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FINAL REPORT:

DESTINATION DEVELOPMENT THROUGH UNDERSTANDING TOURISTS' EXPECTATIONS AND MEMORABLE TOURIST EXPERIENCES AT MAJOR TOURIST ATTRACTIONS

MAPUNGUBWE NATIONAL PARK

**UNIVERSITY OF PRETORIA: TOURISM
MANAGEMENT DIVISION**

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EXECUTIVE SUMMARY

Mapungubwe serves both as National Park and World Heritage Site (inscribed in ethnic3) due to its extraordinary contribution to the country and the world's historical and natural heritage. Activities include bird watching, game viewing (the big five), tree top walks overlooking the Limpopo River, guided heritage walks to Mapungubwe (Jackal) Hill, rock art walks, night drives, and the Vhembe Wilderness trails.

From a positive perspective, amongst others, it was observed that staff members are mostly helpful and professional with some exceptions, walkways are universally accessible, picnic areas have sufficient facilities and there is adequate signage.

Some issues have to be addressed such as greater availability of information, extension of the parking area at reception, limited restaurant menu, limited variety of goods at curio shop and lack of children's activities.

The tourist survey on Memorable Tourist Experiences (MTEs) delivered the following results:

Number of responses:

Certain challenges in data collection were experienced resulting in a low response.

SITE	PRE	POST
Mapungubwe National Park	25	35

Profile of respondents

The majority of respondents in both surveys were domestic visitors with more or less an equal distribution of males and females. The predominant age group was 36-50 years and most respondents were well educated. Most respondents were White and it was their own choice to visit with no packaged tours.

Trip behaviour

Overnight and day tourists were equally divided, travelled as a family and most had visited the Park once or twice before with most wanting to revisit the site in future. The most popular source of



information was word-of-mouth followed by the website of Mapungubwe National Park (SANParks website).

The main purpose for visiting the Park was to experience the whole site. First thoughts of more than half of the respondents were to experience the landscape of a site with world heritage status with unique natural and cultural offerings.

Motivation to visit

Most tourists' motivation was to visit the beautiful surroundings.

From a cultural perspective most visitors were aware of Mapungubwe as a heritage site, although not all were aware of its World Heritage site status. Although most visitors were interested in the heritage of the site, the archaeological artefacts and physical remains of the Mapungubwe Kingdom (Hill of Jackal), and the architecture and layout of the interpretation centre and museum were regarded as worth experiencing; however visitors were even more interested in the natural environment, especially the confluence of the Limpopo and Shashe rivers, the unique rock formations and Baobab trees.

Memorable tourist experiences

Overall aspects contributing to a memorable tourist experience was the fact that the visit was regarded as value for money.

Visitors mostly experience the thrill about having a new experience, sense of freedom and knowledge gain. The only aspect in which the MTE at Mapungubwe was statistically different than the other sites is on the aspect of 'Revitalisation' with Mapungubwe scoring lower.

The results showed that the Limpopo-Shashe feature rendered the highest performance score, followed by the archaeology artefacts and the interpretation centre.

The most negative perception of visitors was the possibility of coal mining that would impact on the World Heritage status of Mapungubwe. The other negative perception was regarding refugees crossing

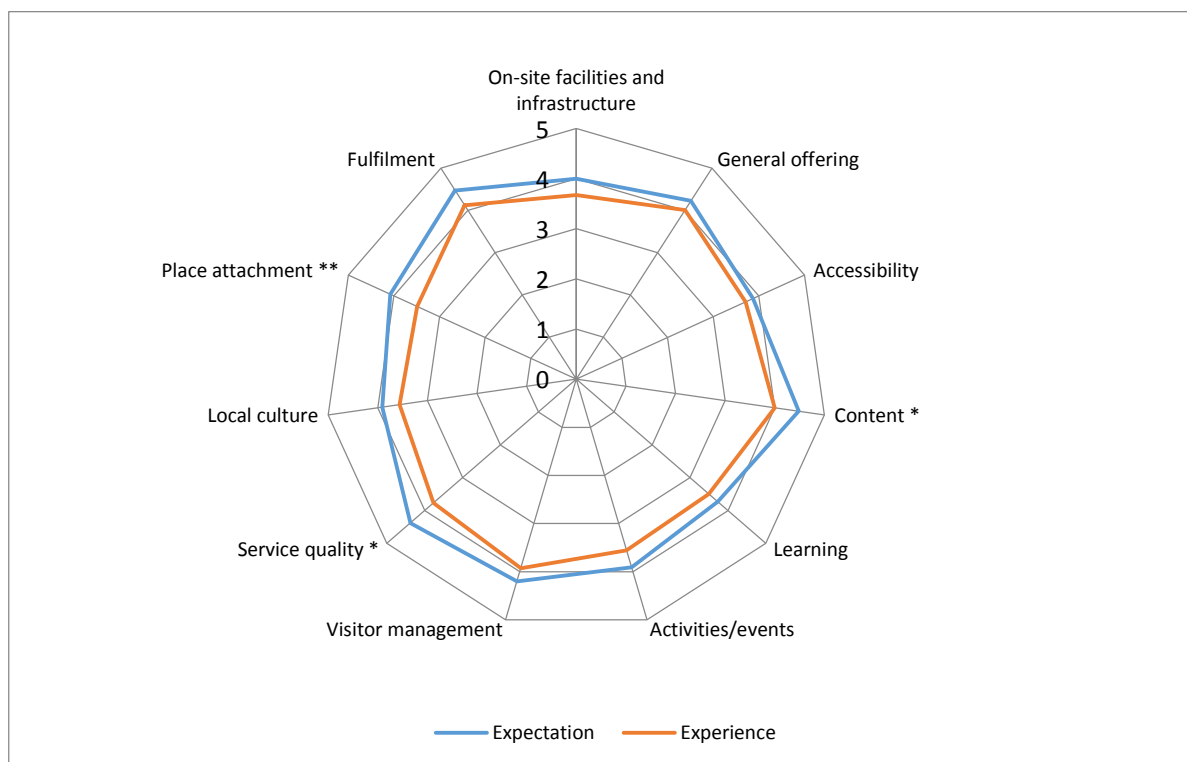


the Limpopo/Shashe rivers. The fact that the Park is split into two areas and the resulting land claims was of less importance to visitors.

Gap analysis (expectations vs experiences)

Visitors had the highest expectations in terms of connecting with nature, seeing a variety of things and efficient service at reception/entry. Visitors had the most positive experiences in terms of authenticity, viewing time in one spot and connecting with nature.

In all instances where statistically significant differences were found between visitors' expectations and their experiences (indicated with * or **), a negative gap was found (expectations were not met). No meaningful differences in experiences (the post-visit evaluation) was found between different visitor categories.



Mapungubwe as natural and heritage landscape is a world class attraction that should inspire and result in a lifelong memorable experience for any visitor interested in a uniquely combined natural and cultural attraction. Issues that impact their experience must be addressed by management interventions.



1. INTRODUCTION

This study is about understanding expectations of tourists to Mapungubwe National Park and determining what constitutes a memorable tourist experience. The purpose is to enhance destination development through minimising the gap between tourists' expectations and experiences. This report must be read in conjunction with the report on the overall sample description which provides the context and background of the study. This report focusses on the methodology and the results followed by a discussion and recommendations.

2. OVERALL AIM OF THE STUDY

The overall aim of the study is to identify whether gaps exist between the expectations of tourists and their experience at Mapungubwe National Park, based on established criteria of what constitutes a memorable tourist experience, with a view to developing the destination to serve the interest of visitors more effectively. Major tourist attractions that have been identified for investigation are:

- Mpungubwe National Park, both as a heritage site and a national park.
- Augrabies Falls National Park
- Walter Sisulu National Botanical Gardens
- The Cradle of Humankind World Heritage Site
- iSimangaliso Wetland Park

3. OBJECTIVES OF THE STUDY

In meeting the overall aim of the study on developing tourist destinations based on why tourists visit major attractions, their travel patterns around major attractions and what their overall experience is, the following specific objectives were set:

- (a) To analyse the product offering at selected tourist attractions in terms of its image and communication about the site;
- (b) To determine tourists' flow of movement within the major attractions during their visit;
- (c) To determine tourists' motivations for visiting a tourist site, encompassing the reasons for visitation;
- (d) To measure tourists' expectations of their visit to a tourist site
- (e) To determine tourists' overall memorable tourism experience of the tourist site



- (f) To conduct a gap analysis between the expected and actual experiences
- (g) To recommend site-specific interventions and plans to facilitate/deliver a memorable tourism experience

4. RESEARCH METHODOLOGY

Two phases make up the empirical part of the study. The first phase covers the analysis of the selected sites in terms of their core tourism product offering and the second phase covers an analysis of the tourists' experiences at each selected site. Once all data had been collected from both phases a gap analysis between the expected and actual experiences of tourists of the selected tourist attractions was conducted.

4.1 Phase 1: Analysis of the core product offering at each selected site

In this first phase the primary product or what "pulls" tourists towards the attraction, according to the site management and promotional messages, was determined.

i. Research site overview (ANNEXURE A)

The purpose of the research site overview was for the researcher to gain an understanding of the tourism potential of the site by completing the Tourism Attraction Assessment Sheet (McKercher & Ho, 2006) through:

- a. Reviewing background documentation to familiarise themselves with the site.
- b. Interviewing one or two managers (CEO and/or Marketing Manager) for insight as per indicators from the management's perspective
- c. Conducting on-site inspection independently assessing each indicator holistically i.e. providing an overall view of what they are perceiving.

ii. Observation sheet per site (ANNEXURE B)

The purpose of the observation was to assess the quality of the physical layout and facilities at the site as well as to form an idea of the movement of tourists around the site.

4.2 Phase 2: Analysis of the tourists' experiences at each selected site.

Data was collected from tourists through a survey instrument on their expectations (pre-visit survey) and experiences at the site (post-visit survey). While the ideal would have been to collect the pre-visit



and post-visit from the same tourists at each site, this was logistically very difficult and the decision was made to collect data from tourists entering the site and tourists exiting the site.

1. Tourist Pre-Visit Survey - Questionnaire 1 (ANNEXURE C)

The pre-visit questionnaire was designed to measure tourists'/visitors' motivations for visitation as well as their expectations of the major components of the experience. The scale used to measure these expectations contained 43 items under 11 factors and measured a range of aspects of the product offering. This group of visitors was targeted BEFORE visiting the site and the aim per site was for at least 100 responses to be attained.

2. Tourist Post-Visit Survey - Questionnaire 2 (ANNEXURE D)

The post-visit questionnaire was designed to measure tourists'/visitors' experiences – both overall memorable experiences and site-specific experiences. The overall MTEs were measured at the hand of a 4-factor MTE scale. The site-specific experiences were measured using the same scale used in the pre-visit survey, but stated as experiences (current) and not as expectations (future). This allowed for direct comparisons between expectations and experiences regarding the 43 listed aspects (11 factors) of the product offering. This group of visitors were targeted AFTER visiting the site and the aim per site was for at least 100 responses to be attained.

In selecting respondents, convenience sampling was employed i.e. those prepared to complete the questionnaires were included in the sample.

5. RESULTS: MAPUNGUBWE NATIONAL PARK

The presentation of the results is presented under the following headings:

1. Site description
2. Core product (main promotional message)
3. Site observations
4. Site interviews
5. Challenges experienced by researchers
6. Survey results



5.1 Site description

Mapungubwe National Park is a “world heritage landscape” located in the northern part of SA at the confluence of the Limpopo and Shashe rivers bordering Botswana and Zimbabwe. The park has a rich history, fauna and flora. South Africa’s first kingdom was established here before 1300AD and was home to a powerful tribe that traded with China and India. The only evidence of this civilization’s existence is the unique Golden Rhino excavated (by the University of Pretoria) on the Hill of the Jackal, as well as numerous other artefacts. The award-winning architecturally designed Interpretation centre and Museum offer an educational experience, and hosts a curio shop restaurant for visitors. Today Mapungubwe serves both as National Park and World Heritage Site (inscribed in 2003) due to its extraordinary contribution to the country and the world’s historical and natural heritage. All Mapungubwe’s camps are accessible by sedan although a higher clearance vehicle such as a 4x4 is advisable to ensure an enjoyable ride inside the park. There are also a number of eco-trails for which a 4x4 is required.

5.2 Core product (main promotional message)

Mapungubwe serves both as National Park and World Heritage Site (inscribed in 2003) due to its extraordinary contribution to the country and the world’s historical and natural heritage.

Activities include bird watching, game viewing (the big five), tree top walks overlooking the Limpopo River, guided heritage walks to Mapungubwe (Jackal) Hill, rock art walks, night drives, and the Vhembe Wilderness trails. Mapungubwe hosts numerous plant and tree species, with the large baobabs probably the most eye-catching.

5.3 Site observations

Three independent observations were done at Mapungubwe National Park. Some of the observations were:

- Provincial transport access to Mapungubwe was found to be problematic due to the potholed road from Alldays. Signage to Mapungubwe was only visible after Alldays.
- Staff members were helpful and professional.
- Limited information is provided with a simplistic map, and more information is needed.



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- The attraction is not entertaining for children and activities should be developed.
- Wi-fi and cell phone access only possible at the Reception area of the Park.
- The restaurant has a limited menu and was very quiet due to the few visitors at the Park.
- The curio shop offers a limited variety, but was closed.
- Entry prices are reasonable, but all tours/activities need to be paid for.
- Limited parking available at Reception and Museum area.
- Security guards visible at Reception area.
- The architecture of the building is unique of the area and theme of the attraction, and fits into the environment.
- Sufficient signage throughout the site.
- Walkways at the Canopy walk and Confluence are part of the natural environment and are universally accessible.
- Activities available on site must be reserved and are guided.
- Sufficient benches, picnic area and ablution facilities are available
- Dustbins are visible.

5.4 Site interviews

Two personal interviews were conducted with the results described according to the Tourism Attraction Assessment Sheet.

Cultural values:

1. The stakeholders (SANParks and local community) want tourism and tourists (5)
2. The asset cannot withstand visitation without damage to its cultural and natural values (3)
3. The asset reflects a unique character into its value (5)
4. The asset is on local, regional and international value as a World Heritage Site (5)
5. A visit creates an emotional connection with the individual (5)
6. The asset is worth conserving as a representative example of the community's heritage (5)

Physical values:

1. All assets can only be accessed with Park guides at a cost (3.5)



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2. The site presents potential hazards to animal diseases that could be brought across from Zimbabwe/Botswana; refugees that cross the Limpopo river; local land claims; and the adjacent Venetia mine and other mines (3)
3. The site can be modified for future use as a World heritage site by addressing the above hazards (3.5)
4. The site and its setting are appealing to tourists (5)

Product values:

1. The site is big enough to attract and retain tourists for a long time (5)
2. The effort required by tourists to get to the site is quite difficult to distance. Lack of petrol facilities can be a problem and limited cell phone access in case of emergency (3.5)
3. There are no similar/different attractions in the vicinity (3)
4. There is sufficient information available about the site (5)
5. The site has tourist market appeal for niche markets such as nature tourists and heritage tourists (5)

Experiential value:

1. The site has the potential to offer interesting experiences to tourists (5)
2. This asset is capable of providing a participatory (heritage and San rock trail), engaging (game drives), and edutainment (interpretation centre and museum) experience (5)
3. The asset is capable of meeting different tourists' expectations – tourists seeking relaxation and revitalization, nature and wildlife tourists, flora tourists, bird watchers, culture and heritage tourists (5)
4. The tourists would perceive the experiences as authentic as the cultural heritage is unique as is the natural setting (5)
5. Good quality interpretation is currently available with trained and professional guides involved in the game drives, heritage trail to the Hill of the jackal, and the San rock art site (5)

5.5 Challenges experienced by researchers



Accessibility, Visitor numbers and Questionnaire:

Accessibility of main road to Mapungubwe: Many potholes en-route and last petrol station is 70km away.

Lack of number of visitors to the park: According to the tourism manager the months of June/July and December have the highest number of visitors. Lack of visitors impacted on the number of questionnaires that were completed.

On Saturday and Sunday (19-20 Nov) there was never more than one car with visitors visiting the Interpretation Centre and Museum.

Visitors at Shroda dam wanted the questionnaire in Afrikaans. One of the fieldworkers then had to translate the questionnaires into Afrikaans.

5.6 Survey results: Sample profile, motivations and MTEs

5.6.1 Number of respondents

SITE	PRE	POST
Mapungubwe National Park	25	35

5.6.2 Profile of respondents

Table 1: Demographic profile of visitors

		PRE (%)	POST (%)
Origin	Domestic	100	96
	International	-	4
Gender	Male	50	53
	Female	50	47

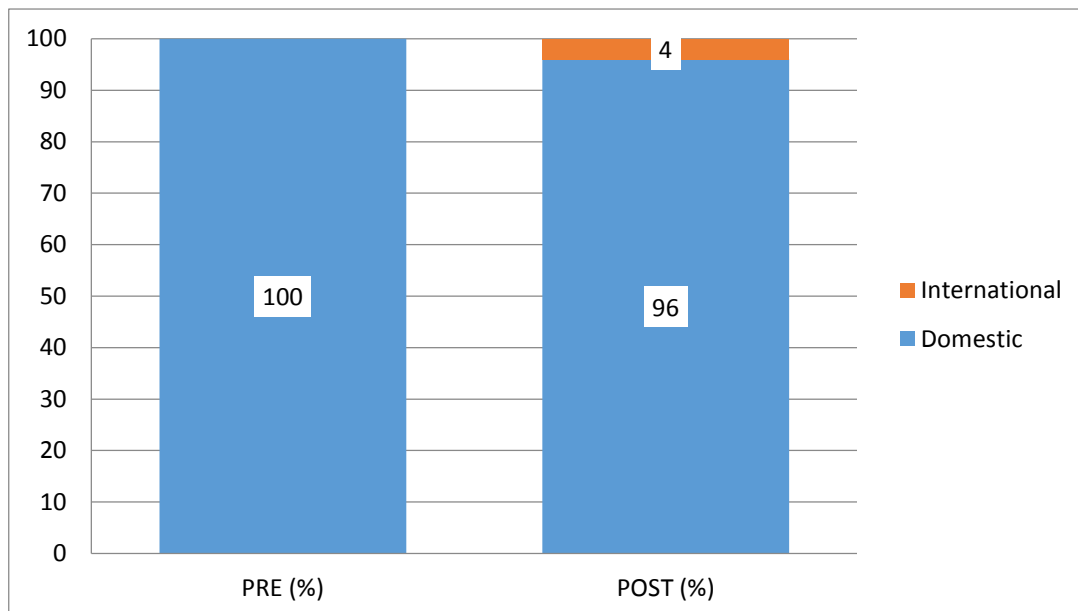


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		PRE (%)	POST (%)
Age	18 - 35	40	33
	36 - 50	60	60
	Over 50	-	7
Level of education	Primary school		3
	Secondary school/matric	36	21
	National diploma/certificate	20	29
	Undergraduate degree	12	6
	Postgraduate degree	32	41
Population group	African	10	7
	Coloured	-	-
	Indian	10	7
	White	70	67
	Asian	10	20

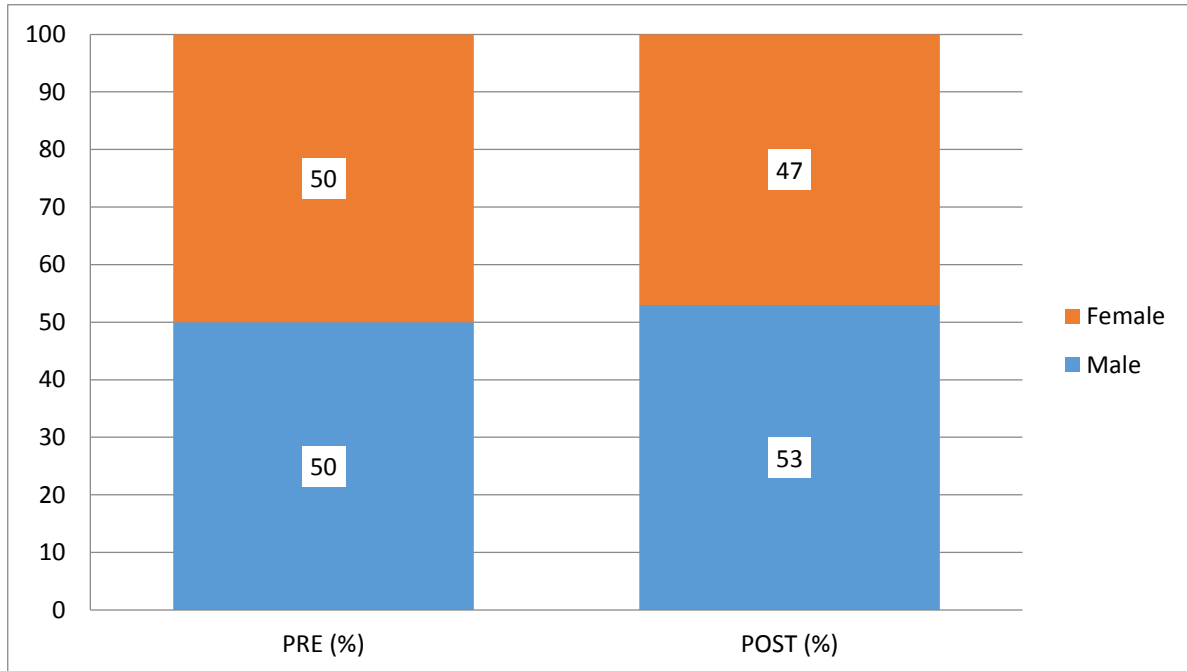
Figure 1: Origin of respondents



The origin of all visitors to Mapungubwe was domestic for both surveys, except for less than 5% foreign visitors of the post-survey. The gender of visitors was virtually equal for both surveys.



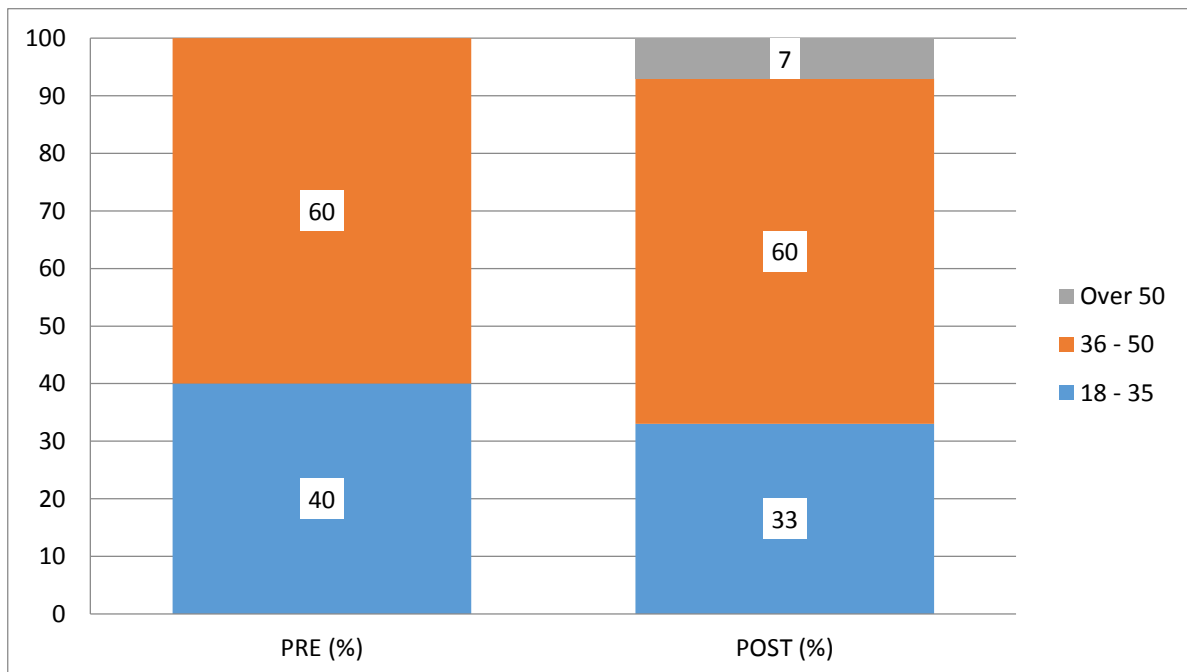
Figure 2: Gender



This is very much in line with a study conducted by SANParks.

According to the SANParks profile data for 2014, 56% were male and 44% were female.

Figure 3: Age groups

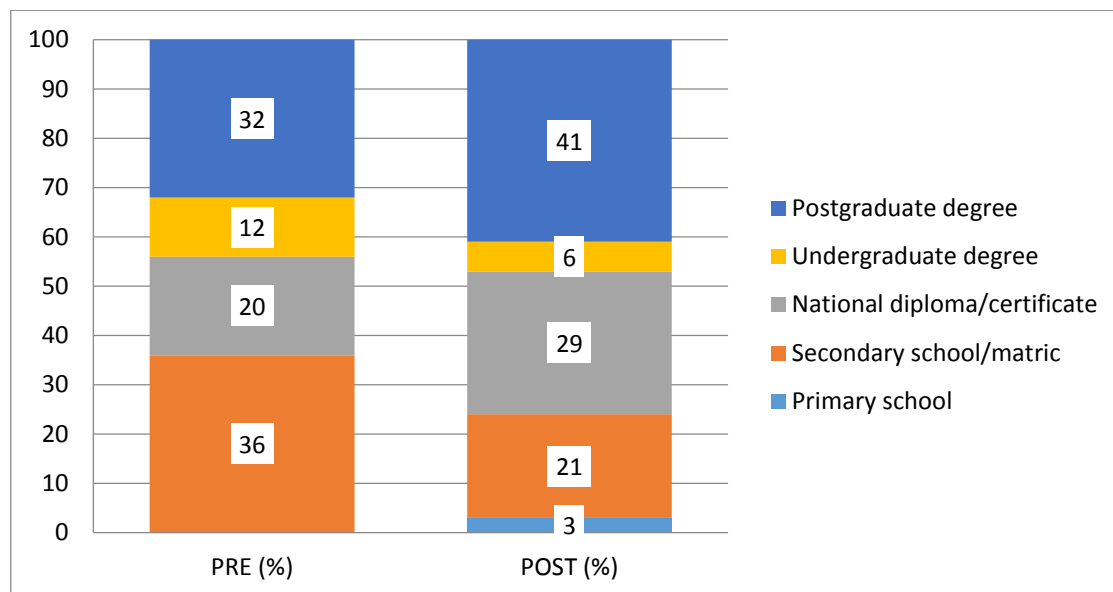




Most visitors fell in the 36-50 age group, with the second largest group in the 18-35 year bracket for both surveys.

According to the SANParks profile data for 2014, 52 years was the average age of respondents.

Figure 4: Level of education

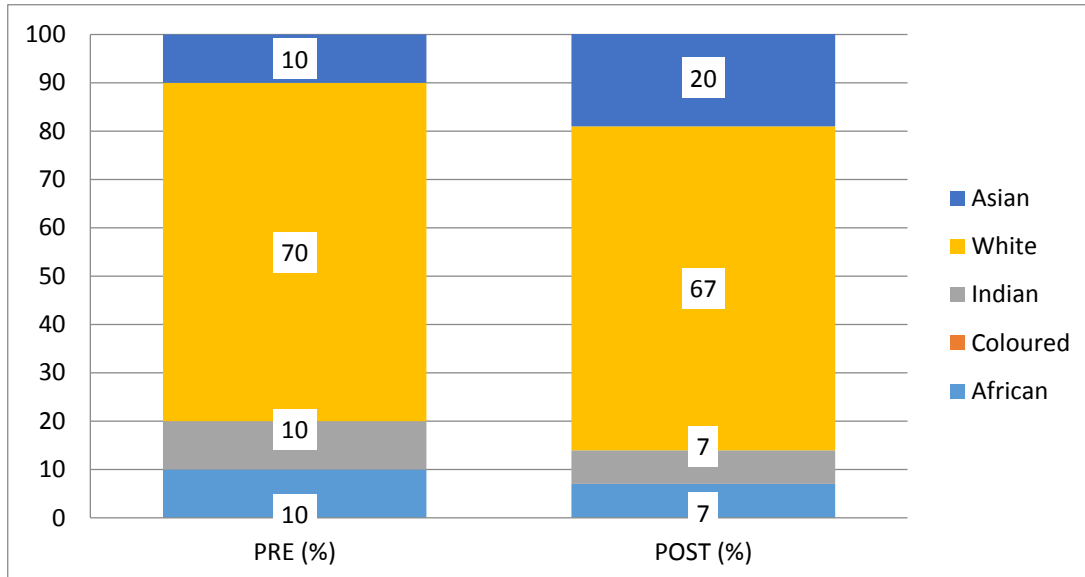


For pre-survey visitors Secondary school education was the highest, and for post-survey visitors Postgraduate education was the highest.

According to the SANParks profile data from 2008 until 2014, 93% of respondents were well educated with 37% who had obtained a post-graduate qualification, 29% a diploma or degree and 27% who had obtained a professional qualification.



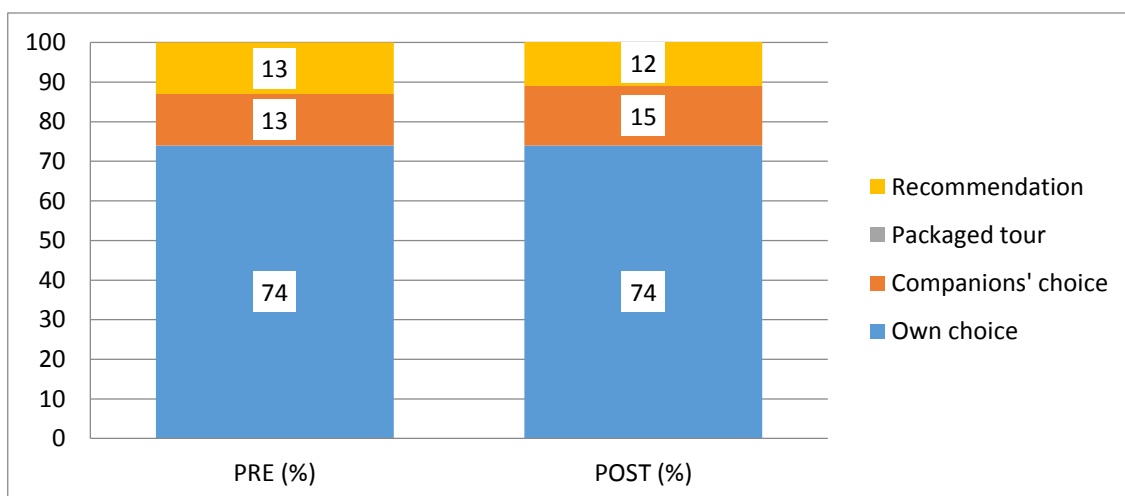
Figure 5: Population group



White visitors were the majority of visitors in both surveys, with Asians as the second largest group. Africans and Indians were the minority.

5.6.3 Trip behaviour

Figure 6: Choice to visit

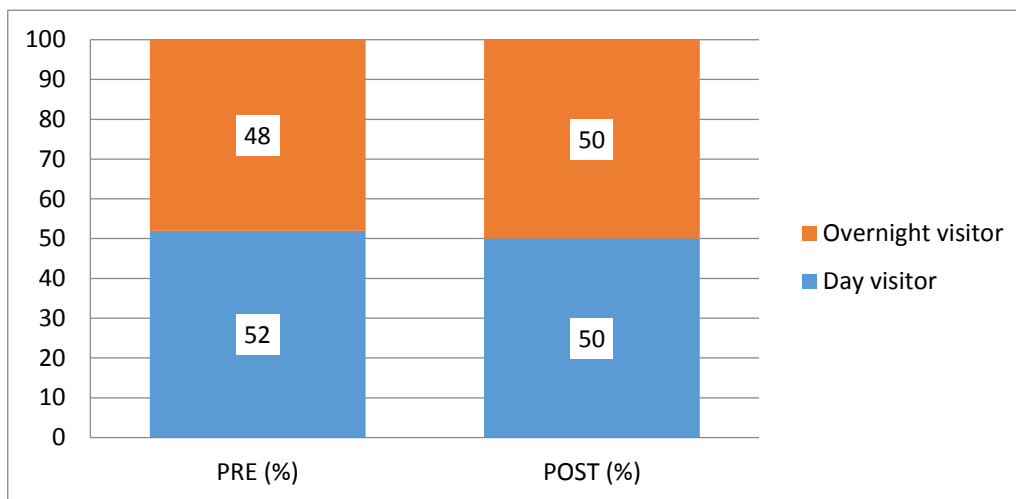


The majority of visitors indicated that it was their 'own choice' to visit Mapungubwe. No visitors made use of packaged tours.



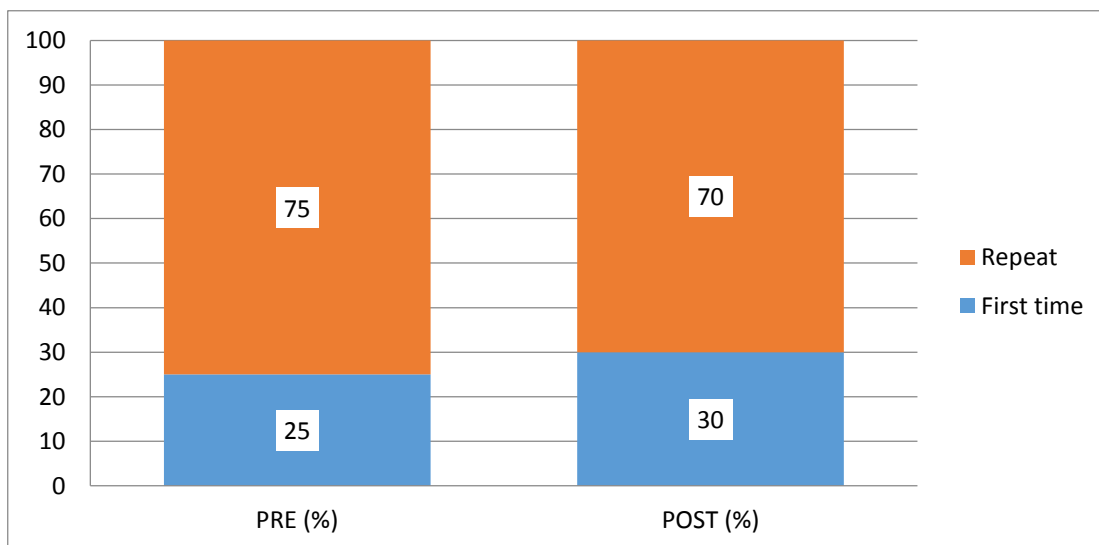
According to the SANParks profile data (for 2014) 46% of respondents decided for themselves to visit the Park followed by 25% of trips initiated by the respondent's friends. 18% by their families and 4% by their spouse.

Figure 7: Visitor type



The spread between overnight and day visitors was almost equal for both the pre and post samples.

Figure 8: Last visit to the site



Most visitors in the pre-survey indicated that they had visited the site once or twice before; while a few visitors indicated that they had previously visited the site at least 10 to 20 times.

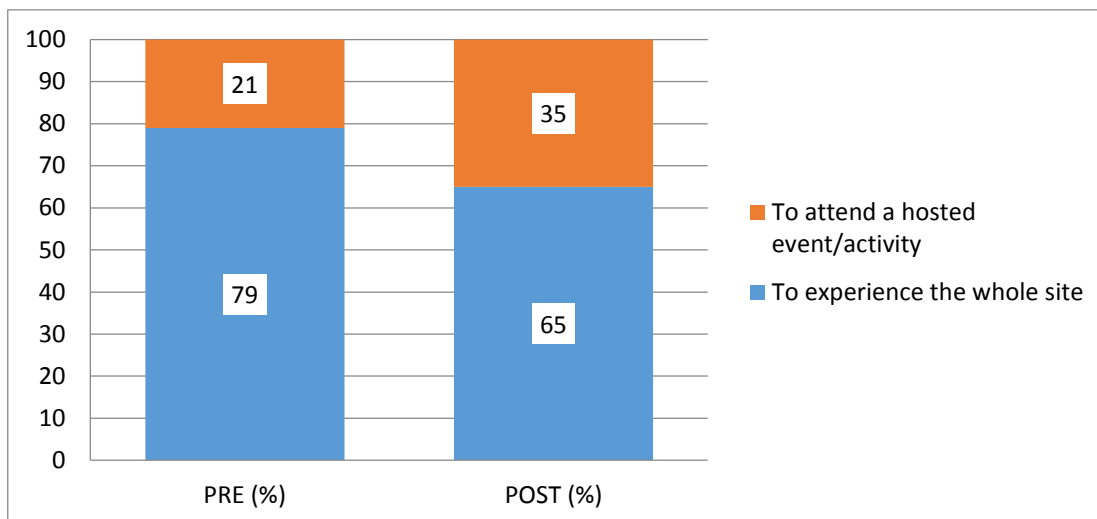


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Most visitors in the post-survey indicated that they had visited the site up to ten times; while certain individual visitors had visited the site between 20 to 100 times.

Figure 9: Focus of the visit



The main purpose for most visitors in both surveys was to experience the whole site of Mapungubwe. However a reasonable number of visitors visited the site to attend the Annual Shroda Dam fishing competition that was hosted over the weekend of the fieldwork.

The qualitative data indicated that visitors were largely interested in: the landscape, the animals, the confluence of the Limpopo and Shashe rivers, and the heritage of the site including the Hill of the Jackal an Museum (not in a particular order).

According to SANParks profile data, the top reasons for visiting the Park on a 5-point Likert scale were: to explore a new destination (4.21); to relax (4.10); to get away from my routine (4.03). Followed by, the unique location of the Park (3.78); to see the Big five (2.97), great accommodation to choose from (2.95), spiritual experience (2.53).

Table 2: Travel companions

Travel companions	PRE %	POST %
Family	72	74



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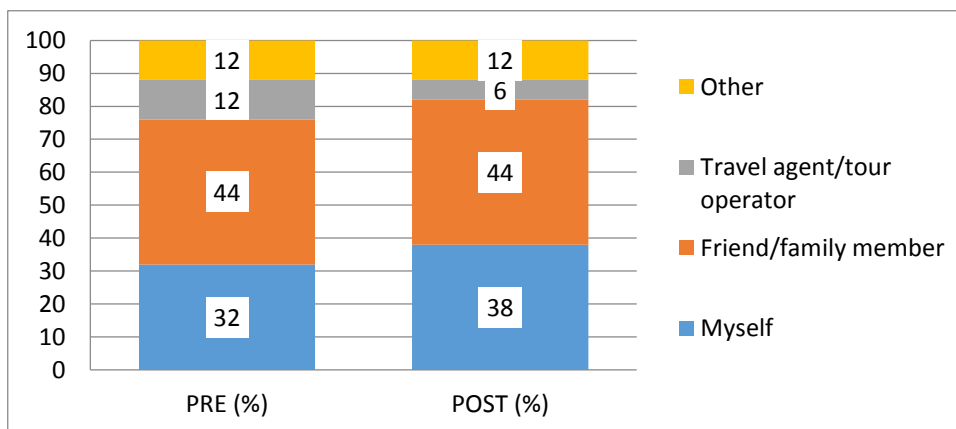
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Travel companions	PRE %	POST %
Friends	64	47
Alone	-	12
Work colleagues	20	18
Education group	8	3
Special interest group	-	9
Other	-	-

The majority of travel companions for all visitors (pre- and post-surveys) were “family”; with “friends” as the second largest category of travel companions. Traveling with “work colleagues” was the third largest category.

According to the SANParks profile data for 2012 and 2014, 30% of respondents travelled in groups of two persons, followed by groups of five (21%), four (19%) and groups of eight (11%). The average size of groups to the Park was four people.

Figure 10: Who arranged the visit



Most visitors in both surveys indicated that a ‘friend or family member’ had arranged the visit; with personal arrangement (arranged “myself”) as the second largest category. The least arrangements were done through travel agents/tour operators.



Table 3: Source of information

Source of information	PRE %	POST
Site's website	44	47
Site's social media account	8	15
Word of mouth	52	62
DMO website	4	24
VIC of surrounding destination	-	15
VIC of other destination	-	3
Travel agent/tour operator	4	9
Other	16	12

The source of information used by the majority of visitors in both surveys was “word-of-mouth”. The second most used source of information was Mapungubwe’s website (SANParks website) by both pre- and post-survey respondents. In the post-survey some visitors used the DMO’s website and to a lesser extent the site’s social media account and the VIC of the surrounding destination .

The hospitality manager at Mapungubwe has done a Capacity Building course (NDT) that focuses on the site as a world heritage site; and the staff (including reception staff, museum staff, and field guides) provide the necessary visitor information of the site.

A limitation of the questionnaire may be that visitors were not aware of what a VIC is, as this is not indicated at Mapungubwe’s reception, and visitors may not have known how to react to this ‘source of information’.

According to the SANParks profile data since 2008-2014, except for 2009, word-of-mouth has remained the most important form of marketing for the Park at 52%. Followed by information from websites (25%), magazines (22%), SANParks website (14%), previous visits (12%) and other (10%). TV shows, radio, Facebook, internet blogs and Twitter were the least successful forms of marketing for the Park.



First thoughts on of the site

The first thoughts of the site can be summarised as a landscape of world heritage stature with unique natural and cultural attractions.

The natural component would include the environment, the scenery, fauna and flora; whereas the cultural component would include the depiction of an ancient kingdom with tangible artefacts such as the Golden Rhino on view in an equally unique architectural structure. Whereas the Hill of the Jackal symbolises the physical presence of the natural and the metaphysical dimension of the cultural heritage of Mapungubwe.

5.6.4 Motivations to visit (pre questionnaire)

Table 4: Motivation to visit

	Mean	Std. Deviation
Beautiful surroundings	4.56	.651
Positive life experience	4.48	.586
Learn new things	4.32	.627
Have a nice holiday	4.25	.532
Time with friends and family	4.24	.970
New place never visited	4.16	.746
Self expression of interests	3.84	.746
Spiritual experience	3.72	.843
Socialise with other visitors	3.32	.802

Visitors are motivated to visit Mapungubwe for its beautiful surroundings. The site is regarded as motivational by visitors as it provides for a positive life experience where new things can be investigated/explored and learnt. In addition, visitors are motivated to visit Mapungubwe in order to have a nice holiday and spend quality time with friends and family.



Motivations to visit Comparisons between groups

No statistically significant differences between groups were found. In most instances the samples within groups were too small to compare.

Influence of world heritage status

More than half (58%) of visitors were strongly influenced in visiting Mapungubwe due to its World Heritage Site status; with equal numbers influenced to some degree and others unaware of the status (16% of each group). Only a tenth of visitors (10%) were not at all influenced by the world heritage site status.

Future intention (post questionnaire)

Three quarters (75%) of visitors are of the intention to revisit Mapungubwe in future; with 88% of the intention to definitely recommend the site to friends and family. Less than a fifth (19%) of visitors were not sure whether they would revisit the site; and a tenth (12%) were not sure whether they would recommend the site.

5.6.5 Memorable tourism experience (post questionnaire)

Table 5: Site experience compared to the overall experience

FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Hedonism				
Thrill about having a new experience	4.06	.765	3.89	-
Indulgence in the activities	3.88	.880	3.62	
Real enjoyment	4.09	.951	4.19	-
Excitement	3.97	1.000	3.92	-
Novelty				
Once-in-a lifetime experience	3.60	1.265	3.47	-
Uniqueness	3.86	1.192	3.98	-
Different from previous experiences	3.88	1.094	3.78	-



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FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Something new	3.89	1.132	3.74	-
Accomplishment	3.63	1.165	3.64	-
Self-discovery	3.51	1.222	3.58	-
Knowledge gain	4.00	1.073	3.92	-
New culture	3.80	1.208	3.49	-
Refreshment				
Sense of freedom	4.03	1.014	4.08	-
Revitalisation	3.53	1.135	3.94	3.962**
Meaningfulness	3.94	1.027	4.04	-
Involvement				
Place where I really wanted to go	3.74	1.221	4.02	-
Activities really wanted to do	3.82	1.193	3.75	-
Main activity of great interest	3.91	1.215	3.76	-
Exploration	3.94	1.162	3.97	-

* $p < .01$

* $p < .05$

Visitors mostly experience the thrill about having a new experience, sense of freedom and knowledge gain. The only aspect in which the MTE at Mapungubwe was statistically different than the overall mean (MTE across all sites) is on the aspect of 'Revitalisation' with Mapungubwe scoring lower ($M=3.53$) than the overall ($M=3.94$)

Tabel 6: Memorable tourist experience comparisons between groups

FACTORS (new)	Hedonism	Novelty	Refreshment	Involvement
α	.861	.940	.877	.818
Last visit to the site	-	-	4.944**	-
Focus of the visit	-	10.481*	-	-
Travel companions	-	-	-	-



FACTORS (new)	Hedonism	Novelty	Refresh- ment	Involve- ment
Who arranged the visit	-	3.856**	4.949*	-
Stay-over status	-	8.973*	-	-

* $p < .001$

** $p < .05$

Differences in the MTE across visitor types occurred in the following categories:

Repeat visitors gave a higher score ($n=23$; $M=4.12$) to 'revitalisation' than first time visitors ($n=10$; $M=3.25$).

Visitors that came to experience the whole site experienced more 'novelty' ($n=22$; $M=4.12$) than those who came only to experience a specific event at the site ($n=12$, $M=3.16$)

Visitors who came as part of something arranged by friend/family experienced lower levels of 'novelty' ($n=16$; $M=3.27$) than visitors who arranged it themselves ($n=13$; $M=4.30$).

Visitors who came as part of something arranged by friend/family also experienced lower levels of 'revitalisation' ($n=15$; $M=3.37$) than visitors who arranged it themselves ($n=13$; $M=4.31$).

Overnight visitors gave a higher score ($n=17$, $M=4.23$) than day visitors ($n=18$, $M=3.34$) for 'novelty'.

In other categories, no meaningful difference were found or the group sizes became too small to make meaningful comparisons.

5.6.6 Gap analysis



Table 7: Expectations vs experiences

FACTORS (new)	PRE	POST	Significance
On-site facilities and infrastructure			
Easy accessible visitor facilities	4.12	4.03	-
Well-maintained facilities	4.30	4.00	-
Internet access	2.75	2.00	4.741**
Book additional activities	4.25	3.59	5.350**
Able to buy souvenirs	3.63	3.23	-
Universal accessibility	4.04	3.82	-
Safety of person and belongings	4.26	4.03	-
Unique design infrastructure/architecture	4.21	4.13	-
Quality infrastructure/architecture	4.33	4.03	-
Signage/directions	4.17	3.82	-
General offering			
Cater for families/children	4.36	4.06	-
Value for money	4.30	4.00	-
Match marketing material	4.00	3.91	-
Accessibility			
Convenient to get to	4.08	3.63	-
Short travel distance	3.58	3.39	-
Efficient parking/access system	3.92	4.06	-
Content			
Challenged to spot/interact	4.40	3.84	6.565**
Surprised by unusual things	4.23	3.85	-
Guided by rules/regulations	4.36	3.51	11.810*
Variety of things	4.74	4.24	8.389*
Authenticity	4.57	4.30	-
Close encounters	4.48	4.22	-
Excitement viewing rarities	4.52	4.14	4.452**
Learning			



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FACTORS (new)	PRE	POST	Significance
Engage with other visitors	3.48	3.32	-
Articulate guide	4.04	3.90	-
Talks	3.72	3.45	-
Literature	3.79	3.50	-
Interpretation facilities	3.96	3.69	-
Audio guide	3.30	3.00	-
Activities/events			
Variety of recreational activities	3.84	3.76	-
Specific event/exhibition of interest	3.88	3.29	-
Affordable activity options	4.00	3.59	-
Visitor management			
Good information	4.21	3.56	5.611**
Viewing in predictable locations	4.29	3.74	5.885**
Well-structured layout	4.00	3.88	-
Easy movement between areas	4.21	4.12	-
Viewing time in one spot	4.24	4.29	-
Service quality			
Efficient service reception/entry	4.61	3.94	9.962*
Helpful friendly staff	4.52	3.85	8.488*
Personalised service	4.04	3.48	4.515**
Local culture			
Experience local way of life	3.95	3.63	-
Engage with informative locals	3.91	3.50	-
Place attachment			
Most favourite place to visit	3.91	3.53	-
Finally seeing unique thing	4.16	3.44	8.389*
Fulfilment			
Connect with nature	4.81	4.27	7.415*
Connect with mankind	4.09	3.94	-



Connect with history	4.55	4.06	-
----------------------	------	------	---

* p<.01

*p<.05

Visitors had the highest expectations in terms of connecting with nature, seeing a variety of things and efficient service at reception/entry. Visitors had to most positive experiences in terms of authenticity, viewing time in one spot and connecting with nature.

In all instances where statistically significant differences were found between visitors' expectations and their experiences (indicated with * or **), a negative gap was found (expectations were not met).

According to the SANParks profile data the top rated services in the Park include (on a 5-point Likert scale): braai facilities (4.61), maintenance of accommodation units (4.34), the laundry service (4.25), general maintenance of facilities and picnic sites (both at 4.17), friendliness and service of park personnel (4.16), adequate interpretation in the Park (4.12), check-in process (4.05), friendliness and service at reception (4.05), restaurants (4) were all rated as excellent. The following fell below 4: Adequate activities in the Park (3.97), shops (3.72), information regarding attractions and activities in the Park (3.45), directions (3.26), free pamphlets/brochures (3.24), sufficient information regarding contact persons in case of emergency (3.03).



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Figure 11: Graphic illustration of expectations vs experiences

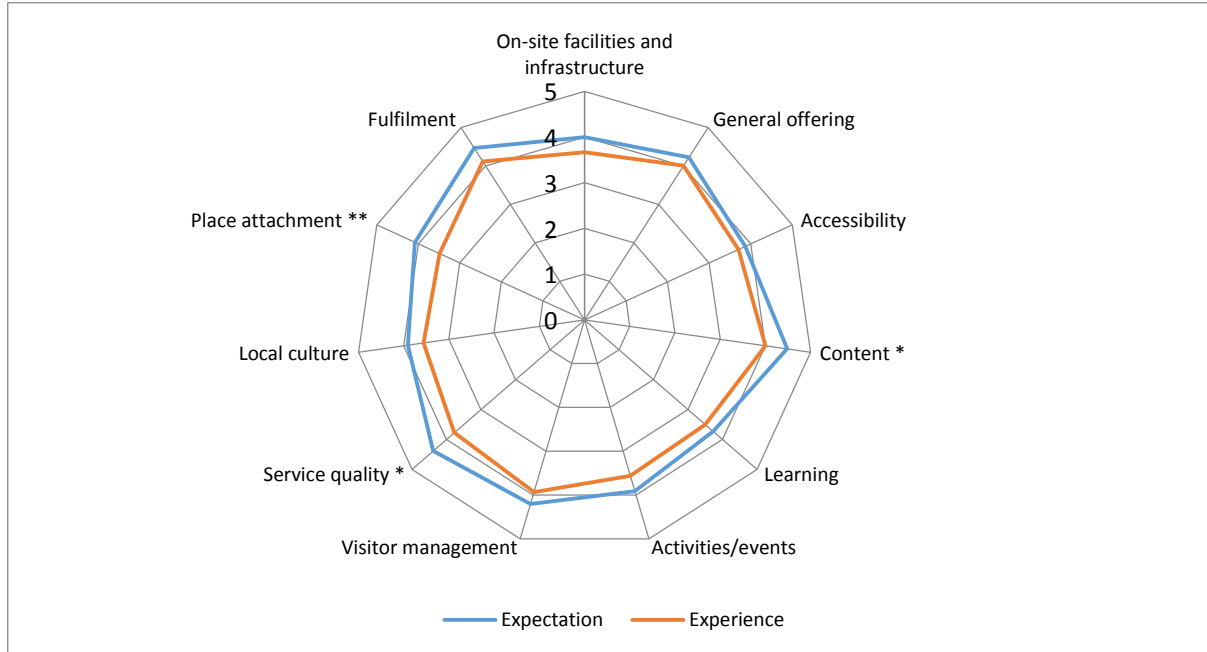


Table 8: Expectations/experiences (gap comparisons between pre/post groups)

FACTORS (new)	α (pre)	α (post)	Comp mean score PRE	Comp mean score POST	Significance
On-site facilities and infrastructure	.889	.805	4.00	3.67	-
General offering	.689	.860	4.23	4.01	-
Accessibility	.547	.658	3.87	3.71	-
Content	.844	.862	4.48	4.00	9.399*
Learning	.909	.838	3.73	3.50	-
Activities/events	.737	.656	3.91	3.56	-
Visitor management	.871	.789	4.20	3.93	-
Service quality	.506	.880	4.38	3.77	10.100*
Local culture	.418*	.765	3.91	3.56	-
Place attachment	.655	.713	4.08	3.49	6.263**
Fulfilment	.749	.804	4.47	4.12	-



* The low alpha is ascribed to the fact that only two items were used

Experience comparisons between groups

No statistically significant differences between groups found. In most instances the samples within groups were too small to compare.

5.7 Site specific evaluation

Table 9: Experience of specific feature

Specific features	Experienced (%)	Performance (Mean score)
Limpopo-Shashe	86	4.31
Archaeology artefacts	83	4.29
Interpretation centre	74	4.08
Hill of Jackal	54	4.05
Rock art sites	49	4.00

The results showed that the Limpopo-Shashe feature rendered the highest performance score, followed by the archaeology artefacts and the interpretation centre.

According to the SANParks profile data the following adventure activities were rated as important on a scale of 1-5: bird watching (3.70), night drives (3.31), hiking (3.26), guided walks (3.22), 4x4 trails (self drive) (3.13), stargazing (3). Hard adventure activities such as paragliding (4.20) was regarded as very important. Archaeological tours (2.94) were regarded as slightly important, also safaris (2.78), geographical tours (2.55).

Table 10: Experience of overall aspects



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	N	Mean
Value for money	34	4.29
Awe at the age of the earth	35	4.11
Knowledge: history of mankind	35	3.89
Connectedness to humankind	35	3.86
Knowledge: origin of humans	35	3.71
Knowledge: archaeological sites	35	3.71

Overall aspects contributing to a memorable tourist experience was the fact that the visit was regarded as value for money.

Table 11: Issues affecting the experience

	Negatively	Positively	No influence
Coal mining	57	20	23
Refugees crossing	51	20	29
Park split into 2 areas	46	23	31
Land claims	40	20	40
Venetia mine on border	17	51	31

The most negative perception of visitors was the possibility of coal mining that would impact on the World Heritage status of Mapungubwe. The other negative perception was regarding refugees crossing the Limpopo/Shashe rivers. The fact that the Park is split into two areas and the resulting land claims was of less importance to visitors.

6. DISCUSSION OF RESULTS

The majority of respondents in both surveys were domestic visitors with more or less an equal distribution of males and females. The predominant age group was 36-50 years and most respondents were well educated. Most respondents were White and it was their own choice to visit with no packaged



tours. Overnight and day tourists were equally divided, travelled as a family and most had visited the Park once or twice before, and 75% wanted to revisit the site in future.

The most popular source of information was Word-of-mouth followed by the website of Mapungubwe National Park.

The main purpose for visiting the Park was to experience the whole site. First thoughts of 58% respondents were to experience the landscape of a site with World Heritage stature with unique natural and cultural offerings.

Most tourists' motivation were to visit the beautiful and unusual surroundings with a positive revitalising experience regarded as the item that contributed most to a Memorable Tourism Experience.

From a cultural perspective most visitors were aware of Mapungubwe as a heritage site, although not all were aware of its World Heritage Site status. Most visitors were interested in the heritage of the site, the archaeological artefacts and physical remains of the Mapungubwe Kingdom (Hill of Jackal), and the architecture and layout of the interpretation centre and museum were regarded as worth experiencing; however visitors were even more interested in the natural environment, especially the confluence of the Limpopo and Shashe rivers, the unique rock formations and Baobab trees.

The most negative perception of visitors was the possibility of coal mining that would impact on the World Heritage status of Mapungubwe. This featured in the media some years ago but the public still has a memory of it; the other negative perception was regarding refugees crossing the Limpopo/Shashe rivers. The fact that the Park is split into two areas and the resulting land claims was of less importance to visitors.

In brief, Mapungubwe as natural and heritage landscape is a world class attraction that should inspire and result in a lifelong memorable experience for any visitor interested in a uniquely combined natural and cultural attraction.



7. RECOMMENDATIONS

On-site facilities and infrastructure

Unique architecture of the interpretation centre and museum, as well as the reception area and Leokwe camp (and other camps). Good accommodation with the necessary amenities. Lack of a shop to buy food items can be problematic, as well as a petrol station – both facilities are 70 km outside of the Park.

Accessibility

Provincial accessibility and signage to Mapungubwe only occurs after Alldays. From Alldays on the R521 the road is single track and pothole ridden and dangerous.

Limited parking bays at the entrance but secure with guards. Sufficient signage and distances indicated within the park.

The map provided at reception is very basic and needs to be redrawn to indicate all areas in the Park.

Although cell phone coverage is available at the reception and interpretation centre, the rest of the park has no cell phone coverage - this may be problematic in case of an emergency.

Content

Rules and regulations are strictly adhered to to allow for safe visitation. A number of areas are only accessible with a trained guide, such as the Hill of Jackal and the Rock art sites. These areas are also not indicated on the map to prevent visitors from accessing them on their own. This is also a means of revenue for the park for visitors to pay for these sites.



Activities/events

Self-organised: game driving, tree top walks, visit to the confluence of the rivers, game and bird watching, swimming at Leokwe camp. Visitors should be made aware of the look-out areas at the confluence as the view is astounding.

Entertainment for children in general appears lacking. Edu-trails could be packaged for children to experience the natural and cultural heritage of the park. As well as the “Children in the Wilderness” programme to teach children environmental and life skills – focus on all children living in and around the Greater Mapungubwe TransFrontier Conservation Area (includes SA, Botswana and Zimbabwe). Whether these above programmes still exist is uncertain.

Visitor management

Satisfactory visitor management by trained and dedicated Hospitality manager.

However additional participatory engaging and entertaining experiences can be developed for visitors to enhance the revenue for the park – e.g. a co-creative cuisine experience using local produce.

Service quality

The reception staff were experienced as average and not friendly. The hospitality manager was most helpful. The game drive and heritage trail guides were professional and friendly. The restaurant staff were helpful and friendly.

8. CONCLUDING REMARKS

This report on understanding tourist expectations and memorable tourist experiences at Mapungubwe National Park forms part of a larger study which also included Isimangaliso Wetlands Park, Augrabies National Park, The Cradle of Humankind and Walter Sisulu National Botanical Gardens.

Within the boundaries of the selected sample and limitations of the study, in all instances where statistically significant differences were found between visitors’ expectations and their experiences, a negative gap was found (expectations were not met).



Aspects contributing to tourists memorable experience is that Mapungubwe is viewed as a value for money destination and experience authenticity, enjoy viewing time in one spot and connecting with nature.

Mapungubwe should build on the positive aspects as indicated in this report and address the factors where expectations are not met by scrutinising which items contribute to this gap.

ANNEXURE A: RESEARCH SITE OVERVIEW

ANNEXURE B: OBSERVATION SHEET

ANNEXURE C: TOURIST PRE-VISIT SURVEY

ANNEXURE D: TOURIST POST-VISIT SURVEY



ANNEXURE A

RESEARCH SITE OVERVIEW

RESEARCHER NAME.....

DATE OF ASSESSMENT.....

Attractions drive tourism. Cultural and heritage assets are ideally suited to become tourist attractions, for they encompass the unique features of a place, are experiential in nature and help promote the rich tapestry of a destination's traditions, ethnic backgrounds and landscapes.

A Qualitative Framework consisting of four dimensions:

Cultural

Physical

Product

Experiential

Each dimension is assessed holistically through the indicators.

Indicators provide guidance about what to consider but are not discrete sub-elements to be assessed in their own right.

An ordinal scale marking system is based on five categories:

1. Low
2. Low/Moderate
3. Moderate
4. Moderate/High
5. High



STEPS FOR EACH RESEARCHER (2 PER SITE):

STEP 1

Complete Tourism Attraction Assessment Indicators Table 1

1. Review background documentation to familiarise yourself with site
2. Interview one or two managers (CEO and/or Marketing Manager) for insight as per indicators of management's perspective
3. Conduct on-site inspection independently assessing each indicator holistically i.e. provide an overall view of what you are perceiving.

Score the indicator according to the ordinal scale

4. Provide a brief written motivation for score
5. Highlight major flaws
- 6.

STEP 2

Transfer score onto Assessment of Tourism Potential Table 2

TABLE 1: TOURISM ATTRACTION ASSESSMENT INDICATORS

ROBBEN ISLAND		
Tourists Attraction Typology	Scale Value	Leisure Superstructure Historical: Museum & Heritage Site
<i>Cultural values</i>		
1. Do the stakeholders want tourists/tourism?		
2. Can the asset withstand visitation without damaging its cultural values (tangible and intangible)?		Obtain reports/policy documents: visitation numbers and impact on asset values (tangible and intangible)
3. Does the asset reflect a unique character in terms of its value (living or disappeared)?		



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4. Is the asset of local, regional or international cultural significance?		For whom is it important?
Tourists Attraction Typology	Scale Value	Leisure Superstructure Historical: Museum & Heritage Site
5. Does a visit create an emotional connection with the individual?		Memorable Tourism Experience
6. Is the asset worth conserving as a representative example of the community's heritage?		
Physical values		
1. Can all areas be accessed (if not what can be done to rectify)?		
2. Does the site represent potential hazards for visitors (if so what can be done to rectify)?		
3. What is the physical state of repair (any wear and tear) and will its authenticity be damaged after repairs are made?		
4. Can it be modified for use (legally, practically)?		Legally: UNESCO? Practically: Physical outlay
5. Are both the site (inside its physical boundaries) and the setting (its surrounds) appealing to tourists?		An overall assessment
Product values		
1. Is the site big enough to attract and retain tourists for a long time?		
2. Is the effort required by tourists to get to it too difficult to make a visit worthwhile (time, cost, effort)?		



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Tourists Attraction Typology	Scale Value	Leisure Superstructure Historical: Museum & Heritage Site
3. Is it near other attractions (similar or different types)?		
4. Is there sufficient information about the site available (e.g. magazine, website, etc.)?		
5. Does the site have tourist market appeal?		
Experiential values		
1. Does this asset have the potential to offer interesting experiences to tourists?		
2. In what ways is this asset capable of providing a participatory, engaging and/or entertaining experience?		
3. Is this asset capable of meeting different tourists' expectations?		
4. How authentic would general tourists perceive of the experiences offered by the asset?		
5. Is good quality interpretation currently available and if not, how		



TABLE 2: OVERALL ASSESSMENT OF TOURISM POTENTIAL:

Asset	Cultural values	Physical values	Product values	Experiential values	Overall assessment	Fatal flaws
Isimangolisa						
Mapungubwe						
Asset	Cultural values	Physical values	Product values	Experiential values	Overall assessment	Fatal flaws
Augrabies						
Maropeng						
Walter Sisulu						

Source: McKerchner, B. & Ho, P.S.Y. 2006. Assessing the Tourism Potential of Smaller Cultural and Heritage Attractions. *Journal of Sustainable Tourism*, 14(5):473-488.



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ANNEXURE B
OBSERVATION SHEET PER SITE

SITE:

DATE:

TRANSPORTATION/SELF DRIVE TO SITE:					
SIGNAGE/DIRECTIONS ON GOOGLE MAPS:					
PARKING AT SITE	Excellent	Average	Poor	N/A	Comment
- EASY TO ACCESS					
- SUFFICIENT PARKING BAYS					
- SECURE AREA WITH GUARDS					
ENTRANCE AT SITE	Excellent	Average	Poor	N/A	Comment
- ARCHITECTURE OF BUILDING					
- QUEUING/BOTTLENECK AT ENTRANCE					
- ENTRANCE FEE					
- COURTEOUS STAFF OVERALL					
- INFORMATION/INTERPRETATIVE SERVICES STAFF					
- INFORMATION TO TAKE: MAPS/BROCHURES					
- SPECIAL EXHIBITIONS FOR EXTRA CHARGE					
- BOOKING FOR ADDITIONAL ACTIVITIES					
- GUIDED TOURS AVAILABLE					
- AUDIO GUIDES FOR RENT					



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FACILITIES AT SITE AND QUALITY	Excellent	Average	Poor	N/A	Comment
- LAYOUT OF SITE					
- WALKWAYS					
- DISTANCE BETWEEN ITEMS TO VIEW					
- UNIVERSAL ACCESSIBILITY					
- CATERS FOR CHILDREN					
- WIFI/INTERNET ACCESS					
- ACTIVITIES ON SITE					
- FOOD/RESTAURANTS					
- SHOPS TO BUY CURIOS					
- BENCHES/RESTING AREAS					
- PICNIC AREAS					
- WC/ABLUTION					
- BEACHES (SODWANA)					
- CATERED LODGE					
- SELF-CATERING CHALETS/CAMPING					
- DUSTBINS					
- SAFETY (AREAS OF RISK)					
- SECURITY ON SITE					
FACILITIES AT SITE AND QUALITY	Excellent	Average	Poor	N/A	Comment
- MEDICAL ASSISTANCE ON SITE					



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- SURROUNDINGS NEAT OVERALL					
MOVEMENT OF VISITORS AT SITE	Excellent	Average	Poor	N/A	Comment
BOTTLENECKS/QUEUING					
- AT EXHIBITS/AREAS					
- WC SIZE (TOO FEW) – QUEUING					
- RESTAURANTS					
BEHAVIOUR OF OTHER VISITORS					
OTHER ASPECTS	Excellent	Average	Poor	N/A	Comment



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ANNEXURE C: PRE-VISIT QUESTIONNAIRE

Consent for participation in a research study

Division Tourism Management

DESTINATION DEVELOPMENT THROUGH UNDERSTANDING TOURISTS' EXPECTATIONS AND MEMORABLE TOURIST EXPERIENCES AT MAJOR TOURIST ATTRACTIONS

Research conducted by:
Division Tourism Management
Tel: 012 420 4374

Dear Respondent

You are invited to participate in a research study conducted by the Division Tourism Management at the University of Pretoria on behalf of the National Department of Tourism.

The purpose of the study is to determine the aspects that contribute to a memorable tourist experience when visiting a major tourist attraction.

Please note the following:

- This study involves an anonymous survey. Your name will not appear on the questionnaire and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 10 minutes of your time.
- The results of the study will be used for academic purposes as well as to inform policy decision making and may be published in an academic journal.
- Please contact the study leader, Prof Berendien Lubbe, on e-mail. Berendien.lubbe@up.ac.za if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

Respondent's signature

Date



GENERAL

1. Please indicate the following context (tick the most applicable option):

Visiting this attraction was:	
My own choice	
My travel companions' choice	
Part of a packaged tour	
Recommended by someone	

2. What first comes to mind when you think of (site name)?

3. Please indicate your agreement with the following statements as your **reasons for visiting this attraction** (1 = strongly disagree; 5 = strongly agree).

I decided to visit this place because I want to ...	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Explore/see a new place where I have never been before					
2. Have a spiritual experience (opportunity to reflect)					
3. Spend time with friends and family					
4. Just have a nice holiday/visit					
5. Engage with other visitors to socialise					
6. Express part of my interests					
7. Enjoy beautiful surroundings					
8. Have a positive life experience					
9. Learn new things					

1. Please indicate your agreement with the following statements regarding **aspects related to your visit to this attraction** (1 = strongly disagree; 5 = strongly agree).



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During the visit I want to ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
Experience a site:						
1. That has easy access to visitor facilities (ablution, shops, catering, accommodation)						
2. With well-maintained facilities (ablution, shops, catering, accommodation)						
3. That offers access to the internet						
During the visit I want to ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
Experience a site:						
4. Where I can easily book for additional activities						
5. Where I am able to buy souvenirs						
6. That is accessible to the physically challenged						
7. Where I feel safe and know my belongings are safe						
8. That has uniquely designed infrastructure/architectures						
9. That has high quality of infrastructure/architectures						
10. That has good signage/directions						
Experience a site that:						
11. Caters for families/children						
12. Offers value for money						
13. Offers what were depicted on the marketing material (website, brochures)						
Experience a site that:						
14. Is convenient to get to						
15. Is within a short travel distance						
16. Has an efficient parking/access system						
Have the opportunity to:						
17. Identify/spot as many species as possible/to interact with as many exhibits as possible						
Have the opportunity to learn about the site via:						
18.1 engaging with other visitors						



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18.2 a knowledgeable articulate guide						
18.3 talks						
18.4 literature						
18.5 an interpretive centre/interactive displays (e.g. videos)						
18.6 an audio guide						
During the visit I want to ...						
19. Be surprised by unusual things						
20. Be guided by rules to behave appropriately						
21. See different kinds of animals/species/exhibits						
22. Experience wildlife/nature in its natural state						
23. Come as close as possible to wildlife/nature/artefacts						
24. Be excited by viewing rare species of animals/flowers /artefacts						

During the visit I want to ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
25. Partake in different kinds of recreational activities						
26. Attend a specific event/exhibitions that I am interested in						
27. Have affordable options for different activities						
28. Receive good information (maps, brochures, signage)						
29. Easily view animals/nature in predictable locations						
30. Easily view exhibits in a well-structured layout						
31. Easily move between different sightings/exhibits						
32. Be able to spend as much time as I want in the same location viewing my favourite animal/exhibit/plant						
33. Experience fast and efficient service at reception/entry						
34. Be served by helpful and friendly staff						
35. Be offered personalized service						
36. Have a variety of opportunities to experience the local way of life						
37. Engage with local people that are willing to share information about the place						
38. Spend time at this place as it's my most favourite place to visit						
39. See many things unique to this park/site that I have always been interested in						



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Have a deep connection with:						
40.1 Nature						
40.2 Mankind						
40.3 History						

DEMOGRAPHICS

5. Are you (tick all applicable):

1. A day visitor to the attraction (not visiting other attractions in the surrounding area)	
2. A day visitor to the surrounding destination (also visiting other attractions)	
3. An overnight visitor to the attraction (staying over at the attraction)	
4. An overnight visitor to the surrounding destination (not staying over at the attraction)	

6. When last did you visit this attraction?

6.1 Including this visit, how many times have you visited in total? _____

1. This is the first time	
2. Less than a year ago	
3. A year ago	
4. 2 – 3 years ago	
5. 4 – 5 years ago	
6. More than 5 years ago	

7. Are you visiting the attraction?

1. To experience the whole attraction	
2. Only to attend an event/activity hosted within the attraction	

8. With whom are you visiting the attraction? Please tick all applicable

1. Family	
2. Friend/s	
3. Alone	
4. Work colleague/s	
5. Educational group	
6. Special interest group (e.g. a club, society)	
Other (please specify)	



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9. Who arranged this visit? Please tick most relevant option

1. Myself	
2. A friend / family member	
3. A travel agent/tour operator	
Other (please specify)	

10. Where did you find information about this attraction? Please tick all applicable

1. The attraction's website	
2. The attraction's social media account (e.g. Facebook, Twitter)	
3. Word of mouth (family/friends)	
4. The destination's official tourism website	
5. A visitor information centre (the surrounding destination)	
6. A visitor information centre (a different destination)	
7. A tour operator/travel agent (face-to-face or online)	
Other (please specify)	

11. Please indicate your country of residence (city IF South African): _____.

12. Please indicate your gender:

1. Male	
2. Female	

13. Please indicate your highest level of qualification:

1. Primary school	
2. Secondary school/Matric	
3. National diploma/certificate	
4. Undergraduate degree	
5. Postgraduate degree	

FOR ADMIN PURPOSES ONLY:					
A	G1YA	G2A	G3S		
G	G1M	G2F			
E	G1A	G2C	G2I	G2W	G2A

**** THANK YOU FOR YOUR PARTICIPATION ****



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APPENDIX D: MAPUNGUBWE

Consent for participation in a research study

Division Tourism Management

DESTINATION DEVELOPMENT THROUGH UNDERSTANDING TOURISTS' EXPECTATIONS AND MEMORABLE TOURIST EXPERIENCES AT MAJOR TOURIST ATTRACTIONS

Research conducted by:
Division Tourism Management
Tel: 012 420 4374

Dear Respondent

You are invited to participate in a research study conducted by the Division Tourism Management at the University of Pretoria on behalf of the National Department of Tourism.

The purpose of the study is to determine the aspects that contribute to a memorable tourist experience when visiting a major tourist attraction.

Please note the following:

- This study involves an anonymous survey. Your name will not appear on the questionnaire and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 15 minutes of your time.
- The results of the study will be used for academic purposes as well as to inform policy decision making and may be published in an academic journal.
- Please contact the study leader, Prof Berendien Lubbe, on e-mail. Berendien.lubbe@up.ac.za if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

Respondent's signature

Date



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ON-SITE EXPERIENCES

1. Please indicate the following context (tick the most applicable option):

Visiting Mapungubwe National Park was:	
My own choice	
My travel companions' choice	
Part of a packaged tour	
Recommended by someone	

2. What first comes to mind when you think of Mapungubwe National Park?

MEMORABLE TOURIST EXPERIENCES

3. To what level do you feel that the following **aspects have been part of your experience** during your visit to the Park (1 = *not at all* and 5 = *very much*).

	<i>I have not experienced____ at all</i>					<i>I have experienced ____very much</i>				
1. Thrill about having a new experience	1	2	3	4	5					
2. Indulgence in the activities	1	2	3	4	5					
3. Real enjoyment	1	2	3	4	5					
4. Excitement	1	2	3	4	5					
5. Once-in-a lifetime experience	1	2	3	4	5					
6. Uniqueness	1	2	3	4	5					
7. Something different from previous experiences	1	2	3	4	5					
8. Something new	1	2	3	4	5					
9. A sense of freedom	1	2	3	4	5					
10. Revitalization	1	2	3	4	5					
11. Meaningfulness	1	2	3	4	5					



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12. Accomplishment	1	2	3	4	5
13. Self-discovery	1	2	3	4	5
14. A place where I really wanted to go	1	2	3	4	5
15. Activities which I really wanted to do	1	2	3	4	5
16. Main activities of great interest to me	1	2	3	4	5
17. Exploration	1	2	3	4	5
18. Knowledge gaining	1	2	3	4	5
19. New cultures	1	2	3	4	5



SITE-SPECIFIC EXPERIENCES

4. Please indicate your level of agreement that the following **aspects have been part of your visit** to the Park (1 = strongly disagree; 5 = strongly agree).

During the visit I ...	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
1. Have easy access to visitor facilities (ablution, shops, catering, accommodation)	1	2	3	4	5	6
2. Enjoy well-maintained facilities (ablution, shops, catering, accommodation)	1	2	3	4	5	6
3. Have access to the internet	1	2	3	4	5	6
4. Can easily book for additional activities	1	2	3	4	5	6
5. Am able to buy souvenirs	1	2	3	4	5	6
6. Experience a site that is accessible to the physically challenged	1	2	3	4	5	6
7. Feel safe and know my belongings are safe	1	2	3	4	5	6
8. Encounter uniquely designed infrastructure/ architectures	1	2	3	4	5	6
9. Encounter high quality of infrastructure/architectures	1	2	3	4	5	6
10. Encounter good signage/directions	1	2	3	4	5	6
<i>Experience a site that:</i>						
11. Caters for families/children	1	2	3	4	5	6
12. Offers value for money	1	2	3	4	5	6
13. Offers what were depicted on the marketing material (website, brochures)	1	2	3	4	5	6
<i>Experience a site that:</i>						
14. Is convenient to get to	1	2	3	4	5	6
15. Is within a short travel distance	1	2	3	4	5	6
16. Has an efficient parking/access system	1	2	3	4	5	6



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During the visit I ...						
17. Can identify/ spot as many species as possible/ interact with as many exhibits as possible	1	2	3	4	5	6
Have the opportunity to learn about the site via:						
18.1 engaging with other visitors	1	2	3	4	5	6
18.2 a knowledgeable articulate guide	1	2	3	4	5	6
18.3 talks	1	2	3	4	5	6
18.4 literature	1	2	3	4	5	6
18.5 an interpretive centre/interactive displays (e.g. videos)	1	2	3	4	5	6
18.6 an audio guide	1	2	3	4	5	6

During the visit I ...	Strongly	Disagree	Neutral	Agree	Strongly agree	Not applicable
19. Am surprised by unusual things	1	2	3	4	5	6
20. Am guided by rules to behave appropriately	1	2	3	4	5	6
21. See different kinds of animals/species /exhibits	1	2	3	4	5	6
22. Experience wildlife/nature in its natural state	1	2	3	4	5	6
23. Come as close as possible to wildlife/nature	1	2	3	4	5	6
24. Am excited by viewing rare species of animals/plants	1	2	3	4	5	6
25. Partake in different kinds of recreational activities	1	2	3	4	5	6
26. Attend a specific event/exhibitions that I was interested in	1	2	3	4	5	6
27. Have affordable options for different activities	1	2	3	4	5	6
28. Receive good information (maps, brochures, signage)	1	2	3	4	5	6
29. Easily view animals/nature in predictable locations	1	2	3	4	5	6
30. Easily view exhibits in a well-structured layout	1	2	3	4	5	6
31. Can easily move between different sightings/areas	1	2	3	4	5	6



32. Am able to spend as much time as I want in the same location viewing my favourite animal/plant/exhibit	1	2	3	4	5	6
33. Experience fast and efficient service at reception/entry	1	2	3	4	5	6
34. Am served by helpful and friendly staff	1	2	3	4	5	6
35. Receive personalized service	1	2	3	4	5	6
36. Have a variety of opportunities to experience local way of life	1	2	3	4	5	6
37. Engage with local people that are willing to share information about the place	1	2	3	4	5	6
38. Spend time at this place as it's my most favourite place to visit	1	2	3	4	5	6
39. See many things unique to the Gardens that I have always been interested in	1	2	3	4	5	6
<i>Have a deep connection with:</i>						
40.1 Nature	1	2	3	4	5	6
40.2 Mankind	1	2	3	4	5	6
40.3 History	1	2	3	4	5	6



UNIQUENESS OF THE SITE

5. Was your decision to visit influenced by Mapungubwe's World Heritage Site status?

Definitely	Definitely not	To some degree	I was unaware of this status

6. Are you also visiting other attractions in the surrounding area? If yes, which ones?

7. How likely are you to _____ Mapungubwe National Park:

	Not at all	Not sure	Definitely
Revisit			
Recommend to family/friends			

8. Indicate which of the following **features** you have already visited within the Park and then on a scale from 1-5, where 1 is extremely negative and 5 is extremely positive, rate your overall experience of these features:

	Visited		<i>Extremely negative</i>					<i>Extremely positive</i>
	Yes	No	1	2	3	4	5	
Hill of the Jackals			1	2	3	4	5	
Rock art sites			1	2	3	4	5	
Limpopo-Shashe confluence			1	2	3	4	5	
Interpretation Centre			1	2	3	4	5	
Archaeological artefacts (golden rhino)			1	2	3	4	5	
Other (please specify):								

9. Which of the following **overall aspects** have contributed to your visit being a memorable experience, where 1 is not contributing at all, and 5 is contributing greatly.



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	<i>Not contributing at all</i>				<i>Contributing greatly</i>
Animals	1	2	3	4	5
Birds	1	2	3	4	5
Plants	1	2	3	4	5
Trees	1	2	3	4	5
Culture and heritage of the Park	1	2	3	4	5
Geography of the area	1	2	3	4	5
Other (please specify):					



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10. In which ways do the following aspects affect your experience:

	Negatively	Positively	No influence
The Park being split into two areas	1	2	3
Land claims and the local communities	1	2	3
The Venetia mine on the border of the Park	1	2	3
Coal mining possibilities	1	2	3
Refugees from Zimbabwe can easily cross the Limpopo into the park	1	2	3

11. Any suggestions for improvement?

DEMOGRAPHICS

12. Are you (tick all applicable):

1. A day visitor to the Park (not visiting other attractions in the surrounding area)	
2. A day visitor to the surrounding destination (also visiting other attractions)	
3. An overnight visitor to the Park (staying over at the attraction)	
4. An overnight visitor to the surrounding destination (not staying over at the attraction)	

13. When last did you visit this place?

1. This is the first time	
2. Less than a year ago	
3. A year ago	
4. 2 – 3 years ago	
5. 4 – 5 years ago	
6. More than 5 years ago	

13.1 Including this visit, how many times have you visited in total? _____



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14. Are you visiting the Park:

1. To experience the whole Park	
2. Only to attend an event/activity hosted within the Park	

15. With whom are you visiting the Park? Please tick all applicable

1. Family	
2. Friend/s	
3. Alone	
4. Work colleague/s	
5. Educational group	
6. Special interest group (e.g. a club, society)	
Other (please specify)	

16. Who arranged this visit? Please tick most relevant option

1. Myself	
2. A friend / family member	
3. A travel agent/tour operator	
Other (please specify)	

17. Where did you find information about the Park? Please tick all applicable

1. The Park's website	
2. The Park's social media account (e.g. Facebook, Twitter)	

18. Where did you find information about the Park? Please tick all applicable (*continued*)

1. Word of mouth (family/friends)	
2. The destination's official tourism website (e.g. Limpopo Parks & Tourism)	
3. A visitor information centre (the surrounding destination)	



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4. A visitor information centre (a different destination e.g. other province)	
5. A tour operator/travel agent (face-to-face or online)	
Other (please specify)	

19. Please indicate your country of residence (city IF South African): _____.

20. Please indicate your highest level of qualification:

1. Primary school	
2. Secondary school/Matric	
3. National diploma/certificate	
4. Undergraduate degree	
5. Postgraduate degree	

**** THANK YOU FOR YOUR PARTICIPATION ****