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FINAL REPORT:

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

AUGRABIES FALLS NATIONAL PARK

**UNIVERSITY OF PRETORIA: TOURISM
MANAGEMENT DIVISION**

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ABLE OF CONTENTS	PAGE NO
EXECUTIVE SUMMARY	3
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: AUGRABIES FALLS NATIONAL PARK	8
5.1 Site description	9
5.2 Core product (main promotional message)	9
5.3 Site observations	10
5.4 Site interviews	10
5.5.Challenges experienced by researchers	11
5.6 Survey results: sample profile, motivations and mtes	11
5.7 Site specific evaluation	33
6. DISCUSSION OF RESULTS	34
7. RECOMMENDATIONS	35
8. CONCLUDING REMARKS	37
ANNEXURE A: RESEARCH SITE OVERVIEW	39
ANNEXURE B: OBSERVATION SHEET	44
ANNEXURE C: TOURIST PRE-VISIT SURVEY	47
ANNEXURE D: TOURIST POST-VISIT SURVEY	54



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EXECUTIVE SUMMARY: AUGRABIES FALLS NATIONAL PARK

The primary tourist attraction at Augrabies National Park is the Falls and the results show that this is indeed what first comes to mind when tourists think about Augrabies with the beautiful surroundings featuring as the most important motivation to visit, followed by a desire to learn new things.

Positive elements from the site observation were the excellent service attitude of staff; good layout of the Park, recycling bins, proper signage and maps and the universally accessibility of the walkways. Less positive observations related to the limited stock in the shop with no unique items or sufficiently available locally produced curios.

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

Number of responses:

SITE	PRE	POST
Augrabies Falls National Park	111	107

Profile of respondents

Most of the respondents in this study are from South Africa (approx. 90%) with both genders being almost equally represented, approximately half (51%) fall in the age category of 35-50, most are well educated (secondary education and above) and the largest ethnic group represented are coloureds (approximately half) followed by whites (about 30%) and African (about 15%).

Trip behaviour

More than half of the respondents were day visitors, possibly because the attraction is affordable to visit. The average number of trips was high, and this indicates that respondents enjoy the attraction enough to return. This was confirmed by the result that 92% of respondents agreed that they would



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definitely return to the site, and 94% said that they would definitely recommend it to others. Respondents indicated their main source of information to be word of mouth. When visitors come to Augrabies, they tend to only visit the Park and no other attractions in the area.

Motivation to visit

The Falls are top of mind for visitors to Augrabies while the rock formations (which make the Park unique) are not mentioned often by respondents even though the desire to learn new things was strongly expressed. The desire to experience beautiful surroundings scored the highest as a motivation.

Memorable tourist experiences

The items that contributed most to a memorable tourism experience at Augrabies were: a sense of freedom followed by real enjoyment and excitement. The items that scored the lowest were: self-discovery, indulgence in the activity, once-in-a-lifetime-experience and a sense of accomplishment.

Respondents' experience of all the site specific features at Augrabies were extremely positive, with the falls, being the most positive. Interestingly, the items given in the "overall aspects contributing to memorable tourist experience" scale did not contribute that much to a memorable tourism experience, with all the items scoring a mean lower than 4. A reason for this might be that many of the respondents were day visitors, who visited Augrabies for recreational purposes, and not necessarily to view the landscape or rock formations.

Gap analysis (expectations vs experiences)

Highest expectations were for helpful friendly staff, safety of person and belongings, efficient service reception/entry and easily accessible visitor facilities.

Easy accessible visitor facilities; helpful friendly staff, efficient service reception/entry and convenient to get to generated the highest mean scores in terms of visitor experiences.

While not shown to be significant, some expectations were not met e.g. safety of person and belongings, surprised by unusual things, variety of things and authenticity.



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All the significant results showed that experiences exceeded expectations e.g. easy accessibility to visitor facilities; helpful friendly staff, efficient service reception/entry and convenient to get to.

The overall performance of Augrabies on the various factors is depicted in the figure below with those factors that proved to be significant indicated with a * or **. It is evident that overall Augrabies, within the boundaries of this sample and limitations of the research, performed equal to or better than expected on all the factors.

Augrabies National Park: Expectations vs Experiences



The experience comparison across groups showed that first time visitors gave higher scores than repeat visitors for place attachment. Females gave higher scores than males for visitor management. African visitors gave lower scores than both Coloured and White for learning



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1. INTRODUCTION

This study is about understanding expectations of tourists to Augrabies Falls 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 experiences at Augrabies Falls 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



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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

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)



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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

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)



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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: AUGRABIES FALLS NATIONAL PARK

The results are 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

The name Augrabies was given to the Water Fall by a Swede, Hendrik Jakob Wikar, when he passed there in 1799. The name is derived from the Nama word as the Khoi people would refer to "Aukoerebis" meaning the "Place of Great Noise." This refers to the Orange River water thundering its way down the 56 m spectacular main Water Fall.



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Augrabies Falls National Park was proclaimed on 5 August 1966. Augrabies is one of 19 National Parks in South Africa managed by South African National Parks (SANParks) who manages a system of parks which represents the indigenous fauna, flora, landscapes and associated cultural heritage of the country. National parks offer visitors an unparalleled diversity of adventure tourism opportunities including game viewing, bush walks, canoeing and exposure to cultural and historical experiences.

Augrabies Falls National Park currently consists of 55 383 hectares. The Park caters for both day and overnight visitors. Activities available in the Park include: Waterfall viewpoints; game viewing at leisure using own vehicle; Klipspringer Hiking Trail; Dassie Nature Trail; Night drives; mountain bikes; the Wilderness road and several panoramic viewpoints that can be visited inside the park, all of which give stunning vistas of the park, the gorge and the Orange River. These points also provide great opportunities to spot local birdlife.

5.2 Core product (main promotional message)

The primary purpose of visiting Augrabies is to see the Falls. The experience is described as follows on the SANParks website: "Few sights are as awesome or a sound as deafening as water thundering down the 56m Augrabies Waterfall when the Orange River is in full flood". The region is described as rocky and strangely unique, where only those that are able to adapt survive. The website also mentions a variety of species at the Park from the smallest of succulents, birds, reptiles and other animals.

The website also pertinently refers to the cultural heritage management of the Park. Mention is made of the Early, Middle and Late Stone Age sites which were discovered with many artefacts and tools from the eras. San and Khoi graves have also been found in the Park, and their figurative art can also be seen. Historical locations related to the first European settlers such as churches, quiver tree inscriptions and rock paintings dating back to the beginning of the 20th century are also important heritage sites in the area. One of the largest sites in the park is a Boer War fort called Manie Maritz se Fort, which was likely used by Boer General Maritz as a resupply station. The website does say that while there are numerous sites within Augrabies Falls, most of them are not yet accessible to visitors.



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5.3 Site observations

Two independent site observations were done. Augrabies was analysed in terms of parking, entrance, facilities and movement of visitors. Observations were similar between the two observers with some observations worth mentioning:

- Excellent service attitude from all staff members
- Basic, but sufficient accommodation facilities throughout the Park
- Many day-visitors frequent the Park, and there are enough facilities to cater for them
- Some of the areas around the waterfall pose risk to visitors, and should be better controlled
- Limited internet access, and no wifi
- Excellent walkways – most are universally accessible
- Proper recycling bins provided in all public areas
- Limited stock in shop. No unique items and not enough locally produced curios
- Not convinced that children are being catered for in the Park
- Good layout of Park, proper signage provided and maps given out at reception.

5.4 Site interviews

Two interviews were held, one with the hospitality manager, and one with the head game ranger.

- Interviewees were convinced that stakeholders are positive about tourism. They mentioned that jobs are created by the Park, and that locals frequent the Park as day visitors, especially during Parks week.
- Some sites are sensitive in terms of visitation numbers, for example, the Rock Art, and SAN graves in the Park. These are only accessible as a guided event, to minimize the impact on the environment.
- Some areas within the Park are inaccessible, but as a safety precaution, not all areas should be accessible.



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- Most visitors only stay for one or two nights, en route to their main destination. The Park could add some additional activities – especially for children, to encourage visitors to stay longer.
- The Park provides a participatory experience by offering fishing expeditions, hiking trails, holiday programmes for kids, and the Kids in Parks programme.
- The Park caters for a variety of expectations, from adventure tourists, to family visitors, to the business traveller.

5.5 Challenges experienced by researchers

No serious challenges were experienced. Data collection went much smoother than anticipated. Most visitors were happy to complete a questionnaire. Some of the fieldworkers did comment that respondents struggled to understand the English questionnaire, and it took them some time to complete it. If the respondent struggled, the fieldworker translated and read the questionnaire to the respondent, which enabled them to complete the questionnaire faster.

5.6 Survey results: Sample profile, motivations and MTEs

5.6.1 Number of respondents

SITE		PRE	POST
Augrabies	National	111	107
Park			

5.6.2 Profile of respondents

Table 1: Demographic profile of respondents

		PRE (%)	POST (%)
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Place of residence	Local (Up to 150kms including e.g. Upington, Kakamas and Keimoes)	15	34
	Provincial (Further afield but still in in the Northern Cape e.g. Kimberley, Kathu)	22	13
	Domestic (other provinces than Northern Cape)	49	47
	International	14	6
Gender	Male	55	62
	Female	45	38
Age	18 - 35	26	24
	36 - 50	51	51
	Over 50	23	25
Level of education	Primary school	7	4
	Secondary school/matric	35	37
	National diploma/certificate	35	35
	Undergraduate degree	8	7
		PRE (%)	POST (%)
	Postgraduate degree	15	17
Population group	African	16	13
	Coloured	42	62
	Indian	1	1
	White	37	21
	Asian	4	2



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

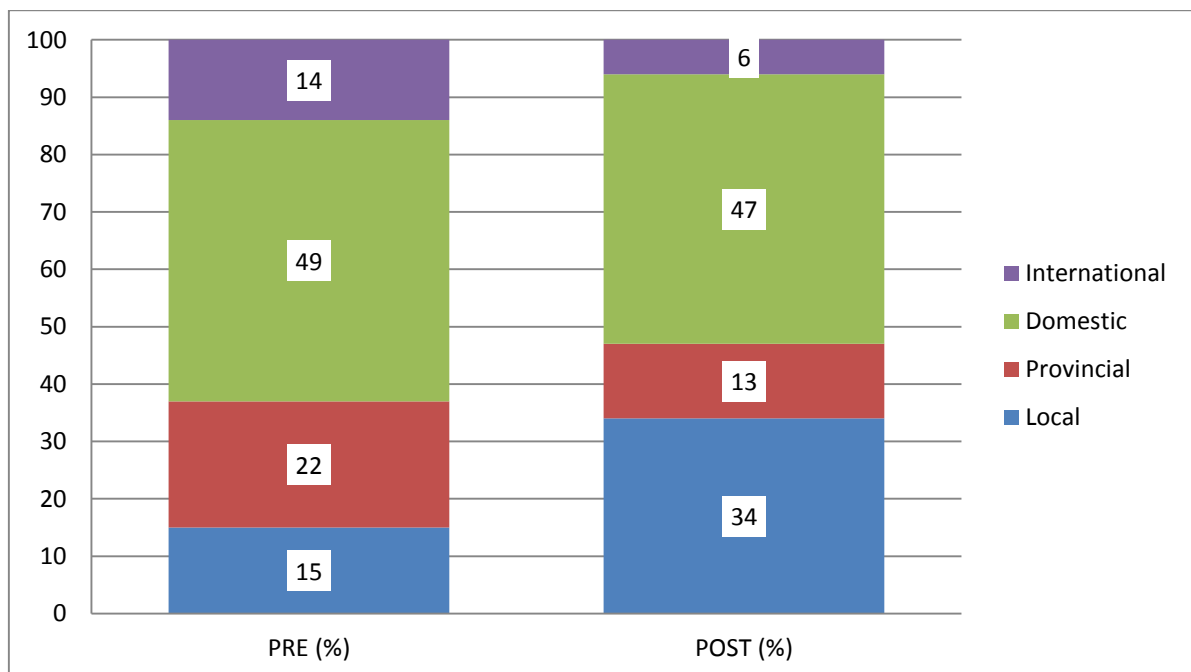


Figure 2: Gender (pre- and post)



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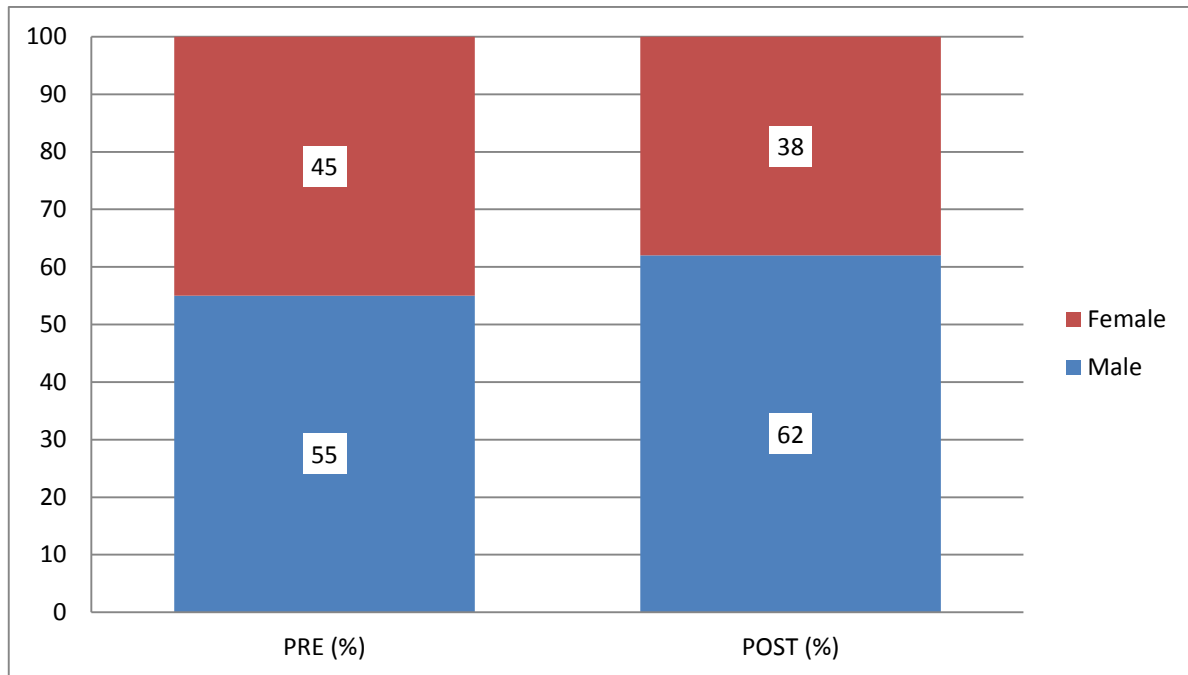


Figure 3: Age range of respondents (pre- and post)



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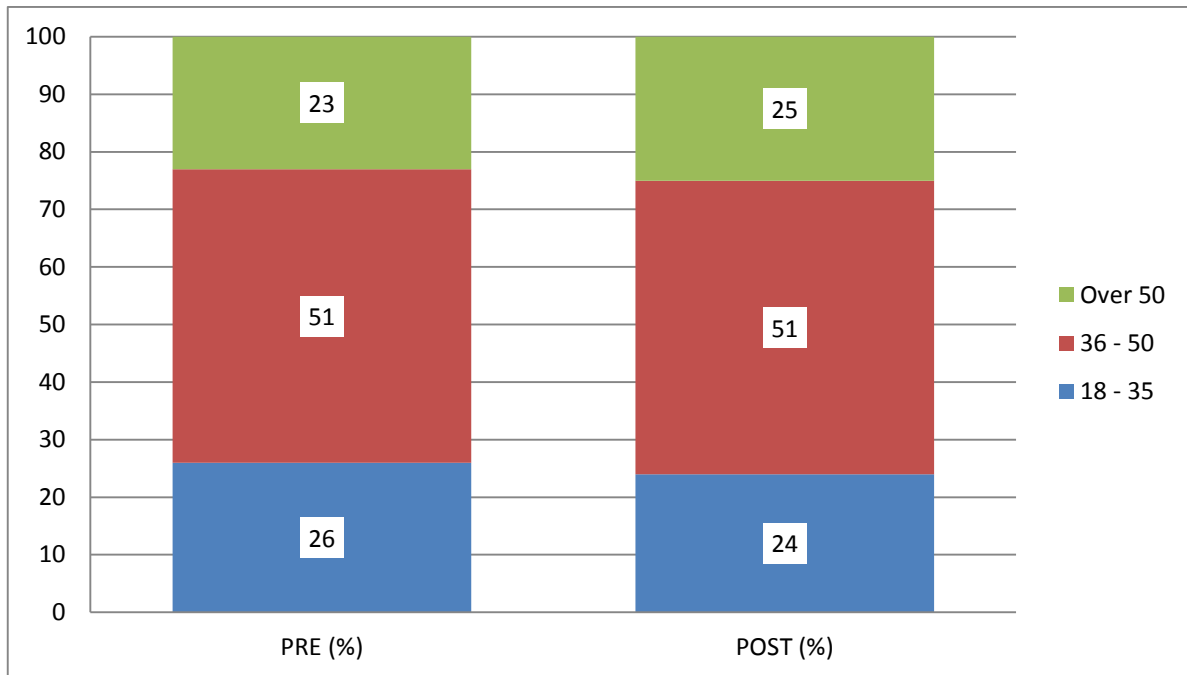
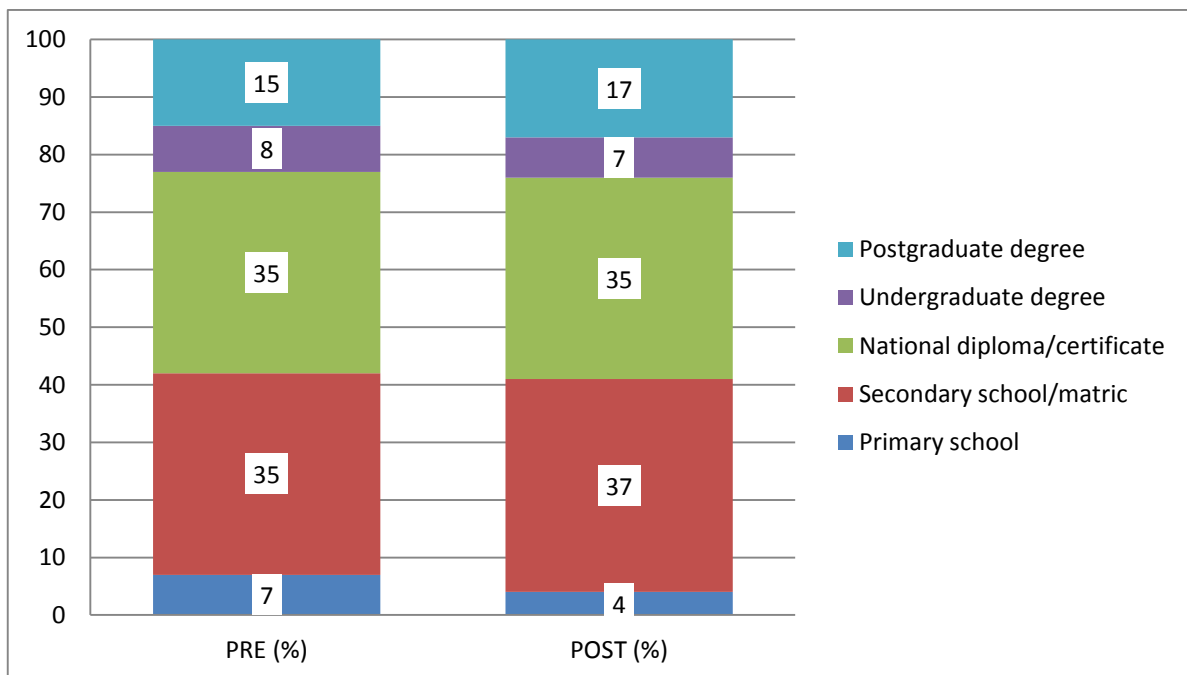


Figure 4: Level of education of respondents (pre- and post)

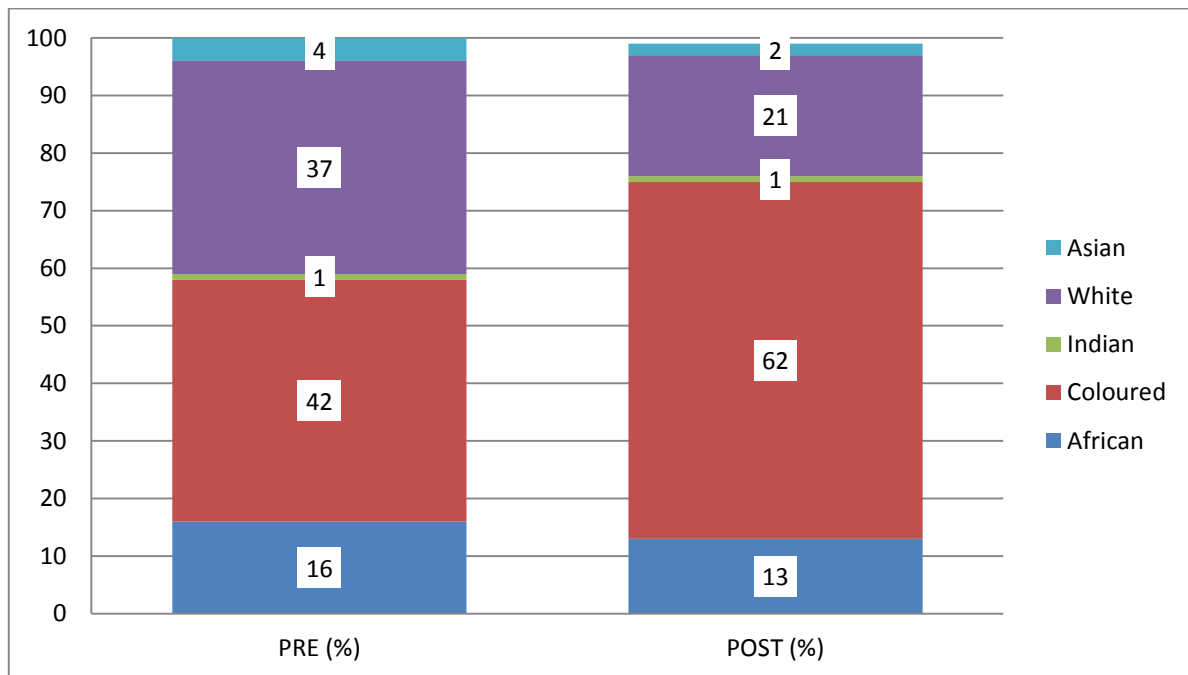




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Figure 5: Population group (pre- and post)



Almost half of the respondents to both the pre (49%) and the post (47%) questionnaire were domestic visitors, followed by local visitors (34%) for the post questionnaire, and provincial visitors (22%) for the pre questionnaire. In the case of 'place of residence' respondents who indicated 'Northern Cape' were categorised as provincial, but could have been local. People who indicated 'South Africa' were categorised as domestic, but could have been local as well. This discrepancy stems from the way in which the question was structured and respondents were asked to indicate place of residence (town/city if South African) and many people simply stated 'South African' without specifying the town/city. Male respondents dominated the sample for both the questionnaires. The distribution between the age, level of education and population group categories were more or less the same for both the pre and post questionnaires.



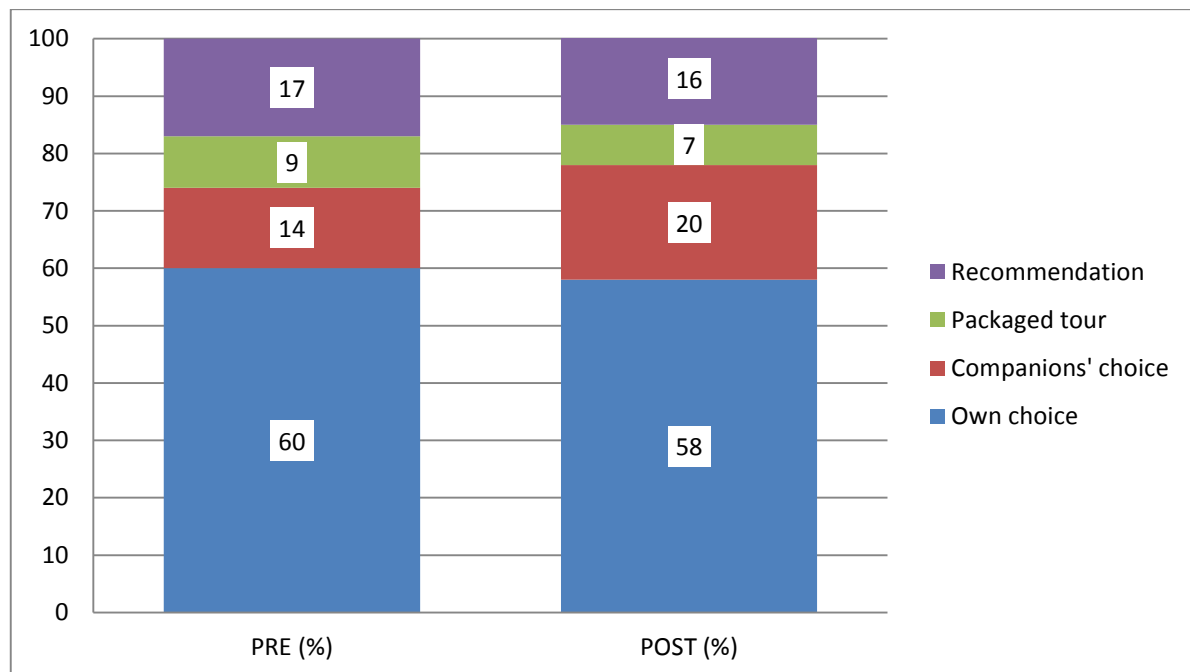
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Even though SANParks do not have official numbers in terms of their visitor profile, they conducted a study in 2014 to determine visitor perceptions regarding a hydroelectric power station at Augrabies. One of the objectives of the study was to determine the profile of visitors to Augrabies Falls National Park. Results of the study showed that more males (74%) visit the site than females (26%). Thirty seven percent of visitors fall in the 50-64 year age category. The overwhelming majority (92%) of visitors are South African, and reside in Gauteng and the Western Cape. Eighty eight percent of respondents hold a qualification higher than a matric certificate.

5.6.3 Trip behaviour

Figure 6: Choice for visitation to site



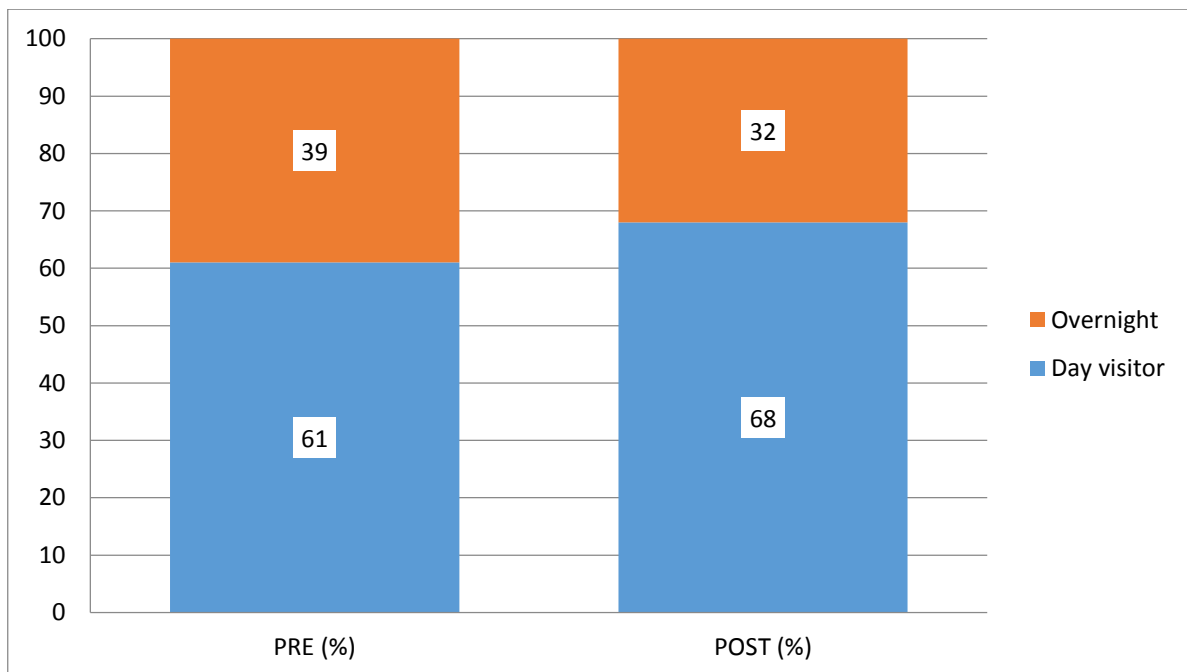
Most respondents agreed that it was their own choice to visit Augrabies, followed by their companions' choice for the post questionnaire, and by recommendation for the pre questionnaire.



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Figure 7: Day vs overnight visitors



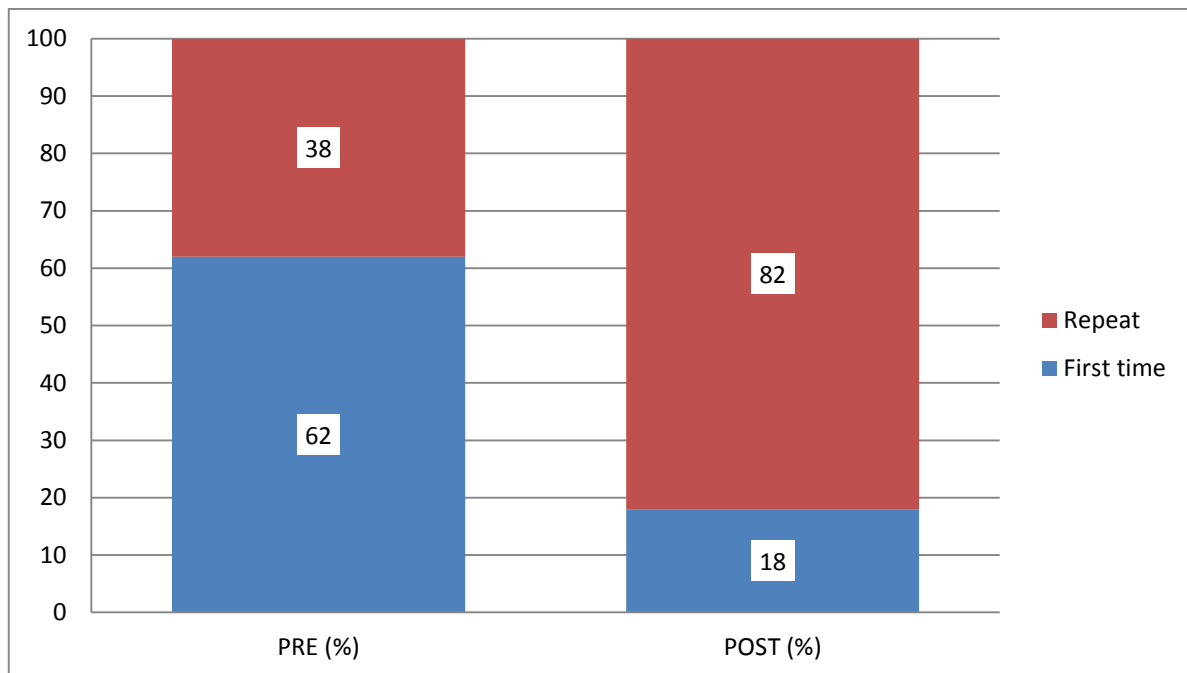
Day visitors dominated the sample for both the pre and post questionnaire, followed by overnight visitors to the site.

Figure 8: Frequency of visits



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Almost two thirds of respondents to the pre questionnaire were first time visitors, with the rest being repeat visitors. Further analysis showed that the next largest group were those visiting the Park less than a year ago. For post questionnaire respondents, almost half visited the Park less than a year ago, followed by first time visitors and those visiting a year ago. A possible explanation for the dominance of repeat visitors in the post questionnaire sample, is that many questionnaires were distributed at the day visitor area, due to a lack of visitors in other areas of the park. The day visitors were mostly locals from the area, and have visited the Park repeatedly. Also, there are not many attractions in the area for locals to visit, so it would make sense that they would visit the same attraction more than once.

Number of visits to site

Respondents to the pre-questionnaire made an average of 2.79 trips to Augrabies, The minimum number of trips was 1 and the maximum number of trips 30. Thirty eight respondents have visited the Park once before, followed by 14 who have visited the Park twice, six who have visited the Park three times and 18 who have visited more than four times.



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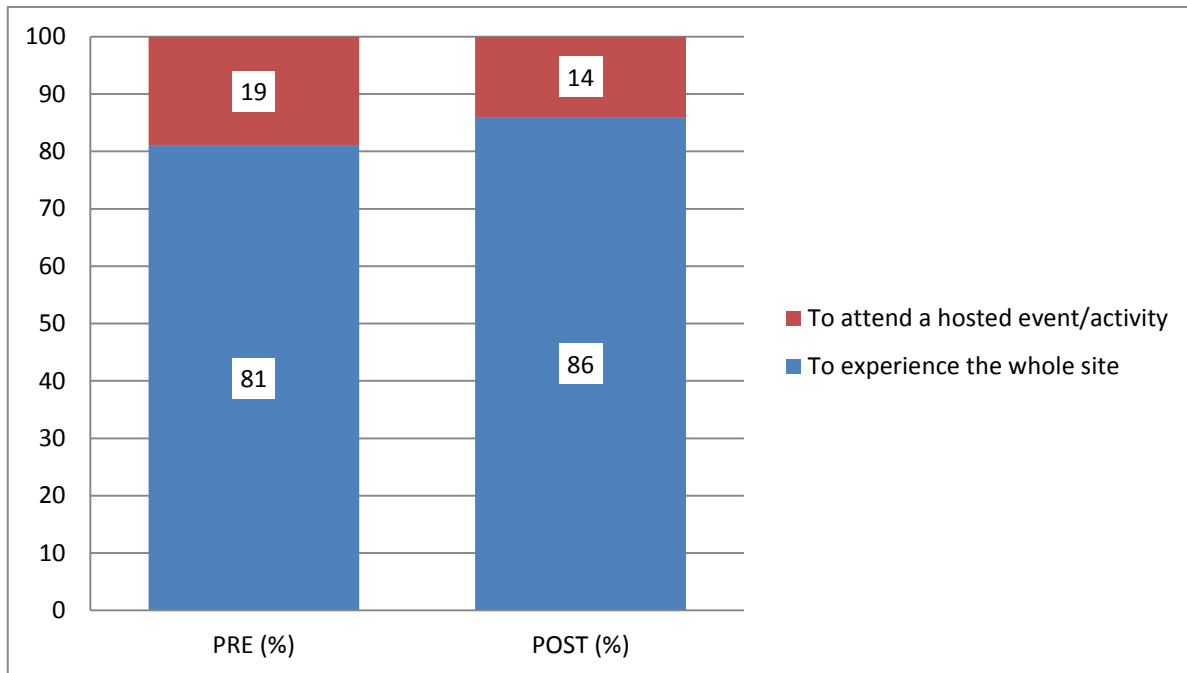
Post-questionnaire respondents made an average of 4.54 trips to the Park. The minimum number of trips was 1 and the maximum number of trips 30. Fifteen respondents have visited the Park once before, followed by 21 who have visited the Park twice, 14 who have visited the Park three times and 42 who have visited more than four times.

Figure 9: Purpose of the visit



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For both the pre and post questionnaire, the main focus of the visit was to experience the whole site.

Also visiting other sites

Most respondents who indicated that they would be visiting other sites in the area, mentioned Riemvasmaak and Kgalagadi.

Table 2: Travel companions

Travel companions	PRE (%)	POST (%)
Family	61	55
Friends	39	54
Alone	4	8
Work colleagues	18	7
Education group	7	4
Special interest group	2	5



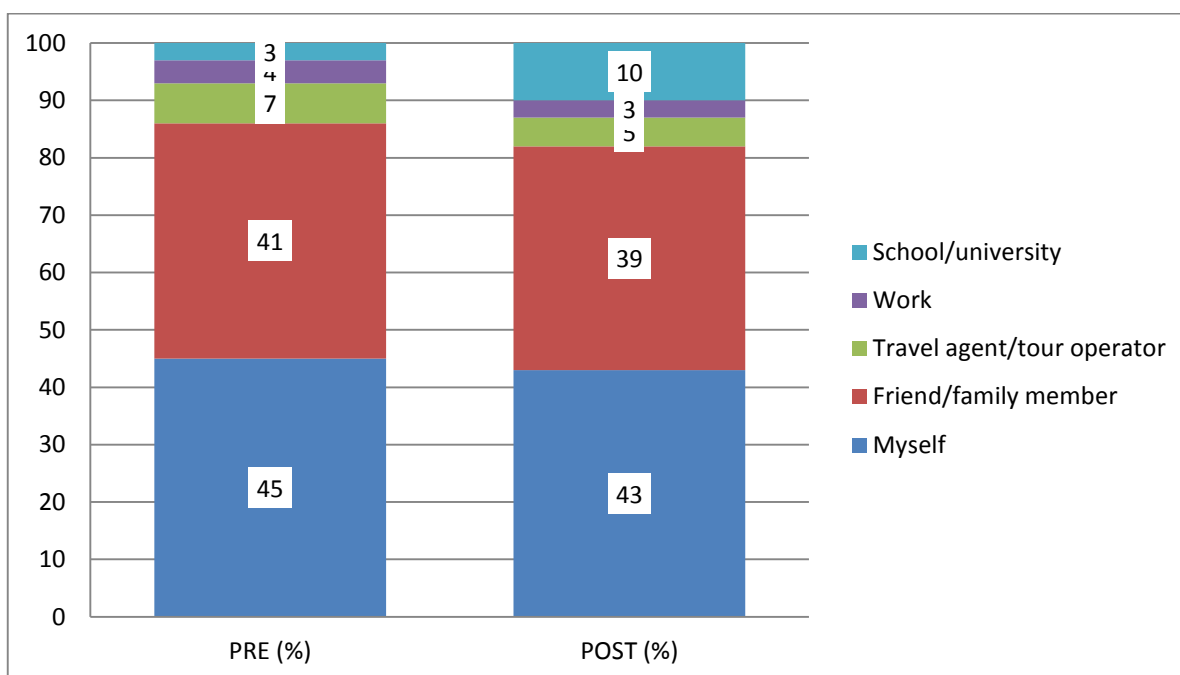
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Other	9	0
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For both the pre and the post questionnaire, the majority of respondents indicated that their family was their travel companions, followed by friends. Interestingly, 18% of respondents to the pre questionnaire, mentioned that they were accompanied by work colleagues.

Figure 10: Who arranged the visit



For the pre questionnaire, 45% of respondents indicated that they arranged their trip themselves, followed by the trip being arranged by a friend or family member (41%). For the post questionnaire, 43% of respondents indicated that they arranged their trip themselves, followed by a friend/family member (39%).

Table 3: Source of information



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Source of information	PRE (%)	POST (%)
Site's website	48	44
Site's social media account	8	17
Word of mouth	63	74
DMO website	12	6
VIC of surrounding destination	4	3
VIC of other destination	5	3
Travel agent/tour operator	6	3
Other	7	4

Respondents to both the pre and the post questionnaire mentioned word of mouth as their primary source of information, followed by the site's website.

Other sources mentioned were park employees, media and books.

First thoughts on of the site

Table 4: First thoughts on Augrabies

Thought	PRE (NUMBER OF TIMES MENTIONED)	POST (NUMBER OF TIMES MENTIONED)
Waterfall	44	48
Animals and birds	11	8
Swimming Pool	4	3
Monkeys / Baboons	10	8
Nature	13	9
Peace, tranquillity, beauty	10	5
People, party	4	3
Rock formations	4	3



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Other	2	7
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When asked what first comes to mind when thinking about Augrabies, responses to both the pre and the post questionnaire were similar. The falls were mentioned most frequently by respondents, followed by nature. Interestingly, the baboons/monkeys were also mentioned by a number of respondents. This could indicate that the monkeys/baboons are seen as a nuisance by visitors to the Park. Also interesting to note, is that the rock formations (which make the Park unique) were not mentioned often by respondents.

5.6.4 Motivations to visit (pre questionnaire)

Table 5: Motivations to visit

	Mean	Std. Deviation
Beautiful surroundings	4.41	.697
Learn new things	4.30	.819
New place never visited	4.22	.896
Have a nice holiday	4.20	.810
Positive life experience	4.13	.920
Time with friends and family	4.11	1.097
Self expression of interests	3.66	1.156
Socialise with other visitors	3.34	1.239
Spiritual experience	3.09	1.322

From the results it is clear that respondents agreed strongly that the beautiful surroundings made them decide to visit Augrabies, followed by learning new things, and the fact that Augrabies is a place that they have never visited.

Motivations to visit Comparisons between groups

Table 6: Relationships between motivation to visit and visitor groups



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	Choice to visit	Focus of visit	Who arranged	Place of origin	Level of education	Last visit
Beautiful surroundings	-	-	-	-	-	9.485*
Learn new things	-	-	-	-	-	5.689**
New place never visited	-	-	-	-	-	10.482*
Have a nice holiday	-	-	-	-	-	
Positive life experience	-	-	-	-	-	
Time with friends and family	-	-	-	-	-	
Self expression of interests	-	-	-	-	-	
Socialise with other visitors	3.462**	13.653*	-	5.748*	2.941**	
Spiritual experience	-	5.085**	4.890**	3.709**	-	

*P<.01

**p<.05

When the motivations to visit Augrabies were compared across different groups, some significant differences became evident. From the above table it is clear that the motivations that showed the most significant differences between groups were to socialise with other visitors and to have spiritual experiences. Those visitors who chose to visit Augrabies because they were part of a package tour (M=4.11), agreed significantly stronger that they visit Augrabies to socialise with other visitors than those who visited Augrabies because it was recommended to them (M=2.72).

First time visitors (n=66) were motivated more than repeat visitors (n=42) by the desire to experience a new place never visited (M=4.44 versus M=3.86), beautiful surroundings (M=4.58 versus M=4.14) as well as to learn new things (M=4.44 versus M=4.05)

If a respondent's focus of visit was to experience the whole site, they agreed more strongly that their motivation to visit Augrabies was to have a spiritual experience (M=3.23) and to socialize with other



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visitors ($M=3.56$) than those who only visited the site to attend a hosted event or activity (spiritual experience: $M=2.55$; socialise with other visitors: $M=2.65$).

A significant difference was also shown between groups in terms of who arranged the visit. Those respondents whose friends or family members ($M=3.52$) arranged the visit to Augrabies, agreed more that their motivation to visit the attraction is to have a spiritual experience than those where the visit was arranged by a travel agent/tour operator ($M=1.75$).

Domestic visitors ($M=3.23$) agreed more strongly that they decided to visit Augrabies to have a spiritual experience than international visitors ($M=2.08$). Similarly, local visitors ($M=4.00$) agreed more strongly that they decided to visit Augrabies to socialise with other visitors than international visitors ($M=2.15$).

Lastly, in terms of level of education, if a respondent has a postgraduate degree ($M=4.53$), they agreed more strongly that their motivation to visit Augrabies was to socialise with other visitors, than those visitors with only a secondary/matric qualification ($M=3.83$).

None of the other categories delivered significant differences between groups.

Future intention (post questionnaire)

Ninety two percent (92%) of respondents said they would definitely revisit Augrabies, and 94% of respondents indicated that they would also definitely recommend others to visit Augrabies.

5.6.5 Memorable tourism experience

Table 7: Memorable tourism experiences (post questionnaire)



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FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Hedonism				
Thrill about having a new experience	4.04	.891	3.89	-
Indulgence in the activities	3.83	.853	3.62	5.169**
Real enjoyment	4.18	.687	4.19	-
Excitement	4.17	.790	3.92	8.380*
Novelty				
Once-in-a lifetime experience	3.85	1.026	3.47	11.377*
Uniqueness	4.16	.837	3.98	-
Different from previous experiences	3.93	.943	3.78	-
Something new	3.82	1.108	3.74	-
Accomplishment	3.85	.979	3.64	4.027**
Self-discovery	3.74	1.024	3.58	-
Knowledge gain	4.07	.784	3.92	-
New culture	4.04	1.004	3.49	24.921*
Refreshment				
Sense of freedom	4.20	.817	4.08	-
Revitalisation	4.07	.902	3.94	-
Meaningfulness	4.05	.922	4.04	-
FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Involvement				
Place where I really wanted to go	4.05	.969	4.02	-
Activities really wanted to do	3.92	1.016	3.75	-
Main activity of great interest	3.95	.913	3.76	-
Exploration	4.05	.832	3.97	-



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* $p < .01$

** $p < .05$

The items that contributed most to a memorable tourism experience at Augrabies were: sense of freedom, followed by real enjoyment and excitement. The items that scored the lowest were: self discovery, indulgence in the activity, once – in a lifetime experience and accomplishment.

Augrabies only scored lower than the overall mean score of all the sites in terms of “real enjoyment”.

The MTE at Augrabies was statistically different than the overall mean (MTE across all sites) in terms of indulgence in the activities, excitement, once in a lifetime experience, accomplishment and new culture. In all these aspects, Augrabies scored higher than the overall.

Table 8: Memorable tourist experience comparisons between groups

FACTORS (new)	Hedonism	Novelty	Refresh- ment	Involve- ment
α	.748	.809	.783	.867
Choice to visit	-	-	4.345*	3.503**
Who arranged	5.228**	-	-	-
Gender	10.475*	-	-	-
Racial group	-	-	5.796**	-

* $p < .01$

** $p < .05$

Statistical differences were shown between groups of respondents. When a respondent indicated that it was their own choice ($M=4.19$) to visit Augrabies, they experienced refreshment and involvement to a greater extent than those who indicated that it was their companions' choice ($M=3.67$). Likewise, when a school arranged the visit to Augrabies ($M=4.66$), respondents experienced hedonism to a greater



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extent than those where a friend or family member arranged the visit (M=3.93). Female respondents (M=4.28) also experienced hedonism to a greater extent than male respondents (M=3.90). Coloured respondents (M=4.27) experienced refreshment to a greater extent than African respondents (M=3.73).

None of the other categories delivered significant differences between groups.

5.6.6 Gap analysis

An analysis was done to determine:

- Which items scored the highest in terms of visitor expectations;
- Which items scored the highest in terms of visitor experiences;
- Which items were significant in terms of visitor experiences in relation to their expectations;

Table 8 provides the results with the significant differences indicated where items were more positively experienced by visitors as green shaded results and where items were more negatively experienced than expected as red shaded results. The items are listed under factors as derived from literature.

Table 9: Expectations vs experiences

FACTORS (new)	Mean	Std. Deviation	Overall mean
On-site facilities and infrastructure			
Easy accessible visitor facilities	4.50	4.66	-
Well-maintained facilities	4.39	4.48	-
Internet access	3.78	3.88	-
Book additional activities	3.99	4.18	-
Able to buy souvenirs	3.84	4.30	11.470*



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FACTORS (new)	Mean	Std. Deviation	Overall mean
Universal accessibility	4.09	4.40	6.498**
Safety of person and belongings	4.56	4.50	-
Unique design infrastructure/architecture	3.87	4.38	19.796*
Quality infrastructure/architecture	4.02	4.32	6.061**
Signage/directions	4.28	4.42	-
General offering			
Cater for families/children	4.17	4.49	8.223*
Value for money	4.35	4.44	-
Match marketing material	4.18	4.37	-
Accessibility			
Convenient to get to	4.21	4.53	10.337*
Short travel distance	3.64	4.05	7.735*
Efficient parking/access system	4.27	4.38	-
Content			
Challenged to spot/interact	3.82	4.14	7.075*
Surprised by unusual things	4.25	4.21	-
Guided by rules/regulations	4.24	4.25	-
Variety of things	4.32	4.16	-
Authenticity	4.32	4.25	-
Close encounters	4.07	4.21	-
FACTORS (new)	Mean	Std. Deviation	Overall mean
Excitement viewing rarities	4.02	4.07	-
Learning			



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FACTORS (new)	Mean	Std. Deviation	Overall mean
Engage with other visitors	3.61	3.98	5.631**
Articulate guide	3.49	3.79	-
Talks	3.26	3.65	4.728**
Literature	3.43	3.70	-
Interpretation facilities	3.18	3.48	-
Audio guide	3.01	3.40	-
Activities/events			
Variety of recreational activities	3.28	3.77	7.782*
Specific event/exhibition of interest	3.30	3.72	5.933**
ITEMS	PRE	POST	Significance
Affordable activity options	3.90	4.19	4.110**
Visitor management			
Good information	4.24	4.43	-
Viewing in predictable locations	4.02	4.10	-
Well-structured layout	4.04	4.19	-
Easy movement between areas	4.21	4.36	-
Viewing time in one spot	3.94	4.30	7.262*
Service quality			
Efficient service reception/entry	4.50	4.55	-
Helpful friendly staff	4.56	4.56	-
Personalised service	3.65	4.04	6.276**
Local culture			
Experience local way of life	3.70	3.94	-
Engage with informative locals	3.58	4.09	11.667*
Place attachment			



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FACTORS (new)	Mean	Std. Deviation	Overall mean
FACTORS (new)	Mean	Std. Deviation	Overall mean
Most favourite place to visit	3.65	3.93	-
Finally seeing unique thing	3.96	4.16	-
Fulfilment			
Connect with nature	4.31	4.37	-
Connect with mankind	3.72	4.05	5.853**
Connect with history	3.86	4.15	-

* $p < .01$

* $p < .05$

The items helpful friendly staff, safety of person and belongings, efficient service reception/entry and easy accessible visitor facilities provided the highest mean scores in terms of visitor expectations. Easy accessible visitor facilities; helpful friendly staff, efficient service reception/entry and convenient to get to generated the highest mean scores in terms of visitor experiences. Visitor's expectations were not met in the following items: safety of person and belongings, surprised by unusual things, variety of things and authenticity.

From table 8 it is clear that in all instances where statistically significant differences were found between visitors' expectations and their experiences (indicated with * or **), a positive gap was found (in other words, the attraction performed better than what was expected).

Similarly, the average of the mean scores of the items under each factor was calculated to reflect each factor's performance in terms of expectations vs experiences.

Table 10: Expectations/experiences (gap comparisons between pre and post groups)



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FACTORS	α (pre)	α (post)	Comp mean score PRE	Comp mean score POST	Significance
On-site facilities and infrastructure	.817	.858	4.15	4.35	7.113*
General offering	.623	.823	4.24	4.44	5.369**
Accessibility	.664	.710	4.05	4.32	8.417*
Content	.794	.819	4.17	4.18	-
Learning	.910	.923	3.40	3.72	5.060**
Activities/events	.760	.829	3.50	3.89	8.435*
Visitor management	.810	.811	4.10	4.28	-
Service quality***	.775	.638	4.53	4.56	-
Local culture	.858	.798	3.65	4.03	7.947*
Place attachment	.735	.867	3.81	4.06	-
Fulfilment	.760	.730	3.99	4.20	-

* $p < .01$

** $p < .05$

*** The item 'personalised service' was omitted as it lowered the alpha to .387 (pre) and .509 (post)

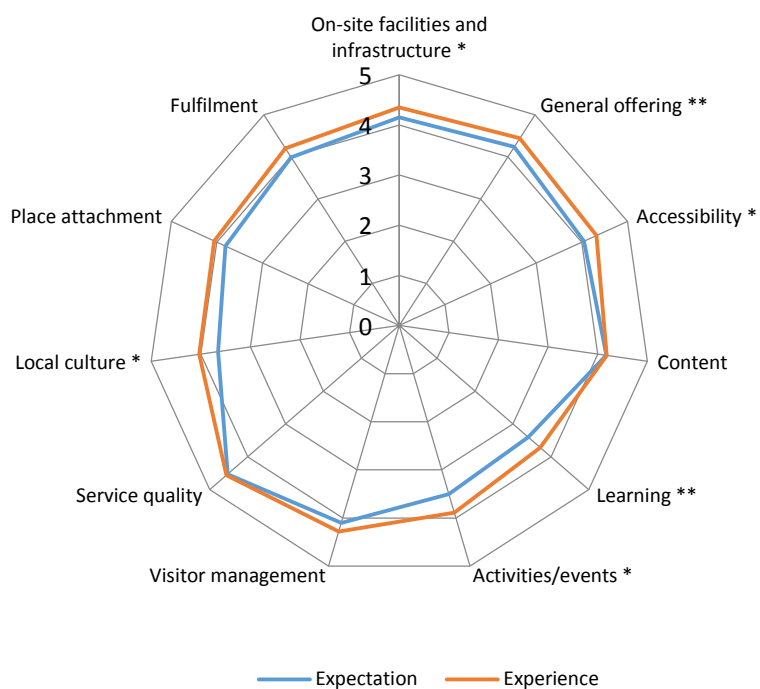
The factor that scored the highest in terms of visitor expectations was service quality, followed by general offering and content. For visitor experiences, service quality again scored the highest, followed by general offering and on-site facilities and infrastructure. The factors that scored the lowest in terms of visitor expectations and experiences were learning and activities/events

Figure 11: Graphic illustration of gaps between expectations and experiences



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Experience comparisons between groups

Table 11: Experience comparisons between groups

FACTORS	Stay-over	Last visit	Focus of visit	Who arranged	Gender	Level of education	Population group
On-site facilities and infrastructure	4.930**	-	-	-		-	
General offering	-	-	-	5.750**		-	
Accessibility	-	-	-	-		-	
Content	-	-	-	-		-	
Learning	-	-	-	-		-	4.279**



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Activities/events	-	-	-	-		-	
FACTORS	Stay-over	Last visit	Focus of visit	Who arranged	Gender	Level of education	Population group
Visitor management	-	-	5.969**	-	6.956*	-	
Service quality	-	-	-	-		-	
Local culture		-	-	-		-	
Place attachment	-	5.244**	-	-		-	
Fulfilment***	-	-	5.091**	-		3.122**	

Day visitors (n=71, M=4.43) gave higher scores than overnight visitors (n=34, M=4.18) for on-site facilities and infrastructure.

First time visitors (n=19, M=4.42) gave higher scores than repeat visitors (n=85, M=3.98) for place attachment.

Visitors whose focus was on experiencing the whole site (n=90) gave higher scores than those only attending an event hosted at the site (n=14) in terms of visitor management (M=4.36 versus M=3.79). Visitors attending only an event however gave higher scores for fulfilment than those focused on experiencing the whole site (M=4.48 versus M=4.15).

Visitors whose visit was arranged by their school/university (n=11) gave higher scores than when arranged by a travel agent/tour operator (n=5) for general offering (M=4.88 versus M=3.73).

Females (n=40) gave higher scores than males (n=65) for visitor management (M=4.47 versus M=4.16). Visitors with national diploma/certificate level (n=36) gave higher scores than those with a secondary school/matric level (n=40) for fulfilment (M=4.40 versus M=3.85).



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African visitors (n=10, M=2.88) gave lower scores than both Coloured (n=51, M=4.00) and White (n=17, M=3.97) for learning.

5.7 Site specific evaluation

Table 12: Performance of site features

Specific features	Experienced (%)	Performance (Mean score)
The Falls	98	4.49
Swart Rante	38	4.31
Moon Rock	50	4.27
Oranjekom & Ararat	48	4.26
Echo Corner	48	4.24

From the mean scores, it is evident that respondents' experience of all the site specific features at Augrabies were extremely positive, with the Falls, being the most positive.

Table 13: Overall aspects contributing to memorable tourist experience (descending order)

	N	Mean
Rock formations	105	3.88
Geography of landscape	105	3.82
Culture and heritage	103	3.66
Plants	103	3.64
Trees	104	3.60



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Birds	103	3.58
Animals	104	3.49

Interestingly, the items given did not contribute that much to a memorable tourism experience for respondents. A reason for this might be that many of the respondents were day visitors, who visited Augrabies for recreational purposes, and not necessarily to view the landscape or rock formations.

6. DISCUSSION OF RESULTS

Most visitors to the Park are domestic visitors, and the majority fall in the age category of 35-50. Visitors to Augrabies are well educated, expecting a high level of service and a quality product offering. More than half of the respondents were day visitors, possibly because the attraction is affordable to visit. Seeing that day visitors only pay the conservation fee of R40, more should be done to attract overnight visitors to the area, since their spending will be higher. The average number of trips was high, and this indicates that respondents enjoy the attraction enough to return. This was confirmed by the result that 92% of respondents agreed that they would definitely return to the site, and 94% who said that they would definitely recommend it to others.

When visitors come to Augrabies, they tend to only visit the Park and no other attractions in the area. A possible recommendation is to engage more with other attractions in the area, and to combine activities, to encourage visitors to stay longer in the area, and spend more. Respondents indicated their main source of information to be word of mouth. Again, this points to visitors being satisfied enough with the product offering to recommend it to others.

When asked what first comes to mind when thinking about Augrabies, responses to both the pre and the post questionnaire were similar. The Falls were mentioned most frequently by respondents, followed by nature. Interestingly, the rock formations (which make the Park unique) were not mentioned often by respondents. This should definitely be communicated more clearly to visitors.



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Since one of the strongest motivations of visitors was to learn new things, Park Management should definitely pay more attention to introduce activities at the Park that would aid in this.

The items that contributed most to a memorable tourism experience at Augrabies were: sense of freedom, followed by real enjoyment and excitement. The items that scored the lowest were: self discovery, indulgence in the activity, once – in a lifetime experience and accomplishment. This again shows that more activities should be introduced at the Park to help visitors to learn more, and to connect more with mankind and history.

The items helpful friendly staff, safety of person and belongings, efficient service reception/entry and easy accessible visitor facilities provided the highest mean scores in terms of visitor expectations. Easy accessible visitor facilities; helpful friendly staff, efficient service reception/entry and convenient to get to gave the highest mean scores in terms of visitor experiences. Visitors' expectations were not met in the following items: safety of person and belongings, surprised by unusual things, variety of things and authenticity, Suggestions were made to improve these aspects.

7. RECOMMENDATIONS

On-site facilities and infrastructure

The majority of visitor suggestions for improvement related to the need for maintenance of infrastructure especially the chalets. A number of respondents also asked for shade to be provided at the lookout points at the Falls, as well as dustbins. Two respondents also suggested the ablution facilities to be upgraded. A number of suggestions also related to the day visitor areas: for a bigger pool, more electricity points, to be allowed to play music. One respondent also asked for the curio shop to cater for locals as well. The site observations also showed the shop to have limited stock, with no unique items and no locally produced curios.



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There is no wifi access, and the internet signal is also weak. This might deter some markets from visiting the Park. The architecture of the buildings is very much 70s style. This might look run-down to some visitors, and it also does not fit into the context of the surrounding natural environment. For some visitors, this does bring a sense of nostalgia though, since they associate the Park with the 70s architecture.

General offering

Two respondents asked for adherence to fixed, communicated times of the night lights at the falls. From the site observations it became clear that children are not being catered for at the Park. There are no activities arranged for children (outside of holidays), which could make the Park more attractive to families.

The activities on site were also found to be limited, but sufficient, given the fact that most visitors only stay for two days.

Accessibility

The reception was found to be busy during peak check-in times, with limited under-cover parking bays. Some respondents also mentioned that the roads needed maintenance.

Content

Even though no suggestions were made by respondents regarding the content, some results showed that improvements are necessary. When respondents were asked what first comes to mind when they think of Augrabies, very few mentioned the rock formations, even though these are what make the Park authentic and unique. Results also showed that expectations were not met in terms of unusual things and authenticity. This clearly shows that these unique features are not communicated clearly enough to visitors. The website does make mention of the rock formations, but perhaps an information leaflet could be given out at reception to inform visitors of these features, and the information boards outside of reception could also be used to communicate to visitors the unusual things.



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Learning

There are many opportunities for learning to be improved at the Park. Very few visitors are aware of the cultural heritage value of the Park, and a concerted effort is necessary to improve awareness.

Activities/events

One of the interviewees mentioned that more activities could be introduced at the Park, to encourage visitors to stay longer. What could also be done is to make visitors more aware of the available activities at the Park. Visitors should be informed when they check in about the hiking trails, and the fishing activities – for example.

Again, more activities could be introduced to improve the learning at the Park in terms of cultural heritage.

The Park could also engage more with other attractions in the vicinity, for example to combine a stay at the Park with a visit to the wine farms, or river rafting.

Service quality

All staff were found to be exceptionally friendly and helpful and this was also noted by visitors.

Local culture

More could be done to allow visitors to experience the local way of life and to engage with informative locals. The community of Riemvasmaak could be involved more, and visits to these areas be arranged as an additional activity. Even in the curio shop, more locally produced products could be sold.

Fulfilment

From the results it is clear that respondents definitely feel that they connect with nature at the Park, but more could be done to improve the connection with mankind and history. The first step should be to



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communicate these connections more clearly to visitors in communication material, such as information leaflets and information boards.

8. CONCLUDING REMARKS

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

As a tourist destination Augrabies proved, within the boundaries of the selected sample and limitations of the study, to be the only site where the experiences of tourists tended to exceed the expectations. Augrabies scored significantly higher than all the other sites on the “Novelty” factor which comprises the items: “once-in-a-lifetime experience”, “uniqueness”, “different from previous experiences”, “something new”, “accomplishment”, self-discovery”, “knowledge gain” and “new culture”.

As a tourist attraction Augrabies is therefore urged to continue providing tourists with a unique experience within beautiful surroundings and promoting the Falls as its primary tourist attraction, but also making visitors aware of the other unique features within the Park, such as the rock formations. .

ANNEXURES

ANNEXURE A: RESEARCH SITE OVERVIEW

ANNEXURE B: OBSERVATION SHEET

ANNEXURE C: TOURIST PRE-VISIT SURVEY

ANNEXURE D: TOURIST POST-VISIT SURVEY



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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



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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

AUGRABIES		
Tourists Attraction Typology	Scale Value	Leisure Superstructure
<i>Cultural values</i>		



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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)?		
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



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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)?		
3. Is it near other attractions (similar or different types)?		
Tourists Attraction Typology	Scale Value	Leisure Superstructure
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?		



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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
Isimangaliso						
Mapungubwe						
Augrabies						



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Cradle						
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					



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- 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)					



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- SECURITY ON SITE					
FACILITIES AT SITE AND QUALITY	Excellent	Average	Poor	N/A	Comment
- MEDICAL ASSISTANCE ON SITE					
- 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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UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA**

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.



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- You give your consent to participate in the study on a voluntary basis.

Respondent's signature

Date



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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					



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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						



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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						
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						



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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						
Have a deep connection with:						
40.1 Nature						



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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



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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

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): _____.



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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: AUGRABIES

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 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.



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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 Augrabies 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 Augrabies 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 have not experienced____ at all					I have experienced ____ very much				
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										



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9. A sense of freedom					
10. Revitalization					
11. Meaningfulness					
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 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)						
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						



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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						
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						
During the visit I ...						
17. Can identify/ spot as many species as possible/ 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						



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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 animals/species /exhibits						
22. Experience wildlife/nature in its natural state						
23. Come as close as possible to wildlife/nature/artefacts						
24. Am excited by viewing rare species of animals/plants/ 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 sightings/areas						
32. Am able to spend as much time as I want in the same location viewing my favourite animal/plant/exhibit						
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						



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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						
<i>Have a deep connection with:</i>						
During the visit I ...	Strongly	Disagree	Neutral	Agree	Strongly agree	Not applicable
40.1 Nature						
40.2 Mankind						
40.3 History						



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UNIQUENESS OF THE SITE

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

6. How likely are you to _____ Augrabies National Park:

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

7. Indicate which of the following **features** you have already visited within Augrabies 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		Extremely negative		Extremely positive	
	Yes	No				
The Falls						
Moon Rock						
Swart Rante						
Oranjekom & Ararat						
Echo Corner						
Other (please specify):						

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

	Not contributing at all	Contributing greatly
--	-------------------------	----------------------



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Animals					
Birds					
Plants					
Trees					
Culture and heritage of the Park					
Geography of the landscape					
Rock formations					
Other (please specify):					

9. Any suggestions for improvement?

DEMOGRAPHICS

10. Are you (tick all applicable):

5. A day visitor to the Park (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 the Park (staying over in the park)	
8. An overnight visitor to the surrounding destination (not staying over in the park)	

11. When last did you visit the Park?

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

12. Are you visiting?

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

13. With whom are you visiting the Park? 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)	

14. 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)	

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



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8. The park's website	
9. The park's social media account (e.g. Facebook, Twitter)	
10. Word of mouth (family/friends)	
11. The destination's official tourism website (e.g. Northern Cape 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)	

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

17. Please indicate your gender:

3. Male	
4. Female	

18. 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



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