, 2006:2). However, in many countries the taxes imposed on the tourism sector are increasing the price elasticity of demand, which is not beneficial to the tourism sector, as this industry is particularly sensitive to issues related to fiscal incentives and tax competition (Corthay & Loeprick, 2010:1). A reduction in punitive taxation levels can assist the tourism industry in contributing even more towards economic development and fulfilling the

demand for international travel to a greater extent (World Travel and Tourism Council, 2013:i). Visitors should be able to perceive value for money for products in a destination as positive (Kim, 2014:38; Mahdzar et al., 2015:37). Perceived cost/value does not just imply low prices, but the price should correspond with the quality of the products at a destination.

General infrastructure

General infrastructure can be defined as the basic facilities, services, and installations of a country, which include roads, utilities, water, sewage, power lines, and public institutions, including schools, post offices, airports, and prisons (Farlex, 2013:1). According to Dwyer and Kim (2003:381), availability of medical services, public transportation, and effective waste management systems at the destination plays an important role in the destination selection process and in how appealing a destination will be for tourists. Public transportation is designed with the aim of assisting people in partaking in activities situated in different geographical locations (El-Geneidy & Levinson, 2006:1). Moscardo (2004:18) and Campbell and López Ortíz (2011:42) state that tourists prefer to visit destinations with a well-developed telecommunications and road infrastructure.

The general infrastructure of a destination is well managed to prevent visitors from developing a negatively memorable experience. Poor management of a destination environment (e.g., crowding, noise, and bad odour) will result in negative arousal, and will consequently lead to negatively memorable experiences (Kim, 2014:38). The need for cleanliness in transport is emphasised by Singh and Tiwari (2016:18), while the importance of availability of medical and parking facilities is mentioned by Mahdzar et al. (2015:33). Tidiness and cleanliness in the destination is viewed by Vodeb and Rudez (2017:275) and Güzel (2017:134) as of the utmost importance in attracting tourists.

Tourist infrastructure

Tourist infrastructure can be defined as the physical components that are created to cater for tourists; it includes developmental facilities and services that improve the quality of life for both the tourist and the host (Ontario Ministry of Tourism, 2009:iii). A destination's tourist infrastructure can be found in various forms, for example outdoor activities, gambling, nightlife, accommodation, and visitor services (especially if English is widely spoken and understood at these) (Dwyer & Kim, 2003:381; Global Insight Inc., 2004:7). Friendly and quality service and food and accommodation standards are important factors in determining overall tourist satisfaction within a destination (Andriotis & Vaughan, 2003:172; Caber, Albayrak & Matzler, 2012:43; Meng et al., 2008:41). Destinations where existing tourist infrastructure is adequate, or has excess capacity, will have to have continual investment and re-investment in order to meet the changing demands of the consumer (World Travel and Tourism Council, 2011:30). Güzel (2017:134) considers the development of aqua sports, nightlife, highly qualified hotel staff, local food, and the atmosphere as important in attracting tourists.

Unique and quality-designed entertainment can be positively associated in visitors' minds with the destination. This attribute includes the provision of reliable, responsive, and highly customised services to visitors. Visitors should also be able to perceive value for money for products in a destination as positive (Kim, 2014:38; Mahdzar et al., 2015:37).

A brief overview will now be provided on tourism demand with reference to destination selection.

Tourism demand

Tourism demand is strongly influenced by the image that the tourist has of a destination: the more favourable the image, the more likely the destination will be selected (Chi & Qu, 2008:626; Lin & Huang, 2009:2517). Destination attributes are critically important for several reasons. First, tourists compare the attributes of destinations when selecting a specific destination. Specifically, the ability of a destination to attract visitors depends on its perceived ability to provide individual benefits. For example, tourists choose a destination with attributes that the tourists find important. Second, the attributes of a destination significantly influence the formation of the image of the destination. The image of the destination is "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton,1979:18).

Tourists tend to select destinations based on their affordability (Moscardo, 2004:17), on whether they will be free from persecution for their beliefs and their religion at the destination (Collins-Kreiner, 2010:155), on whether the destination is tourist-friendly and has strong security measures in place (Dwyer & Kim, 2003:397), and on whether the destination has a wide variety of tourist attractions on offer (Campbell & López Ortíz, 2011:42). South African tourists tend to travel to destinations that are relatively close to the source market, which will be destinations close to South Africa (McKercher & Lew, 2004:38).

Problem investigated

On the whole, total tourist volume in South Africa, which includes inbound, outbound and domestic travel, declined from 2005 to 2009, due to the weaker economic climate and the global recession (Euromonitor International, 2012:1). However, due to the strengthening 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. Countries with emerging outbound travel markets have been identified as Brazil, Russia, India, China, and South Africa, which are collectively referred to as the BRICS countries (World Travel Market, 2012:19). Research released at the World Travel Market Africa, 2017 points to growing opportunities for outbound travel in South Africa, with much of the growth coming from intra-Africa leisure travel (ASATA, 2017). South Africa's total outbound travel market was estimated at 5.5 million travellers in 2016 for all forms of travel. The importance of the outbound tourist market has evoked significant interest in understanding tourists' motivation for travelling overseas (Mohammad & Som, 2010:41).

Tourists from the BRICS countries are sought after by the world's tourism boards. The BRICS countries are also seen as the future powerhouses of the travel and tourism industry. South Africa is seen as an emerging outbound tourism market and is seen as a future powerhouse of the travel and tourism industry with regard to outbound travel (World Travel Market, 2012:19). However, very little information is available regarding South African outbound tourism (Stats SA, 2008:3). There is a lack of information on factors that influence outbound tourism demand (Van Vuuren & Slabbert, 2011:695). Specifically, there is a lack of information on need-driven forces that influence outbound tourism demand (Van Vuuren & Slabbert, 2011:695). Understanding how need-driven forces affect outbound tourism demand for holiday destinations can play a vital role in tourism-related activities being planned more efficiently, which, in turn, can lead to revenue and employment generation within a country's tourism industry (Ahn, Ekinci & Li, 2013:720; Badarned & Som, 2011:38; Kassean & Gassita, 2013:1).

To promote repeat visits to a destination, it is important to know the determinants of tourists' intention to return. In doing so, the factors influencing this variable can be examined and improved, in order to increase the number of repeat visits at a destination. For example, many tourism researchers have shown that there is a positive relationship between satisfaction and tourist revisit intentions (Chi & Qu, 2008). They assert that understanding the needs and wants

of a visitor in the hotel and tourism industry leads to success in accomplishing visitor satisfaction, which also leads to repeat purchases, intention to revisit, and the potential for increased future patronage to the hotel and the destination (Boit & Doh, 2014:2).

This study will thus investigate the destination enhancers that can possibly influence tourism demand.

The following section provides an overview of the primary and secondary objectives of the study and the hypothesised model.
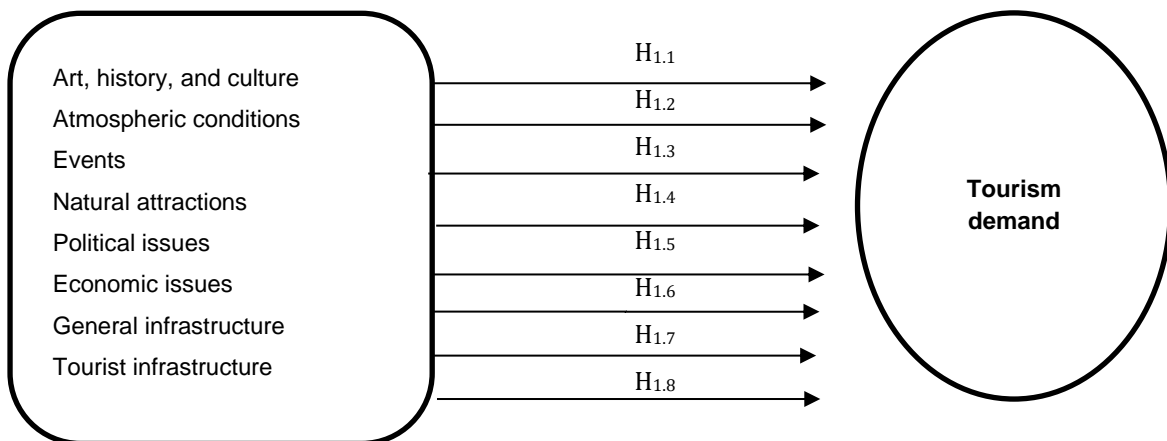
Objectives of the study

The primary objective of this study is to determine the destination enhancers that influence tourism demand. To give effect to the primary objective of this study, the following secondary research objectives have been formulated:

- To conduct a brief literature study on destination enhancers influencing tourism demand;
- To empirically test the hypothesised model of the relationships between the independent variables (destination enhancers) and the dependent variable (tourism demand); and
- To provide conclusions and recommendations on the factors that influence tourism demand.

Given the literature review, the following two sets of hypotheses where formulated, as depicted in Figure 1.

Figure 1. Proposed hypothesised model

Destination enhancers

Based on the hypothesised model (see Figure 1), the variables that can possibly influence tourism demand are divided into one set of hypotheses, namely destination enhancers. These variables identified to test the destination enhancers are validated by secondary sources.

Set of hypotheses: The effects of need-driven forces on tourism demand
- $H_{1.1}$:   The art, history, and culture of a country influence tourism demand.
- $H_{1.2}$:   Atmospheric conditions influence tourism demand.
- $H_{1.3}$:   Events influence tourism demand.
- $H_{1.4}$:   Natural attractions influence tourism demand.
- $H_{1.5}$:   Political issues influence tourism demand.

- $H_{1.6}$:   *Economic issues influence tourism demand.*
- $H_{1.7}$:   *General infrastructure influences tourism demand.*
- $H_{1.8}$:   *Tourist infrastructure influences tourism demand.*

In the following section the research design and methodology of the study are outlined.

Research design and methodology

This research study employed a quantitative research design. A total of 400 questionnaires were distributed. To be eligible to participate in the study respondents had to reside in Nelson Mandela Bay Municipality, South Africa, they had to be 18 years or older, and they had to be in possession of a senior certificate. The questionnaire was distributed via email to friends and colleagues. All data sources were treated as confidential and was used for research purposes only. The majority of the data was reported in statistical form and no individual respondents could be identified. The sampling method utilised in this research was therefore a combination of convenience sampling and snowball sampling. A newly developed scale was utilised, as no existing scale could be found for the items measured in this study. After data cleaning, a total of 301 questionnaires were subjected to statistical analysis. The statistical computer package STATISTICA 12 (2014) was used to analyse the data. The validity of the measuring instrument was determined by using exploratory factor analysis (EFA). All items not loading 0.4 and above were deleted from the EFA. All variables that cross-loaded were disregarded. This ensured the validity of the results.One of the most commonly used reliability measures is the Cronbach's alpha coefficient (Gliem & Gliem, 2003:83). The Cronbach's alpha coefficient is a reasonable indicator of the internal consistency of instruments using scales such as rating or Likert scales (George & Mallery, 2003:231). Cronbach's alpha coefficients were calculated to assess internal consistency of the scale items. This study adopted a Cronbach's alpha cut-off point off 0.6. George and Mallery (2003:50) state that a Cronbach's alpha of 0.6 and higher is considered acceptable. Individual items below the 0.6 cut-off point were deleted, to improve the reliability of the instrument. Various statistical data analysis methods were utilised to analyse the data, namely means, standard deviations, Pearson product-moment correlation coefficients, and multiple regression.

A measure of central tendency is used to reduce a series of data into a single figure or average (Aaker, Day & Kumar, 2007:440). Standard deviation is a measurement of variability which calculates the spread of the data set and the closeness of the mean to the rest of the data. If the data points are close to the mean, signifying that the responses are fairly similar, then the standard deviation will be small. On the other hand, if many data points are far from the mean, signifying that there is a wide variance in the responses, then the standard deviation will be large. If all the data values are the same, then the standard deviation will be zero (AGA Institute, 2014:1). The Pearson product-moment correlation coefficient deals with the simultaneous incidence between variables; the method is designed to provide information regarding the degree of association between variables (Wiid & Diggines, 2009:248). If the aim is to measure the relationship between two sets of variables, a correlation coefficient (or "r") should be used (Coldcrest & Herbst, 2004:106). The Pearson product-moment correlation coefficient measures a linear relationship between two variables (Aaker et al., 2007:509). The Pearson product-moment correlation coefficient enables the researcher to measure the strength of the linear relationship between two tiered or calculable variables (Saunders, Lewis & Thornhill, 2007:450). This coefficient (typically denoted as "r") can take on any value between −1 and +1 (Taylor, 2014:1). For the purposes of this study, the Pearson product-moment correlation coefficient was used to measure the relationship between certain destination enhancers and tourism demand.

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). The purpose of multiple regression is to gain knowledge about the relationship between several independent variables or dependent variables (Kothari, 2004:130). For the purposes of this study, a multiple regression was used to determine which independent variable (which destination enhancer) has a significant relationship with the dependent variable (tourism demand). Regression analysis was utilised to determine which of the hypotheses are supported or rejected based on the findings of the questionnaire.

The empirical results

This section will present and discuss the results obtained from the empirical research conducted. **Table 1** depicts the exploratory factor matrix structure for the independent variables (destination enhancers).

Table 1: Exploratory factor matrix structure for destination enhancers

Item no.	RAHC	AC	E	NA	PI	EI	GI	TI
E 1	0.579							
E 2	0.540							
E 3	0.789							
E 4	0.818							
E 5	0.788							
E 6	0.739							
E 7		0.421						
E 8		0.591						
E 9		**0.511**			**0.504**			
E 10		0.708						
E 11		0.639						
E 12			**0.496**			**0.413**		
E 13			**0.425**			**0.458**		
E 14			0.800					
E 15			0.869					
E 16			0.829					
E 17				0.662				
E 18				0.839				
E 19				0.757				
E 20				0.773				
E 21				0.433				
E 22					0.751			
E 23					0.774			
E 24					0.649			
E 25					**0.503**		**0.574**	
E 26					**0.450**		**0.437**	
E 27					0.569			
E 28					**0.455**		**0.521**	
E 29							0.494	
E 30							**0.484**	**0.430**
E 31							0.739	
E 32							0.745	
E 33							0.623	
E 34					**0.436**		**0.559**	
E 35					**0.425**		**0.633**	
E 36							0.784	
E 37							0.829	
E 38							0759	
E 39							0.362	
E 40							0.670	
E 41							0.765	
E 42							0.676	

Item no.	RAHC	AC	E	NA	PI	EI	GI	TI
E 43								0.694
E 44								0.772
E 45								0.025

Key: RAHC: Richness of art, history, and culture; AC: Atmospheric conditions; E: Events; NA: Natural attractions; PI: Political issues; EI: Economic issues; GI: General infrastructure; TI: Tourist infrastructure

Eight factors emerged from the EFA that was conducted. The resulting factor structure that emerged, namely richness of art, history, and culture, atmospheric conditions, events, natural attractions, political issues, economic issues, general infrastructure, and tourist infrastructure, is depicted in Table 1. However, the factors economic issues and tourism infrastructure will be deleted from further statistical analysis, as these factors did not have three or more items (a 0.4 or higher factor loading) loading onto the factor. Table 2 presents the exploratory factor analysis for the dependent variable (tourism demand).

Table 2: Exploratory factor matrix structure for tourism demand

Item no.	Tourism demand
F1	0.599
F2	0.572
F3	0.641
F4	0.760
F5	0.594
F6	0.664
F7	0.798

As can be seen from Table 2, all items loaded onto the factor with loadings of 0.4 and above.

The following section will present the reliability analysis of the results.

Reliability analysis

According to Wiid and Diggines (2009:7), reliability refers to research that will yield the same results if the research is repeated. Aaker et al. (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. Cronbach's alpha coefficients above 0.6 were regarded as acceptable for this study. George and Mallery (2003:50) state that a Cronbach's alpha coefficient of 0.6 and higher is considered acceptable. Table 3 depicts the descriptive statistics and the reliability analysis for both the independent variables (need-driven forces and destination attributes) and the dependent variable (tourism demand).

Table 3: Descriptive statistics and reliability analysis for the independent variables (need-driven forces)

Variable	Number of items retained	Mean	Standard deviation	Minimum loading	Maximum loading	Cronbach's alpha
Independent variables: destination enhancers						
Richness of art, history, and culture	Six	3.2	0.8	0.540	0.818	0.825
Atmospheric conditions	Four	2.8	1	0.421	0.708	**0.574**
Events	Three	3.8	0.7	0.800	0.869	0.853
Natural attractions	Five	4.1	0.8	0. 433	0.839	0.770

Political issues	Four	4.1	0.6	0.569	0.774	0.784
General infrastructure	Ten	3.9	0.6	0.494	0.784	0.910
Dependent variable:						
Tourism demand	Seven	3.9	0.6	0.572	0.798	0.787

As can be seen from Table 3, natural attractions, political issues, general infrastructure, and tourism demand had means that tended towards agreement on the scale (a rating of 4). Responses were, on the whole, neutral for richness of art, history, and culture, atmospheric conditions, and events. All the standard deviations were relatively low (ranging from 0.6 to 1.0), which indicates low response variances.

From Table 3 it is evident that all the factors except one (atmospheric conditions) returned Cronbach's alpha coefficient scores of 0.6 and higher, thus providing satisfactory evidence of reliability for the factors. The factor atmospheric conditions returned a Cronbach's alpha coefficient score of 0.574. Therefore, because no evidence of reliability for this factor was provided, this construct will be deleted from any further statistical analysis.

A Pearson product-moment correlation analysis will be conducted on the factors that were both valid and reliable; thereafter the hypotheses will be tested in the multiple regression analysis.

Pearson product-moment correlation coefficients

Pearson product-moment correlation coefficient is a statistical measure of covariance between two variables (Zikmund, Babin, Carr & Griffin, 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: strong relationship $r > 0.7$; fairly strong relationship $0.5 < r < 0.69$; average relationship $0.3 < r < 0.49$; weak relationship $0.1 < r < 0.29$; and a slight relationship $r < 0.09$. Table 4 presents the results of the Pearson product-moment correlation coefficients that were calculated for this study.

Table 4: Correlation matrix of need-driven forces and destination enhancers influencing tourism demand

Factor	TD	RAHC	E	NA	PI	GI
Tourism demand (DC)	1					
Richness of art, history, and culture (RAHC)	0.209	1				
Events (E)	0.323	0.272	1			
Natural attractions (NA)	0.304	0.141	0.071	1		
Political issues (PI)	0.445	0.154	0.096	0.040	1	
General infrastructure (GI)	0.626	0.279	0.199	0.152	0.495	1

Table 4 depicts all the variables that reported a positive Pearson product-moment correlation coefficient. As can be seen from Table 4, the results did not indicate any strong relationships ($r > 0.7$) between the variables. However, general infrastructure (r=0.626) reported a fairly strong relationship with tourism demand. It seems that respondents prefer visiting international destinations with an established infrastructure. This finding is supported by the findings of

Dwyer and Kim (2003:382), which indicate that availability of infrastructure at the destination plays an important role in tourism demand.

Natural attractions (r=0.304) and political issues (r=0.445) reported an average relationship with tourism demand. General infrastructure reported an average relationship (r=0.495) with political issues. All the other relationships in Table 4 only reported a weak or a slight relationship.

Overall, tourism demand has the strongest relationships with the other variables. This supports the premise behind this research, namely that destination enhancers influence tourism demand. To determine if the hypotheses of the retained factors are either supported or rejected a multiple regression analysis is needed. The results of the multiple regression for the factors influencing tourism demand will be presented next.

Multiple regression analysis results

According to Mugenda and Mugenda (2003:142), when the t-value of a factor is less than 1.96 at a significance level of 0.05, or less than 3.09 at a significance level of 0.001, the null hypothesis is then rejected. Beta values provide information regarding the strength of factors loading. Beta values closer to 1 are considered strong (Albright & Park, 2009:59). Table 5 presents the results of the multiple regression that was conducted to identify the influence of the independent variables on the dependent variable of destination choice.

Table 5: Multiple regression results for the factors influencing tourism demand

Dependent variable: Tourism demand	$R^2 = 0.557$			Hypothesis
Independent variable	Beta	t-value	Sig. (p)	
Richness of art, history, and culture	0.021	0.629	0.529	Not supported
Events	0.144	5.463	0.000*	**Supported**
Natural attractions	0.177	4.782	0.000*	**Supported**
Political issues	0.070	2.028	0.043**	**Supported**
General infrastructure	0.417	9.429	0.000*	**Supported**

* $p < 0.001$ ** $p < 0.05$

From Table 5 it is clear that about 56% of the variance in tourism demand can be explained by the variances in the independent factors. Evidence of statistical relationships was found (at p=0.001 and p=0.05) between the independent variables of events, natural attractions, political issues, and general infrastructure and tourism demand (the dependent variable). These variables therefore influence tourism demand. This is also evident from the t-values, which exceed the critical value of 1.96 at $p<0.05$ and 3.09 at $p <0.001$. Therefore, $H_{1.3}$, $H_{1.4}$, $H_{1.5}$, and $H_{1.7}$ are supported. The path coefficients (Beta values) for these significant relationships were weak, except for the moderate relationship with general infrastructure (0.417).

As richness of art, history, and culture had a critical value of less than the 1.96 cut-off point, the hypothesis ($H_{1.1}$) was rejected. The results suggest that richness of art, history, and culture does not influence tourism demand. The destination enhancers that influence tourism demand are events, natural attractions, political issues, and general infrastructure. No statistically significant relationships were found between richness of art, history, and culture, atmospheric conditions, and economic issues and tourism demand.

Conclusions and recommendations

In this section, the conclusions and recommendations of the significant relationships between need-driven forces and destination enhancers will be indicated. Three significant relationships

were found, namely between *physical needs*, *stature needs*, *destination accessibility* (need-driven forces) and *tourism demand*.

Conclusions and recommendations of significant relationships of destination enhancers

Four significant relationships were found, namely between *events*, *natural attractions*, *political issues*, and *general infrastructure* (destination enhancers) and the dependent variable, *tourism demand*.

Events ($H_{1.3}$) presented a weak statistically significant relationship with *tourism demand*. Getz (2007:143) states that events influence tourism demand, as travellers will travel to destinations hosting an event, even if it happens to be a once-off event. It is therefore recommended that

- Travel companies should not only offer leisure travel packages but also business travel packages. Business travel packages can be promoted where conferences, trade shows, and major product launches are held. These business travel packages should be all-inclusive and should include transportation, accommodation, and entry to these events. Furthermore, travel companies should conduct research on these events and should inform their business clientele of any upcoming events and offer them special individual and group travel packages. Travel agents should also provide an option for combined business and leisure travel packages, where the traveller can stay on after the event has taken place, to explore the destination at leisure.

Natural attractions ($H_{1.4}$) presented a weak statistically significant relationship with *tourism demand*. According to Spilsbury (2009:9), many tourists choose destinations based on the natural attractions available. It is therefore recommended that

- Tour operators compile several packages to cater for the needs of different travellers, such as safaris, beach resort holidays, visiting rock and/or cave formations or for rock climbing, and natural water attractions, such as waterfalls, lakes, dams, and other water catchment areas. The visual aids utilised within the marketing material should entice travellers to want to see these natural attractions.

Political issues ($H_{1.5}$) presented a weak statistically significant relationship with *tourism demand.* According to Chauhan and Khanna (2008:41), political issues within the tourist destination influence the perception that the tourist has of the destination. It is therefore recommended that

- Travel agents highlight the political stability of the destination when marketing it to clients, and that they confirm safety and lack of terrorism and labour unrest within some destinations. Furthermore, when the exchange rate is favourable for South African travellers, travel agents can use this as a tool for marketing travel to specific countries.

General infrastructure ($H_{1.7}$) presented an average statistically significant relationship with *tourism demand*. It seems that tourists have a preference for destinations where English is widely understood. This finding is confirmed by a study by Campbell and López Ortíz (2011:42), who point out that availability of general infrastructure at the tourist destination plays an important role in the destination selection process and in how appealing a destination will be for tourists. It is therefore recommended that

- When travel companies compile marketing material, they should include the favourable general infrastructure available at the tourist destination, in particular road, air and public transport. Tourist destinations can also be graded according to the level of sanitation present at the destination, and this grading rating can be made available to travellers.

Travel agents should also provide tourists with information regarding the banking infrastructure at the selected destination and how favourable the South African rand is compared to the currency of the chosen destination. Furthermore, tourists should also be informed about the quality of accommodation and food facilities available at the destination, and whether they will be able to communicate in English with service providers.

The sample selection in this study was limited to residents in Nelson Mandela Bay Municipality. Convenience sampling and snowball sampling were used as the sampling methods in this study, which may mean that the sample is not fully representative of the population. However, as the sample size was rather large, generalisability of the results should not be influenced.

Conclusion

The primary objective and motivation for conducting this study were to determine the need-driven forces and destination enhancers influencing tourism demand. The main need-driven forces identified were physical needs and stature needs and destination accessibility. The main destination enhancers influencing tourism demand were events, natural attractions, political issues, and general infrastructure.

The outcomes of the article will help to provide all tourism businesses with far greater insight as they set out to design appropriate marketing strategies for outbound destination marketing, especially for tour operators and travel agents within Nelson Mandela Bay Municipality (NMBM) and South Africa with regard to preferred travel destinations, as no such study has been conducted before in this region. The findings of the research will further assist travel-related businesses to develop new products that are in line with the needs of the residents of NMBM, and, for that matter, South Africans, as well as to develop specific outbound tourist marketing strategies. With new product offerings available, it will ensure that local NMBM travel agents retain local customers and limit financial leakages to other regions, especially to international travel agencies in other cities in South Africa and abroad.

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