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**FINAL REPORT:
DESTINATION DEVELOPMENT THROUGH
UNDERSTANDING TOURISTS' EXPECTATIONS
AND MEMORABLE TOURIST EXPERIENCES AT
MAJOR TOURIST ATTRACTIONS**

CRADLE OF HUMANKIND

**UNIVERSITY OF PRETORIA: TOURISM
MANAGEMENT DIVISION**

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TABLE OF CONTENTS	PAGE NO
EXECUTIVE SUMMARY	2
1. INTRODUCTION	6
2. OVERALL AIM OF THE STUDY	6
3. OBJECTIVES OF THE STUDY	6
4. RESEARCH METHODOLOGY	7
4.1 PHASE 1: Analysis of the core product offering	7
4.2 PHASE 2: Analysis of tourists' experiences	7
5. RESULTS: CRADLE OF HUMANKIND	8
5.1 Site description	9
5.2 Core product (main promotional message)	9
5.3 Site observations	10
5.4 Site interviews	11
5.5.Challenges experienced by researchers	11
5.6 Survey results: sample profile, motivations and mtes	11
5.7 Site specific evaluation	32
6. DISCUSSION OF RESULTS	34
7. RECOMMENDATIONS	35
8. CONCLUDING REMARKS	38
ANNEXURE A: RESEARCH SITE OVERVIEW	40
ANNEXURE B: OBSERVATION SHEET	45
ANNEXURE C: TOURIST PRE-VISIT SURVEY	48
ANNEXURE D: TOURIST POST-VISIT SURVEY	55



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REPUBLIC OF SOUTH AFRICA

EXECUTIVE SUMMARY

The main purpose to visit the attraction is to learn about our ancestors. Maropeng means “returning to the place of origin” in Setswana, the main indigenous language in this area of South Africa. Our ancestors have lived in this area for more than 3-million years. Visiting the attraction means visiting the birthplace of humanity. The Cradle’s objective is to make learning fun for children and adults.

Positive elements from Maropeng related to staff members who were found to be courteous, helpful and friendly; a lot of information that is provided on displays throughout the attraction although it might be overwhelming so an audio guide might be a good idea to enhance the learning experience. The attraction is very entertaining for children, with interactive displays evident. Some areas that need interventions are that there is no designated picnic area, the curio shop offers a lot of variety, but is quite expensive, especially for the South African market.

More negative than positive aspects were identified at Sterkfontein Caves such as limited parking, security guards are not visible, the architecture of the building is not indicative of the area or theme of the attraction, and does not fit into the environment, limited signage throughout the site, and not sufficient benches / resting areas.

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

Number of responses:

Total pre: 275

Total post: 200

Maropeng Interpretation Centre: 187 (pre); 159 (post)

Sterkfontein Caves: 88 (pre); 41 (post)

Profile of respondents

The majority of respondents to both the pre (83%) and the post (72%) questionnaires were domestic visitors. There was more or less an equal distribution of males and females that responded to the pre and post questionnaires. The distribution between the age and level of education were more or less



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the same for both the pre and post questionnaires. Respondents are highly educated with more than 70% holding a tertiary qualification. For the pre questionnaire, equal percentages of African and White respondents were recorded, but for the post-questionnaire White respondents were the majority.

Trip behaviour

More than two thirds of respondents to the pre questionnaire were first time visitors, followed by those visiting the attraction more than five years ago. For post questionnaire respondents, more than 60% were first time visitors, followed by those who visited the Park less than a year ago. The high incidence of first time visitors was confirmed when respondents were asked whether they would like to return to the attraction. Fifty nine percent of respondents said they definitely intend to revisit, with 35% being unsure. Only 7% said they have no intention to revisit.

Forty percent of respondents indicated that they are day visitors to the area, also visiting other attractions such as the Rhino and Lion Park and Lesedi cultural village. This shows a need for attractions in the area to cooperate so as to increase visitor numbers.

The most popular sources of information were word of mouth and the site's website. The site's social media account did not feature as strongly, and perhaps management should increase their efforts in social media marketing.

Motivation to visit

The first thought that comes to mind when thinking about the attraction, that was mentioned most often by respondents was "history" followed by evolution and skulls/fossils/Mrs Ples. These correspond with what is being communicated in marketing material.

Respondents agreed most strongly that they decided to visit the Cradle to learn new things, to enjoy beautiful surroundings and to have a positive life experience. Self-expression of interests, spiritual experience and to socialise with other visitors did not feature as strong motivations to visit the Cradle. Differences were shown between visitor types, and marketing material should incorporate these differences in the messages communicated to them.



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Memorable tourist experiences

The items that contributed most to a memorable tourism experience at the Cradle were: knowledge gain, followed by real enjoyment and meaningfulness. The items that scored the lowest were: revitalisation, self-discovery and activities really wanted to do.

The Cradle scored lower than the overall mean score of all the sites in terms of: real enjoyment; sense of freedom, revitalisation, place where I really wanted to go and main activity of great interest.

All the site specific features performed well, with the beginning of the world feature scoring the highest in terms of its performance, followed by the cave interior and the path to humanity. When considering the activities available at the Cradle, the underground boat ride performed the best, followed by the exhibit area, and the birth of the world. The aspects contributing most to a memorable visitor experience at the Cradle were the knowledge gained in terms of the origin of humans, followed by the knowledge gained in terms of the history of humankind and awe at the age of the earth.

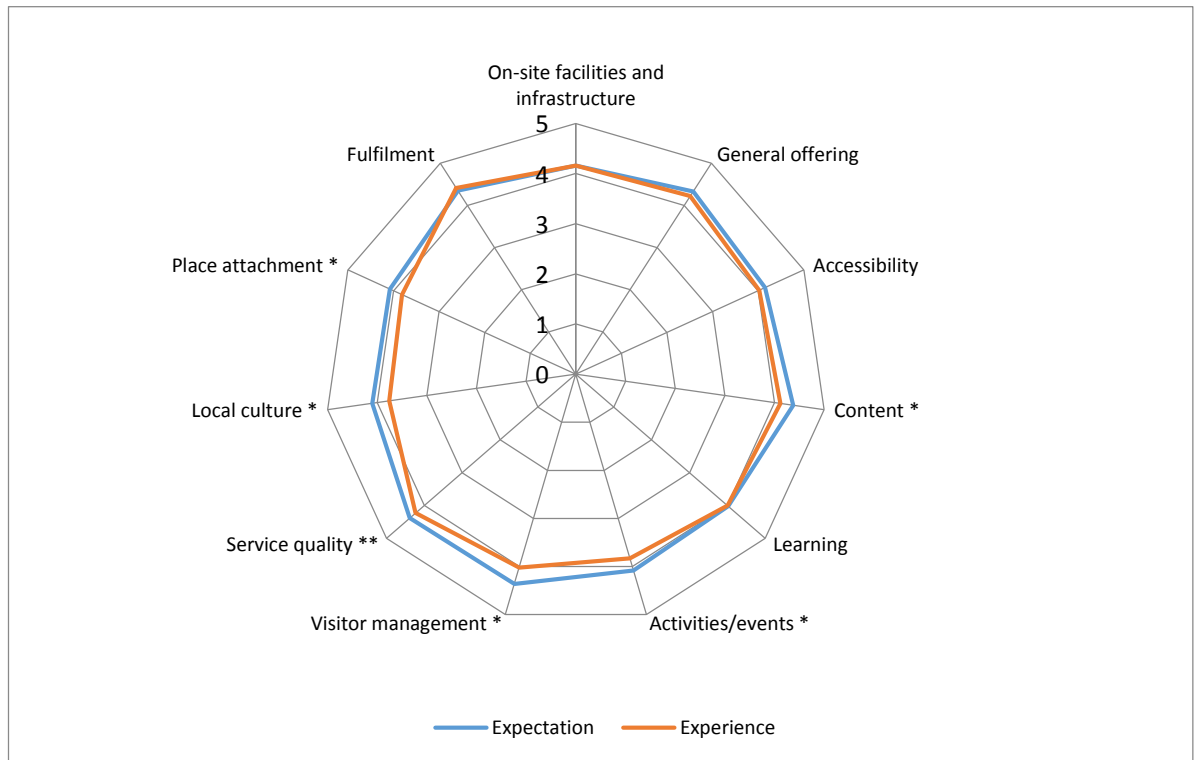
Gap analysis (expectations vs experiences)

The items helpful friendly staff, safety of person and belongings, and excitement viewing rarities provided the highest mean scores in terms of visitor expectations. Efficient parking/access system, helpful friendly staff and to connect with history gave the highest mean scores in terms of visitor experiences. With the exception of on-site facilities and fulfilment visitors' expectations were not met on the composite factors, which should be a reason for concern.



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The experience comparison across groups showed that visitors whose visit was an own choice gave higher scores to on-site infrastructure and facilities than those visiting because of a companion's choice. Own choice visitors also gave higher scores to content than those visiting because of a recommendation. Noticeably, visitors focused on experiencing the whole site gave higher scores than those focused on an event hosted at the site in terms of all aspects except activities/events.



1. INTRODUCTION

This study is about understanding expectations of tourists to the Cradle of Humankind 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 the Cradle of Humankind, 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:

- Mapungubwe 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: CRADLE OF HUMANKIND

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

Situated in the Witwatersberg and Magaliesberg mountain ranges, Maropeng is the official Visitor Centre of the Cradle of Humankind, one of South Africa's eight World Heritage Sites and one of the major tourist attractions in South Africa. The exhibition centre takes visitors on a journey of discovery to learn more about the origins of humankind, and is housed in the Tumulus, a unique architectural structure resembling an ancient burial mound. An underground boat ride starts the adventure, taking visitors through the various stages of Earth's creation. Visitors then emerge into the main exhibition halls, where the evolution of humankind is illustrated through fun and interactive displays and games.

More than just an exploration of human origins, the Maropeng exhibition also inspires visitors to be more aware of threats to the environment. The sustainability wall, which runs across the main exhibition room, highlights important facts about modern humans and our consumption of rapidly decreasing natural resources. Maropeng provides visitors with a rare opportunity to view original hominid and dinosaur fossils, as well as ancient artefacts housed in the fossil display room. The collections on display change throughout the year, ensuring there is always something new to see at Maropeng.

5.2 Core product (main promotional message)

From Maropeng's website it is evident that the main purpose to visit the attraction is to learn about our ancestors. This is evident on the home page from the following excerpt: "Maropeng means "returning to the place of origin" in Setswana, the main indigenous language in this area of South Africa. Our ancestors have lived in this area for more than 3-million years. By coming here, you are coming to the birthplace of humanity. Welcome home!"

Maropeng's objective is to make learning fun for children and adults. In addition to hosting many school visits, the centre offers a number of informative recreational events each month such as star-gazing evenings. Other facilities include a conference and event venue, as well as three restaurants and a luxury hotel. Maropeng is also a short drive from the fossil-rich Sterkfontein Caves. A visit combining



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both Maropeng and the caves provides visitors to Gauteng with the perfect day out of the city (www.gauteng.net).

5.3 Site observations

Four independent observations were done, two at Maropeng and two at Sterkfontein Caves.

Some of the observations at Maropeng were:

- Staff members were found to be courteous, helpful and friendly.
- A lot of information is provided on displays throughout the attraction, which might be overwhelming. An audio guide might be a good idea to enhance the learning experience.
- The attraction is very entertaining for children, with interactive displays evident.
- No wi-fi, but internet connection seems sufficient.
- No designated picnic area.
- The fast food restaurant is quite busy at all times, this might become a problem during peak times for example lunch.
- Curio shop offers a lot of variety, but is quite expensive, especially for the South African market.
- Entry prices are reasonable, especially if you buy a combined ticket for Maropeng and Sterkfontein caves.

Some of the observations at Sterkfontein Caves were:

- Limited parking available, and parking bays are not indicated.
- Security guards are not visible.
- The architecture of the building is not indicative of the area or theme of the attraction, and does not fit into the environment.
- Limited signage throughout the site, but the guide does provide directions.
- Walkways are part of the natural environment.
- Caves are not universally accessible.
- Limited activities available on site.
- A restaurant with limited menu is available, and a tuck shop.
- No curio shop.
- Not sufficient benches / resting areas.



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- No picnic facilities available.
- Dustbins are not clearly visible.

5.4 Site interviews

An initial interview was held with the CEO of the Cradle of Humankind which provided a context of the site and its importance. At this meeting the characteristics of the sites, the outlay and a general overview of which type of visitor is expected on different days was provided. It was evident that this site is very well managed and of extreme importance as a research centre and a tourist attraction. Challenges relating to the removal of important assets were explained and why certain areas are closed to tourists. No other site interviews were conducted at Maropeng or Sterkfontein Caves.

5.5 Challenges experienced by researchers

No serious challenges were experienced. At first it was difficult to get hold of the allocated person to organise access to the site, but this did not affect the research in any way.

5.6 Survey results: Sample profile, motivations and MTEs

5.6.1 Number of respondents

Total pre: 275

Total post: 200

Maropeng Interpretation Centre: 187 (pre); 159 (post)

Sterkfontein Caves: 88 (pre); 41 (post)



5.6.2 Profile of respondents

Table 1: Demographic profile of respondents

		PRE (%)	POST (%)
Place of residence	Domestic	83	72
	International	17	28
Gender	Male	48	51
	Female	52	49
Age	18 - 35	34	37
	36 - 50	56	46
	Over 50	10	17
Level of education	Primary school	6	2
	Secondary school/matric	24	20
	National diploma/certificate	22	18
	Undergraduate degree	13	26
	Postgraduate degree	35	34
Population group	African	41	24
	Coloured	2	2
	Indian	11	12
	White	41	60
	Asian	4	2



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Figure 1: Place of residence (pre- and post-visitors)

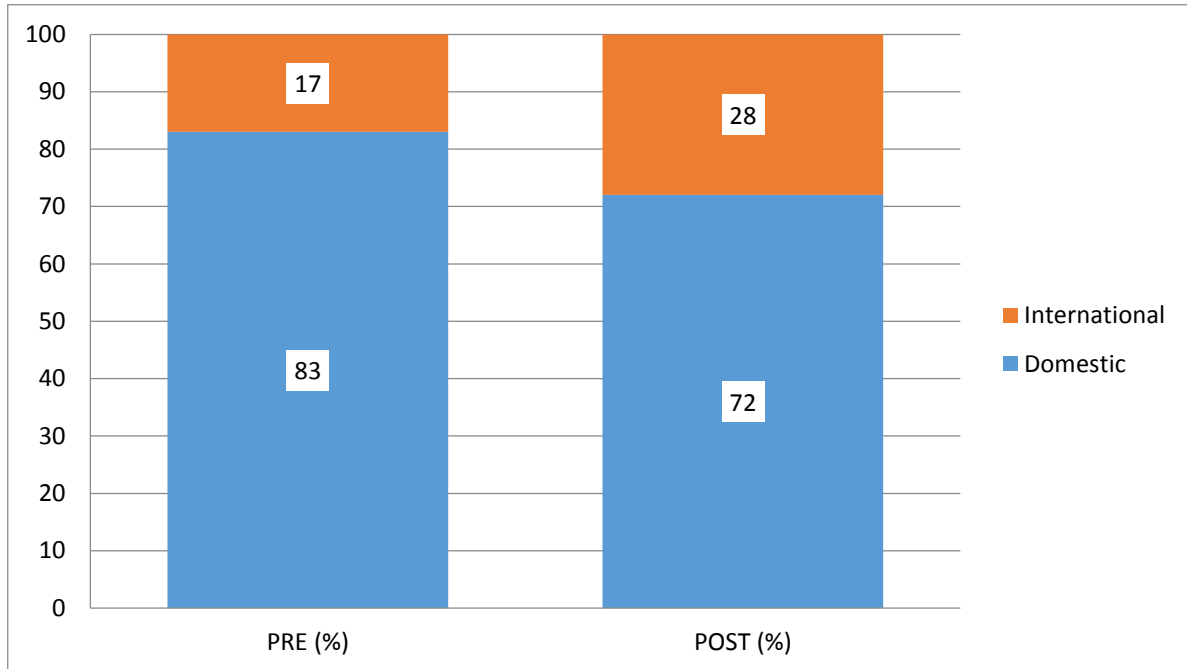
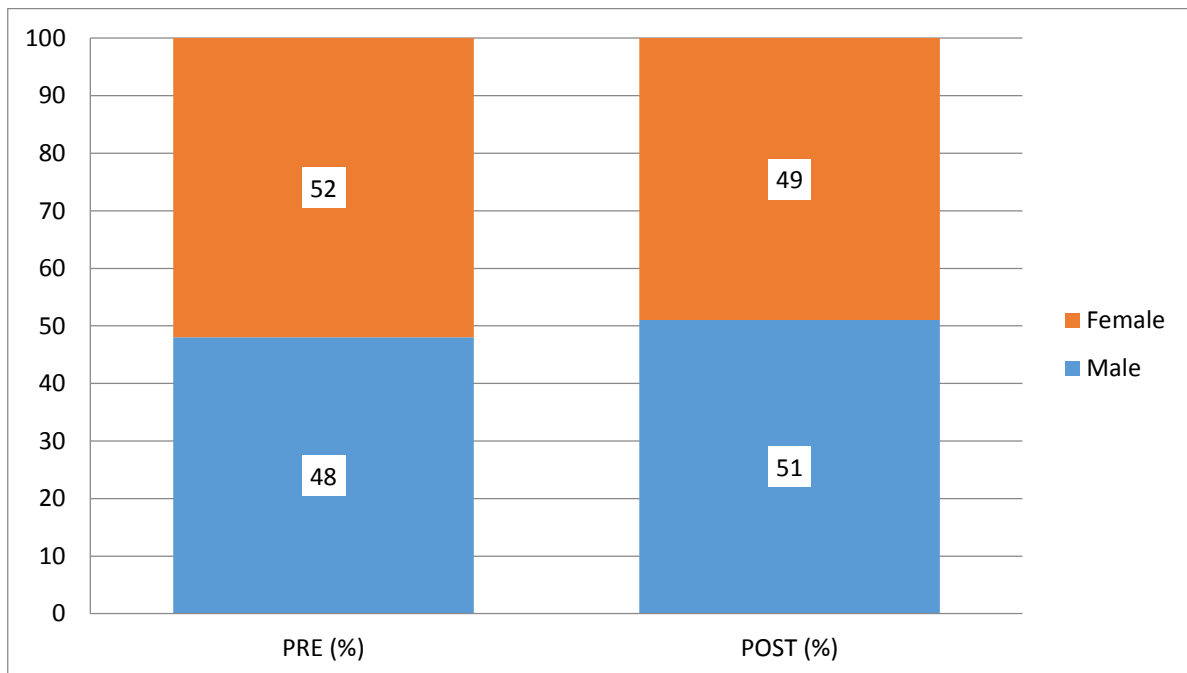


Figure 2: Gender (pre- and post)





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Figure 3: Age range of respondents (pre- and post)

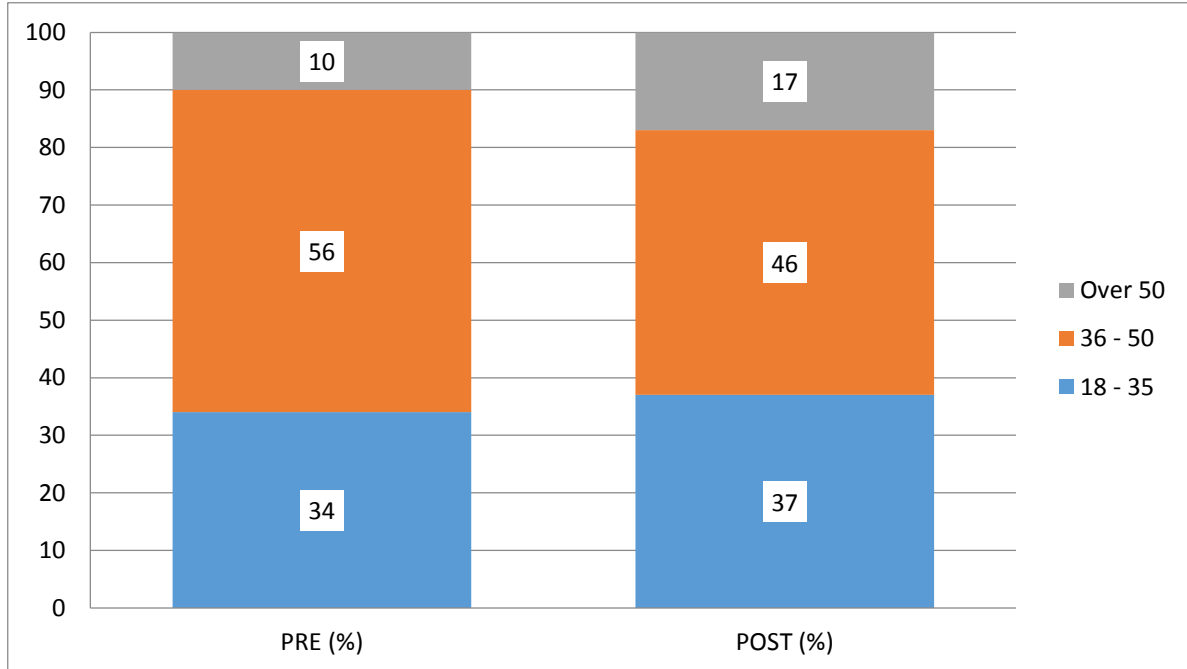
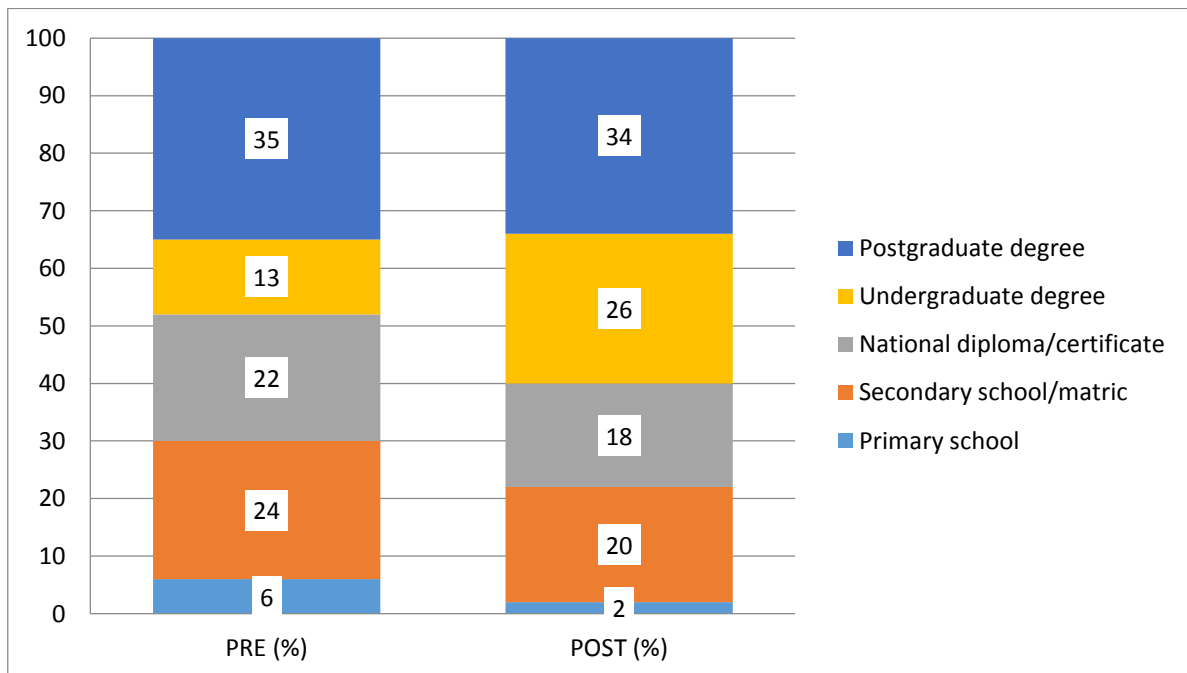


Figure 4: Level of education of respondents (pre- and post)

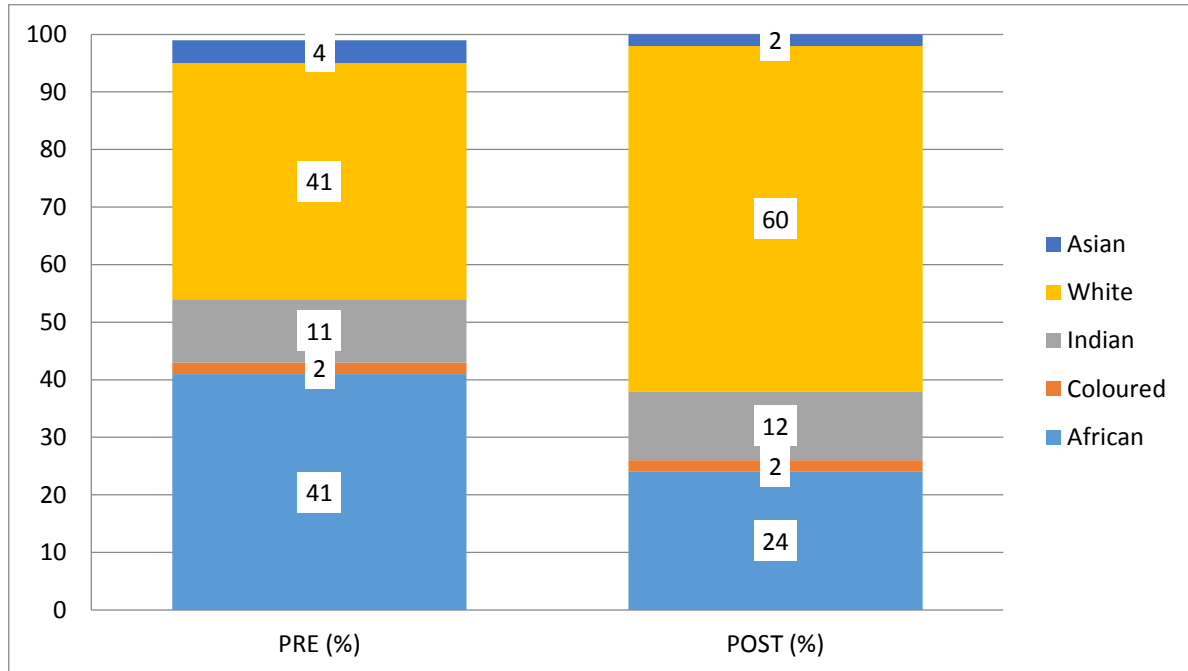




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Figure 5: Population group (pre- and post)

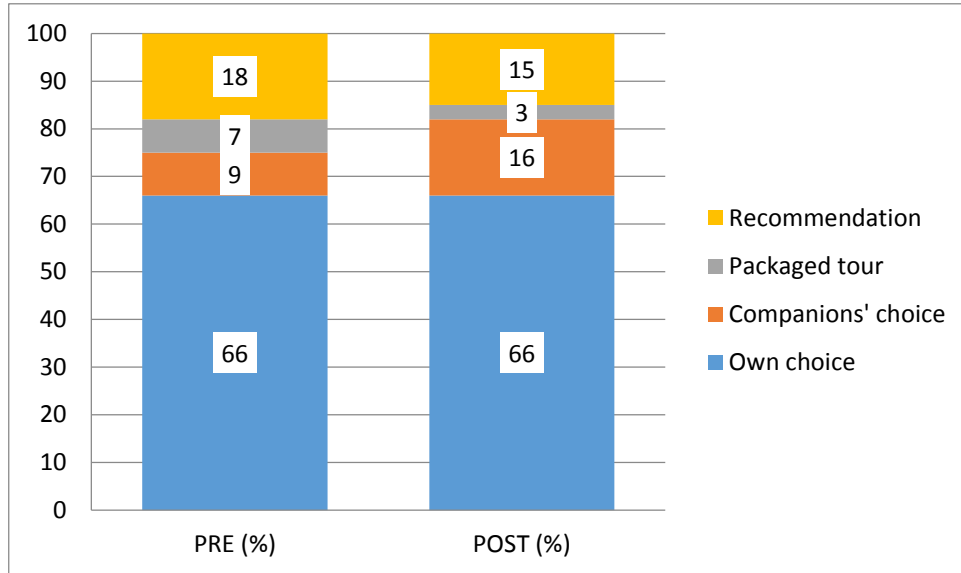


The majority of respondents to both the pre (83%) and the post (72%) questionnaire were domestic visitors. There was more or less an equal distribution of males and females that responded to the pre and post questionnaire. The distribution between the age and level of education were more or less the same for both the pre and post questionnaires. Respondents are highly educated with more than 70% holding a tertiary qualification. For the pre questionnaire, equal percentages of African and White respondents were recorded, but for the post-questionnaire white respondents were the majority.



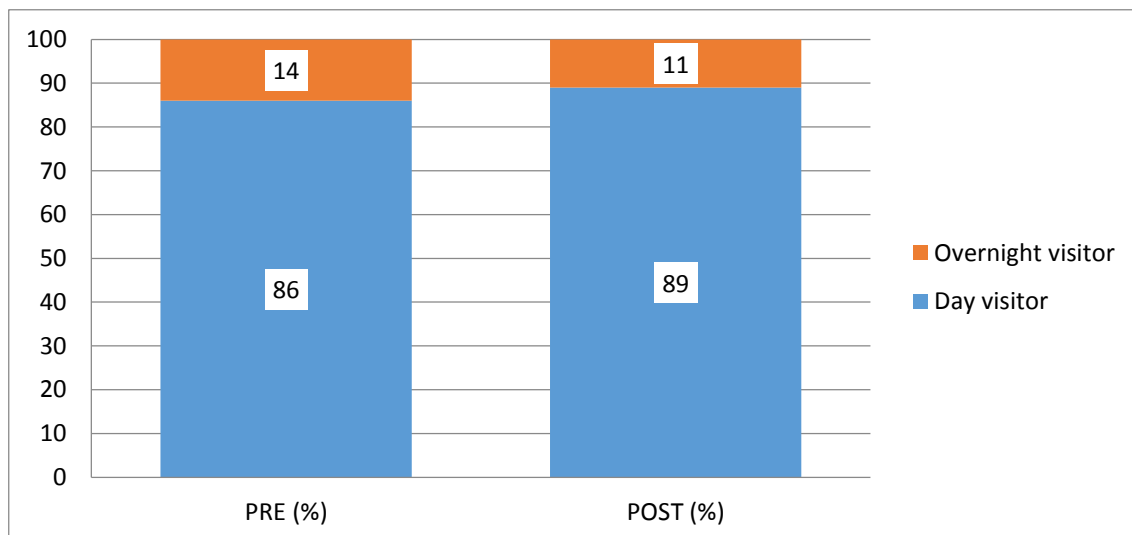
5.6.3 Trip behaviour

Figure 6: Choice for visitation to site



Most respondents agreed that it was their own choice to visit the Cradle, followed by their companions' choice for the post questionnaire, and by recommendation for the pre questionnaire.

Figure 7: Day vs overnight visitors



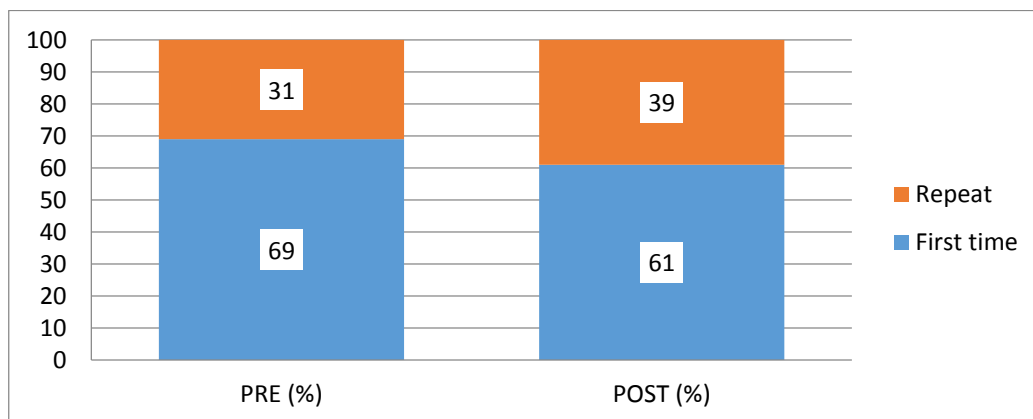
Day visitors to the site dominated the sample for both the pre and post questionnaire, followed by day visitors to the area.



Table 2: Last visit to the site

Last visit to the site	PRE (%)	POST (%)
First time	69	61
Less than a year ago	7	10
A year ago	3	7
2 - 3 years ago	8	6
4 - 5 years ago	4	8
More than 5 years ago	9	8

Figure 8: Frequency of visits



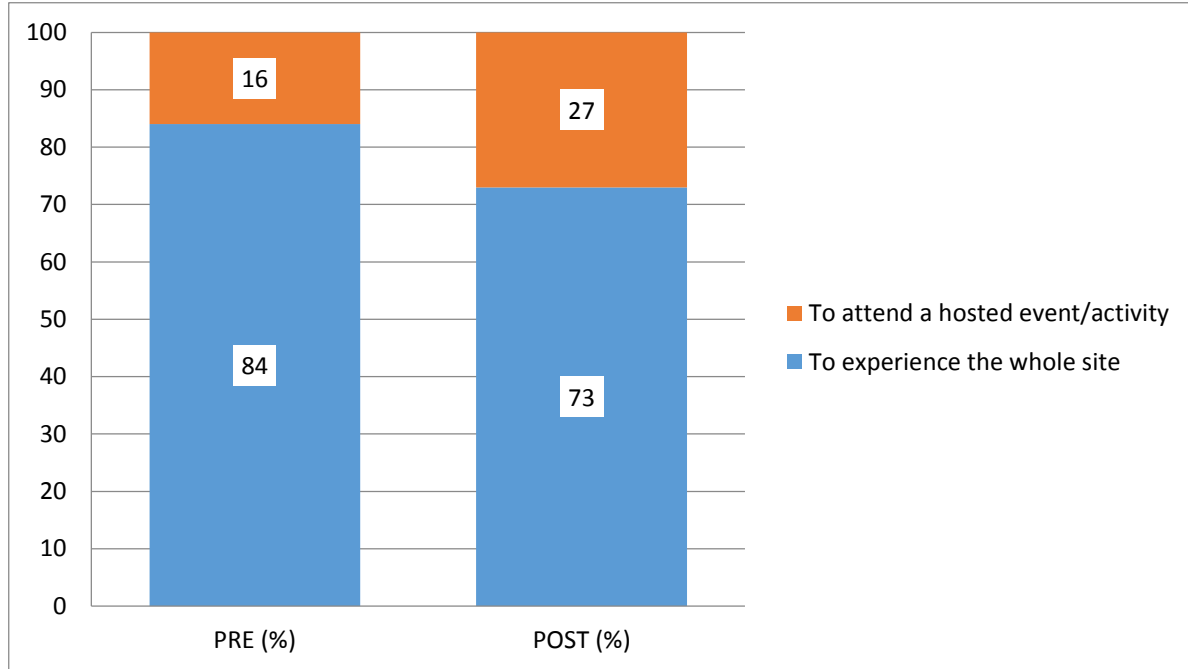
More than two thirds of respondents to the pre questionnaire were first time visitors, followed by those visiting the attraction more than five years ago. For post questionnaire respondents, more than 60% were first time visitors, followed by those who visited the Park less than a year ago.

Ninety five respondents to the pre questionnaire have visited the Cradle once before, followed by 34 who have visited the Park twice, 15 who have visited the Cradle three times and 25 who have visited more than four times.

Fifty five respondents to the post questionnaire have visited the Cradle once before, followed by 34 who have visited the Cradle twice, and 30 who have visited more than three times.



Figure 9: Purpose of the visit



The majority of respondents indicated that they were visiting the Cradle to experience the whole site.

Also visiting other sites

Many respondents who were asked at Maropeng mentioned that they will also be visiting the Caves and vice versa. Other sites mentioned were: The Rhino and Lion Park, Pilanesberg, Roots restaurant, Hartebeespoortdam and Lesedi Cultural Village.

Table 3: Travel companions

Travel companions	PRE (%)	POST (%)
Family	55	59
Friends	25	39
Alone	5	4
Work colleagues	13	13
Education group	24	7
Special interest group	4	3



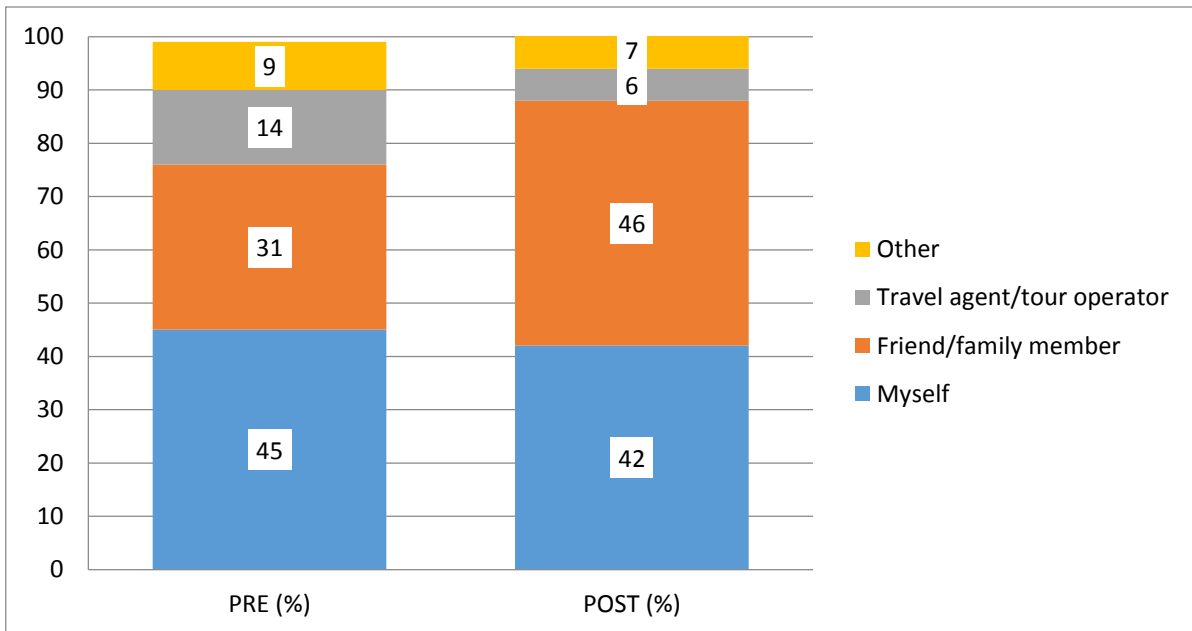
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Other	1	1
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From the results it is evident that most respondents visited the Cradle with their family, followed by friends. As expected, almost a quarter of pre questionnaire respondents indicated that they were part of an educational group. Interestingly, 13 % of respondents said they were visiting the Cradle with work colleagues.

Figure 10: Who arranged the visit



Those respondents who indicated that their trip was arranged by someone other than the mentioned options mentioned work or school/university.

Table 4: Source of information

Source of information	PRE (%)	POST (%)
Site's website	48	36
Site's social media account	14	8
Word of mouth	45	54



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DMO website	10	6
Source of information	PRE (%)	POST (%)
VIC of surrounding destination	10	3
VIC of other destination	4	0
Travel agent/tour operator	5	4
Other	6	14

Respondents to the pre questionnaire mentioned the Cradle's website as their primary source of information, followed closely by word of mouth. More than half of respondents to the post questionnaire said that their primary source of information was word of mouth followed by the Cradle's website. Other sources included: radio, travel guide book, guesthouses, Tripadvisor, booking.com, Pinterest and Groupon.

Table 5: First thoughts of the site

Thought	PRE (NUMBER OF TIMES MENTIONED)	POST (NUMBER OF TIMES MENTIONED)
Evolution	18	27
Skulls, fossils, Mrs Ples	17	40
Interactive, entertaining, interesting	15	19
History	29	43
Beginning of humankind/where do we come from	13	23
Cradle of humankind, Caves	7	16
Other	26	37

The thought that was most mentioned by pre questionnaire respondents was "history" followed by evolution and skulls/fossils/Mrs Ples. Other thoughts included: beauty, fantastic, boat ride, nakedness, nature etc.



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For post questionnaire respondents, the first thing that comes to mind is again 'history' followed by skulls/fossils/mrs Ples, and evolution. Other thoughts included: museum, fun, shopping, nature, open space, dr Tobias, world heritage, tourist attraction, calmness etc.

These thoughts correspond to a great degree with what is being communicated by the Cradle in terms of their product offering.

5.6.4 Motivations to visit (pre questionnaire)

Table 6: Motivations to visit

	Mean	Std. Deviation
Learn new things	4.49	.672
Beautiful surroundings	4.34	.819
Positive life experience	4.28	.816
New place never visited	4.22	.853
Time with friends and family	4.01	1.069
Have a nice holiday	3.86	1.030
Self-expression of interests	3.63	1.064
Spiritual experience	3.08	1.240
Socialise with other visitors	2.96	1.240

Table 6 shows that respondents agreed most strongly that they decided to visit the Cradle to learn new things, to enjoy beautiful surroundings and to have a positive life experience. Self-expression of interests, spiritual experience and to socialise with other visitors did not feature as strong motivations to visit the Cradle.



Table 7: Motivations to visit comparison between groups

	Choice to visit	Focus of visit	Who arranged	Stay-over	Place of origin	Level of education	Age	Population group	Last visit
Beautiful surroundings	6.324*	-	-		-	-	-	-	
Learn new things	-	-	-	5.741**	-	3.573*	-	-	4.297*
New place never visited	-	-	-	10.802*	-	-	-	-	14.093*
Have a nice holiday	-	-	-		-	-	-	-	
Positive life experience	-	-	-		-	-	-	-	
Time with friends and family	-	-	4.800*		-	-	-	-	12.459*
Self expression of interests	-	11.284*	-		-	-	-	-	
Socialise with other visitors	-	-	-		5.487**	6.043*	5.966*	8.229*	
Spiritual experience	-	-	-		-	-	-	4.325*	

*P<.01

**p<.05

When the motivations to visit the Cradle were compared across different groups, some significant differences became evident. Those visitors who chose to visit the Cradle because they were part of a package tour (M=4.79), agreed significantly stronger that they visit the cradle to enjoy beautiful surroundings than those who visited the Cradle because it was recommended to them (M=4.22).

First time visitors (n=176) were motivated more than repeat visitors (n=77) by the desire to experience a new place never visited (M=4.63 versus M=3.88), and learn new things (M=4.55 versus M=4.35).



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Repeat visitors were motivated more than first time visitors to spend time with family and friends (M=4.32 versus M=3.86)

Day visitors (n=221) were motivated more than overnight visitors (n=34) to experience a new place never visited (M=4.28 versus M=3.76) as well as to learn new things (M=4.52 versus M=4.20).

Those respondents with only a primary school education (M=4.81) agreed more strongly that they were motivated to visit the Cradle to learn new things, than those with an undergraduate degree (M=4.24).

If a respondent arranged the visit him/herself (M=4.17), he or she agreed more strongly that they were motivated to visit the Cradle to spend time with friends and family than those where the trip was arranged by a friend/family member (M=4.16) or a travel agent/tour operator (M=3.22).

Those respondents who visited the Cradle to experience the whole site (M=3.78) agreed more strongly that they decided to visit the attraction as a self-expression of interests, than those who only attended the site to attend a hosted event/activity (M=3.15).

Domestic visitors (M=2.98) agreed more strongly that they decided to visit the Cradle to socialise with other visitors than foreign visitors (M=2.47).

At the same time significant differences also became evident between respondents with a post-graduate degree and all other levels of education in terms of the motivation to socialise with other visitors, with postgraduate degree respondents (M=2.51) being the least likely to be motivated to visit the Cradle to socialise with other visitors (undergraduate degree: M=2.88; national diploma/certificate: M=3.29; secondary school/matric: M=3.24 and primary school: M=3.67).

Age group 18-35 year old respondents (M=3.32) agreed more strongly that they were motivated to visit the Cradle to socialise with other visitors than 36-50 year old visitors (M=2.74)

African respondents (M=3.41) also agreed more strongly that they were motivated to visit the Cradle to socializes with other visitors than white respondents (M=2.59).



Lastly, significant differences were found between racial groups in terms of their motivation to have a spiritual experience. White respondents (M=2.79) were the least motivated to visit the Cradle to have a spiritual experience when compared to African (M=3.29) and Indian (M=3.56) respondents.

Influence of World heritage status

Forty one percent of respondents said the status of the Cradle as a World Heritage site influenced their decision to visit to some degree. A third said that it influenced them definitely, and 17 percent were unaware of the status, with 8% indicating that the status did not influence them at all.

Future intention (post questionnaire)

Fifty nine percent of respondents said they definitely intend to revisit, with 35% being unsure. Only 7% said they have no intention to revisit.

Eighty seven percent of respondents indicated that they would definitely recommend the attraction to others, with 12% being unsure, and only 1% indicating that they would not recommend others to visit the site.

5.6.5 Memorable tourism experience

Table 8: Memorable tourism experiences (post questionnaire)

FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Hedonism				
Thrill about having a new experience	3.98	.942	3.89	-
Indulgence in the activities	3.72	.953	3.62	-
Real enjoyment	4.17	.798	4.19	-
Excitement	3.95	.927	3.92	-
Novelty				
Once-in-a lifetime experience	3.69	1.190	3.47	4.963**
Uniqueness	4.08	.930	3.98	-



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FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Different from previous experiences	4.02	.979	3.78	8.358*
Something new	4.08	.960	3.74	16.983*
Accomplishment	3.68	1.056	3.64	22.992*
Self-discovery	3.60	1.102	3.58	-
Knowledge gain	4.30	.868	3.92	26.471*
New culture	3.93	1.052	3.49	23.650*
Refreshment				
Sense of freedom	3.66	1.088	4.08	-
Revitalisation	3.59	.939	3.94	19.495*
Meaningfulness	4.09	.870	4.04	-
Involvement				
Place where I really wanted to go	3.90	.969	4.02	-
Activities really wanted to do	3.65	1.015	3.75	-
Main activity of great interest	3.78	1.086	3.76	-
Exploration	4.07	1.015.966	3.97	-

* p<.01

**p<.05

The items that contributed most to a memorable tourism experience at the Cradle were: knowledge gain, followed by real enjoyment and meaningfulness. The items that scored the lowest were: revitalisation, self-discovery and activities really wanted to do.

The Cradle scored lower than the overall mean score of all the sites in terms of: real enjoyment; sense of freedom, revitalisation, place where I really wanted to go and main activity of great interest.

The MTE at the Cradle was statistically different than the overall mean (MTE across all sites) in terms of once in a lifetime experience, different from previous experiences, something new, accomplishment,



knowledge gain, new culture and revitalisation. In all these aspects, the Cradle scored higher than the overall, except for revitalisation.

Table 9: Memorable tourist experience comparisons between groups

FACTORS (new)	Hedonism	Novelty	Refresh- ment	Involvement
α	.841	.882	.755	.865
Last visit	-	4.527*	4.222*	-
Focus of visit	12.773*	26.647*	21.878*	14.414*
Place of origin	5.133**	-	-	-
Age	-	4.438**	4.557**	-

* p<.01

**p<.05

Differences in the MTE across visitor types occurred in the following categories: Visitors that came to experience the whole site experienced more ‘hedonism’ (n=131; M=4.08), “novelty” (n=131; M=4.10), “refreshment” (n=130; M=3.93) and “involvement” (n=131; M=3.98) than those who came only to experience a specific event at the site (Hedonism n=50; M=3.64 Novelty n=50; M=3.47 Refreshment n=50; M=3.35 and Involvement n=50; M=3.47). Domestic visitors experienced higher levels of ‘hedonism’ (n=99; M=4.04) than foreign visitors (n=39; M=3.71).

Over 50s experienced higher levels of novelty (n=33; M=4.24) than 18-35 year olds (n=72; M=3.83)

Over 50s also experienced higher levels of refreshment (n=32; M=4.13) than 35-50 year olds (n=90; M=3.71).

None of the other categories delivered significant differences.

5.6.6 Gap analysis



Table 10: Expectations vs experience

FACTORS (new)	PRE	POST	Significance
On-site facilities and infrastructure			
Easy accessible visitor facilities	4.30	4.42	-
Well-maintained facilities	4.35	4.42	-
Internet access	3.52	3.56	-
Book additional activities	3.90	3.71	3.945**
Able to buy souvenirs	3.64	4.18	32.653*
Universal accessibility	4.02	3.80	-
Safety of person and belongings	4.55	4.32	9.079*
Unique design infrastructure/architecture	4.34	4.42	-
Quality infrastructure/architecture	4.35	4.33	-
Signage/directions	4.49	4.04	23.465*
General offering			
Cater for families/children	4.32	4.38	-
Value for money	4.36	4.11	6.968*
Match marketing material	4.30	4.03	8.279*
Accessibility			
Convenient to get to	4.19	3.88	10.223*
Short travel distance	3.85	3.73	-
Efficient parking/access system	4.38	4.47	-
Content			
Challenged to spot/interact	4.23	4.21	-
Surprised by unusual things	4.50	4.06	33.387*
Guided by rules/regulations	3.98	4.07	-
Variety of things	4.50	4.20	16.925*
Authenticity	4.46	3.90	35.728*
Close encounters	4.49	4.15	16.972*
Excitement viewing rarities	4.54	4.22	16.297*
Learning			



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FACTORS (new)	PRE	POST	Significance
Engage with other visitors	3.42	3.67	5.000**
Articulate guide	4.39	4.22	-
Talks	3.98	3.95	-
Literature	4.02	4.03	-
Interpretation facilities	4.22	4.07	-
Audio guide	4.01	3.85	-
Activities/events			
Variety of recreational activities	3.87	3.85	-
Specific event/exhibition of interest	4.11	3.84	8.476*
Affordable activity options	4.26	3.79	27.019*
Visitor management			
Good information	4.43	3.87	39.980*
Viewing in predictable locations	4.13	3.72	16.131*
Well-structured layout	4.46	4.13	17.966*
Easy movement between areas	4.43	4.20	9.207*
Viewing time in one spot	4.37	4.17	5.333**
Service quality			
Efficient service reception/entry	4.50	4.24	11.652*
Helpful friendly staff	4.58	4.47	-
Personalised service	4.08	3.89	-
Local culture			
Experience local way of life	4.21	3.82	15.970*
Engage with informative locals	3.97	3.69	7.346*
Place attachment			
Most favourite place to visit	3.92	3.62	8.871*
Finally seeing unique thing	4.23	4.00	6.988*
Fulfilment			
Connect with nature	4.45	4.17	9.209*
Connect with mankind	4.29	4.37	-



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Connect with history	4.39	4.45	-
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* p<.01

**p<.05

The items helpful friendly staff, safety of person and belongings, and excitement viewing rarities provided the highest mean scores in terms of visitor expectations. Efficient parking/access system, helpful friendly staff and to connect with history gave the highest mean scores in terms of visitor experiences. Visitors' expectations were not met in most items, which should be a reason for concern.

From table 10 it is clear that where statistically significant differences were found between visitors' expectations and their experiences (indicated with * or **), some positive and some negative gaps were found (in other words, the attraction performed better than what was expected in some cases, and worse than what was expected in others). Positive gaps were found in: able to buy souvenirs and engage with other visitors. Negative gaps were found in all the other cases marked with a * or **.

Table 11: Expectations/experiences (gap comparisons between pre and post groups)

FACTORS	α (pre)	α (post)	Comp mean score PRE	Comp mean score POST	Significance
On-site facilities and infrastructure	.811	.878	4.16	4.16	-
General offering	.735	.736	4.33	4.22	-
Accessibility	.711	.674	4.15	4.02	-
Content	.803	.798	4.38	4.12	20.711*
Learning	.779	.859	4.02	4.00	-
Activities/events	.729	.689	4.08	3.83	11.287*
Visitor management	.754	.797	4.36	4.02	31.413*
Service quality	.728	.763	4.38	4.23	5.465**
Local culture	.675	.755	4.10	3.76	14.508*
Place attachment	.609	.696	4.08	3.81	11.356*



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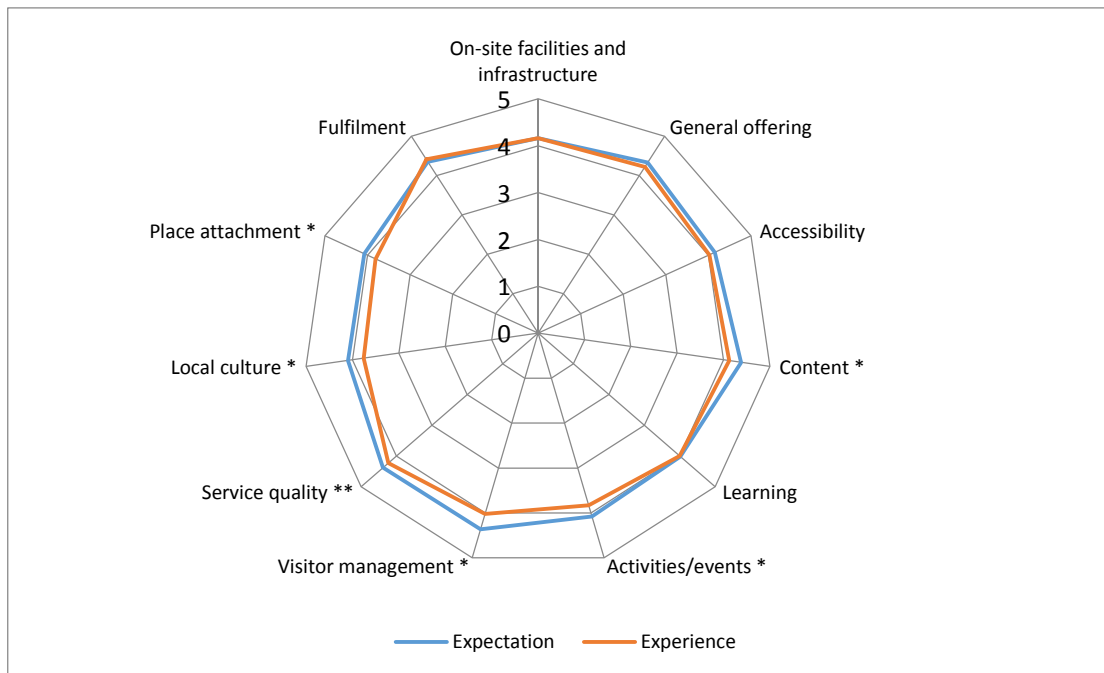
Fulfilment***	.736	.759	4.35	4.41	-
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* $p < .01$

** $p < .05$

***The item 'connect with nature' was removed as it lowered the alpha level.

Figure 11: Graphic illustration of gap analysis



As is evident from figure 11 visitors' expectations were not met in most factors, which should be a reason for concern. Suggestions were made to help the attraction meet visitor expectations.

Experience comparisons between groups

Table 12: Experience comparisons between groups

FACTORS	Choice to visit	Last visit	Focus of visit	Who arranged	Place of origin	Age
On-site facilities and infrastructure	6.602*	-	8.340*	-	-	-
General offering	-	-	6.367**	-	-	-
Accessibility	-	4.598**	12.252*	-	-	5.078*
Content	3.158**	-	4.108**	-	-	-



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FACTORS	Choice to visit	Last visit	Focus of visit	Who arranged	Place of origin	Age
Learning	-	-	11.315*	-	-	-
Activities/events	-	-	-	-	-	-
Visitor management	-	-	9.834*	-	-	-
Service quality	-	-	9.315*	5.483*	-	-
Local culture	-	-	11.337*	-	4.892**	-
Place attachment	-	-	14.110*	-	-	-
Fulfilment	-	-	13.227*	-	-	-

Visitors whose visit was an own choice (n=126, M=4.24) gave higher scores to on-site infrastructure and facilities than those visiting because of a companion's choice (n=30, M=3.86). Own choice visitors (n=126, M=4.21) also gave higher scores to content than those visiting because of a recommendation (n=29, M=3.85).

First time visitors (n=104, M=4.15) gave higher scores than repeat visitors (n=71, M=3.89) for accessibility.

Noticeably, visitors focused on experiencing the whole site (n=129) gave higher scores than those focused on an event hosted at the site (n=50) in terms of all aspects except activities/events.

Visitors whose visit was arranged by their work (n=7, M=3.24) gave lower scores to service quality than those arranged themselves (n=75, M=4.41), by a friend/family member (n=84, M=4.21) or a travel intermediary (n=11, M=4.30).

Domestic visitors (n=90, M=3.86) gave higher scores than international visitors (n=30, M=3.37) to aspects of local culture.

Visitors over 50 years of age (n=30, M=4.32) gave higher scores to accessibility than those aged between 18 and 35 (n=71, M=3.89).



5.7 Site specific evaluation

Table 13: Experience of specific features

Specific features	Experienced (%)	Performance (Mean score)
Tumulus building visited	77	4.23
Maropeng visitor centre visited	84	4.26
Internal layout visited	80	4.26
Beginning of the world visited	81	4.48
Path to humanity visited	82	4.36
What makes us human visited	80	4.29
Sustainability visited	78	4.13
Pathway to caves visited	62	4.16
Cave interior visited	61	4.37
Museum fossil exhibition visited	61	4.27
Mrs Ples and Little Foot visited	63	4.31
Homo Naledi visited	55	4.18
Excavation sites visited	57	4.25

All the site specific features performed well, with the beginning of the world feature scoring the highest in terms of its performance, followed by the cave interior and the path to humanity.

Table 14: Experience of activities



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Activities	Experienced (%)	Performance (Mean score)
Underground boat ride	77	4.59
Birth of the world	80	4.41
Impression of exhibit area	83	4.48
Activities	Experienced (%)	Performance (Mean score)
Exploring exhibits	85	4.31
Using interactive exhibits	74	4.25
Eat in restaurant	72	3.98
Buy takeaways	42	3.96
Picnic	29	3.89
Visit curio shop	60	3.91

When considering the activities available at the Cradle, the underground boat ride performed the best, followed by the exhibit area, and the birth of the world.

Overall aspects contributing to memorable tourist experience (descending order)

Table 15: Experience of overall aspects

	N	Mean
Knowledge: origin of humans	185	4.40
Knowledge: history of mankind	185	4.30
Awe at the age of the Earth	185	4.17
Knowledge: archaeological sites	185	4.16
Connectedness to humankind	185	4.04
Value for money	181	4.02



Table 14 gives an indication of the aspects contributing most to a memorable visitor experience at the Cradle. The knowledge gained in terms of the origin of humans scored the best, followed by the knowledge gained in terms of the history of mankind and awe at the age of the earth.

6. DISCUSSION OF RESULTS

The majority of respondents to both the pre (83%) and the post (72%) questionnaire were domestic visitors. There was more or less an equal distribution of males and females that responded to the pre and post questionnaire. The distribution between the age and level of education were more or less the same for both the pre and post questionnaires. Respondents are highly educated with more than 70% holding a tertiary qualification.

For the pre questionnaire, equal percentages of African and White respondents were recorded, but for the post-questionnaire white respondents were the majority. More than two thirds of respondents to the pre questionnaire were first time visitors, followed by those visiting the attraction more than five years ago. For post questionnaire respondents, more than 60% were first time visitors, followed by those who visited the Park less than a year ago. The high incidence of first time visitors was confirmed when respondents were asked whether they would like to return to the attraction. Fifty nine percent of respondents said they definitely intend to revisit, with 35% being unsure. Only 7% said they have no intention to revisit.

Forty percent of respondents indicated that they are day visitors to the area, also visiting other attractions such as the Rhino and Lion park and Lesedi cultural village. This shows a need for attractions in the area to cooperate so as to increase visitor numbers.

The most popular sources of information were word of mouth and the site's website. The site's social media account did not feature as strongly, and perhaps management should increase their efforts in social media marketing.

The first thought that comes to mind that was most mentioned by respondents was "history" followed by evolution and skulls/fossils/Mrs Ples. These correspond with what is being communicated in marketing material.



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Respondents agreed most strongly that they decided to visit the Cradle to learn new things, to enjoy beautiful surroundings and to have a positive life experience. Self-expression of interests, spiritual experience and to socialise with other visitors did not feature as strong motivations to visit the Cradle. Differences were shown between visitor types, and marketing material should incorporate these differences in the messages communicated to them.

The items that contributed most to a memorable tourism experience at the Cradle were: knowledge gain, followed by real enjoyment and meaningfulness. The items that scored the lowest were: revitalisation, self-discovery and main activity of great interest. The Cradle scored lower than the overall mean score of all the sites in terms of: real enjoyment; sense of freedom, revitalisation, place where I really wanted to go and main activity of great interest.

The items helpful friendly staff, safety of person and belongings, and excitement viewing rarities provided the highest mean scores in terms of visitor expectations. Efficient parking/access system, helpful friendly staff and to connect with history gave the highest mean scores in terms of visitor experiences.

Visitors' expectations were not met in most composite factors, which should be a reason for concern.

All the site specific features performed well, with the beginning of the world feature scoring the highest in terms of its performance, followed by the cave interior and the path to humanity. When considering the activities available at the Cradle, the underground boat ride performed the best, followed by the exhibit area, and the birth of the world. The aspects contributing most to a memorable visitor experience at the Cradle were the knowledge gained in terms of the origin of humans, followed by the knowledge gained in terms of the history of mankind and awe at the age of the earth.

7. RECOMMENDATIONS

On-site facilities and infrastructure



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One respondent asked for aircon in the restaurant. Two respondents mentioned the need for a picnic area, and children facilities, and another the need for maintenance of the children's playground. Another respondent mentioned that the attraction needs a camera shop.

Observation sheets showed that there are no benches or waiting area at Sterkfontein Caves.

The need for more seating to continue to read/experience exhibits was also communicated.

A curio shop could also be added at Sterkfontein Caves.

General offering

Respondents mentioned the need for free wifi. Some wanted to spend more time in the caves and some also suggested the length of the boat ride to be extended. One respondent said that the boat ride was too scary for children. One respondent referred to the prices of the refreshments being too expensive. An excellent suggestion made by a respondent was to introduce a shuttle service between the two sites at set times. An emergency medical area is also needed.

Accessibility

A number of recommendations stated the need for better directions and signage on the road. One respondent also asked for GPS coordinates to be placed more clearly on the web. The need for a map to show exactly where each site is located and to show the difference between Maropeng, the Cradle and Sterkfontein caves was also brought up.

Content

More explanations are needed before and during the boat ride. Respondents wanted more fossils at Maropeng, more guide brochures, more information, more information brochures. Respondents also asked for a simple guide to related activities. Respondents requested information to be updated in terms of the latest stats, facts and predictions on the future.

Learning

Respondents suggested an audio guide to tell the story of the earth on the boat ride. Others wanted an audio translator for overseas guests. More fossils at Maropeng will also improve the learning experience, and information and statistics should also be updated to improve learning.



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Activities/events

Respondents suggested more attractions and features to enhance the experience. Some said that more activities are needed and suggested a playing centre for kids. A number of additional activities also related to the need for a picnic area.

Visitor management

Respondents asked for clarity about what is located where. An additional suggestion was to print a map of activities so visitors do not miss any key areas. They mentioned the need for more advertisements, especially internationally, and one suggestion mentioned the need to improve management.

Service quality

A respondent said that better personal skills are needed, since staff is not very helpful. Another respondent complained that staff is rude and unfriendly, especially at the restaurant. One suggestion for a lower price was also made, since the respondent felt that R120 entrance fee was a bit steep.

Local culture

One suggestion was for more gifts on sale made by local people.

Place attachment

Even though respondents did not make any suggestion about place attachment, improvements are needed. From the results it seemed that respondents were not convinced that the Cradle is their most favourite place to visit, and that visitors do not always see it as a place to which they want to return. This could be rectified by adding more activities, so that visitors would want to return, and so that they could spend more than just one day at the attraction.

Fulfilment

From the results it seemed that respondents were not really expecting to be fulfilled by their visit to the Cradle, but they were pleasantly surprised, and their expectations were exceeded. Visitors connected more with mankind and history than what they expected. The connection with nature should be improved.



8. CONCLUDING REMARKS

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

The items on which The Cradle of Humankind scored the highest in terms of visitor expectations were: helpful friendly staff, safety of person and belongings, and excitement viewing rarities.

Efficient parking/access system, helpful friendly staff and to connect with history gave the highest mean scores in terms of visitor experiences.

Within the boundaries of the selected sample and limitations of the study, it was found that the MTE at the Cradle was statistically different than the overall mean (MTE across all sites) in terms of once in a lifetime experience, different from previous experiences, something new, accomplishment, knowledge gain, new culture and revitalisation. In all these aspects, the Cradle scored higher than the overall, except for revitalisation. Activities could be added to help visitors connect more with nature, and feel revitalised at the same time.

Visitors' expectations were not met in most composite factors of memorable tourism experiences, which should be a reason for concern.

Understandably The Cradle of Humankind did not score as high as the other sites on factors such as beautiful surroundings, desire to spend time with family and friends and 'to have a nice holiday' as these are not aspects that motivate tourists to visit the site. The main purpose of the Cradle of Humankind to visit the attraction is to learn about our ancestors and it is regarded as the birthplace of Humanity and the site performed well on specific features related to this, with the beginning of the world feature scoring the highest in terms of its performance, followed by the cave interior and the path to humanity.



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ANNEXURES

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

STEP 2

Transfer score onto Assessment of Tourism Potential Table 2

TABLE 1: TOURISM ATTRACTION ASSESSMENT INDICATORS

CRADLE OF HUMANKIND		
Tourists Attraction Typology	Scale Value	Leisure Superstructure
<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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Tourists Attraction Typology	Scale Value	Leisure Superstructure
4. Is the asset of local, regional or international cultural significance?		For whom is it important?
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
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		



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TABLE 2: OVERALL ASSESSMENT OF TOURISM POTENTIAL:

Asset	Cultural values	Physical values	Product values	Experiential values	Overall assessment	Fatal flaws
Isimangaliso						
Mapungubwe						
Augrabies						
Cradle of Humankind						
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					
FACILITIES AT SITE AND QUALITY	Excellent	Average	Poor	N/A	Comment
- 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
<i>BOTTLENECKS/QUEUING</i>					
- AT EXHIBITS/AREAS					
- WC SIZE (TOO FEW) – QUEUING					
- RESTAURANTS					
<i>BEHAVIOUR OF OTHER VISITORS</i>					
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					



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

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	Not
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)						



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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						
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 Agree
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)						



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During the visit I want to ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	
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						
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)	



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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)	

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



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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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UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

ANNEXURE D: MAROPENG

Consent for participation in a research study

Division Tourism Management

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- 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.

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Respondent's signature

Date



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ON-SITE EXPERIENCES

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

Visiting Maropeng Interpretation Centre 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 Maropeng Interpretation Centre?

MEMORABLE TOURIST EXPERIENCES

3. To what level do you feel that the following **aspects were part of your experience** during your visit to Maropeng (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										
2. Indulgence in the activities										
3. Real enjoyment										
4. Excitement										
5. Once-in-a lifetime experience										
6. Uniqueness										
7. Something different from previous experiences										
8. Something new										
9. A sense of freedom										
10. Revitalization										
11. Meaningfulness										



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	<i>I have not experienced ___ at all</i>				
	<i>I have experienced ___ very much</i>				
12. Accomplishment					
13. Self-discovery					
14. A place where I really wanted to go					
15. Activities which I really wanted to do					
16. Main activities of great interest to me					
17. Exploration					
18. Knowledge gaining					
19. New cultures					



SITE-SPECIFIC EXPERIENCES

4. Please indicate your level of agreement that the following **aspects have been part of your visit** to Maropeng (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)						
2. Enjoy well-maintained facilities (ablution, shops, catering, accommodation)						
3. Have access to the internet						
4. Can easily book for additional activities						
5. Am able to buy souvenirs						
6. Experience a site that is accessible to the physically challenged						
7. Feel safe and know my belongings are safe						
8. Encounter uniquely designed infrastructure/ architectures						
9. Encounter high quality of infrastructure/architectures						
10. Encounter good signage/directions						
<i>Experience a site that:</i>						
11. Caters for families/children						
12. Offers value for money						
13. Offers what were depicted on the marketing material (website, brochures)						
<i>Experience a site that:</i>						
14. Is convenient to get to						
15. Is within a short travel distance						
16. Has an efficient parking/access system						



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During the visit I ...						
17. Can interact with as many exhibits as possible						
Have the opportunity to learn about the site via:						
18.1 engaging with other visitors						
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 ...	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
19. Am surprised by unusual things						
20. Am guided by rules to behave appropriately						
21. See different kinds of exhibits						
22. Experience wildlife/nature in its natural state						
23. Come as close as possible to artefacts						
24. Am excited by viewing rare artefacts						
25. Partake in different kinds of recreational activities						
26. Attend a specific event/exhibitions that I was 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. Can easily move between different exhibits/areas						
32. Am able to spend as much time as I want in the same location viewing my favourite exhibit						



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During the visit I ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
33. Experience fast and efficient service at reception/entry						
34. Am served by helpful and friendly staff						
35. Receive personalized service						
36. Have a variety of opportunities to experience 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 site that I have always been interested in						
Have a deep connection with:						
40.1 Nature						
40.2 Mankind						
40.3 History						

UNIQUENESS OF THE SITE

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

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



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

7. How likely are you to _____ Maropeng:

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

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

	Visited		<i>Extremely negative</i>					<i>Extremely positive</i>	
	Yes	No							
Maropeng Interpretation centre									
- Tumulus building architecture & decor									
- Maropeng Visitor centre									
- Internal layout (big hall)									
Maropeng Exhibition									
- Beginning of the World (underground boat ride)									
- Path to Humanity (fossils)									
- What makes us human (tool-making, erect walking, communication)									
- Sustainability (humans today, ecological footprint)									
Sterkfontein Caves									
- Pathway to caves									
- Cave interior									



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- Museum: fossil exhibition							
- Mrs Ples & Little Foot							
- Homo naledi							
- Excavation sites							
Other (please specify):							

9. Indicate which of the following **activities** you have already undertaken during your visit within Maropeng and then on a scale from 1-5, where 1 is extremely negative and 5 is extremely positive, rate your overall experience of these activities:

	Done		<i>Extremely negative</i>			<i>Extremely positive</i>	
	Yes	No					
Underground boat ride							
Arriving at the 'birth of the world'							
Overall impression of the exhibition area							

Options continue on the next page..

	Done		<i>Extremely negative</i>			<i>Extremely positive</i>	
	Yes	No					
Exploring the exhibits							
Using interactive exhibits							
Eating in the restaurants							
Buying takeaways							
Picnicking							
Visiting the curio shops							
Other (please specify):							

10. Which of the following **overall aspects** contribute 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>		
Gaining insight and knowledge into the history of humankind					
Gaining knowledge on the origin of humans					
Gaining knowledge on the archaeological sites					
Feeling a strong sense of connectedness to humankind					
Feeling a sense of awe at the age of the Earth					
Value for money					
Other (please specify):					

11. Any suggestions for improvement?

DEMOGRAPHICS

12. Are you (tick all applicable):

5. A day visitor to Maropeng (not visiting other attractions in the surrounding area)	
6. A day visitor to the surrounding destination (also visiting other attractions)	
7. An overnight visitor to Maropeng (staying over at the attraction)	
8. An overnight visitor to the surrounding destination (not staying over at the attraction)	

13. When last did you visit Maropeng?

7. This is the first time	
8. Less than a year ago	
9. A year ago	
10. 2 – 3 years ago	
11. 4 – 5 years ago	
12. More than 5 years ago	



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

14. Are you visiting Maropeng:

3. To experience the whole of Maropeng	
4. Only to attend an event/activity hosted within Maropeng	

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

7. Family	
8. Friend/s	
9. Alone	
10. Work colleague/s	
11. Educational group	
12. Special interest group (e.g. a club, society)	
Other (please specify)	

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

4. Myself	
5. A friend / family member	
6. A travel agent/tour operator	
Other (please specify)	

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

8. Maropeng 's website	
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9. Maropeng's social media account (e.g. Facebook, Twitter)	
10. Word of mouth (family/friends)	
11. The destination's official tourism website (e.g. Gauteng Tourism)	
12. A visitor information centre (the surrounding destination)	
13. A visitor information centre (a different destination e.g. other province)	
14. A tour operator/travel agent (face-to-face or online)	
Other (please specify)	

18.

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

19. Please indicate your gender:

3. Male	
4. Female	

20. Please indicate your highest level of qualification:

6. Primary school	
7. Secondary school/Matric	
8. National diploma/certificate	
9. Undergraduate degree	
10. Postgraduate degree	

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

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