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FINAL REPORT:

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

**WALTER SISULU NATIONAL BOTANICAL
GARDENS**

**UNIVERSITY OF PRETORIA: TOURISM
MANAGEMENT DIVISION**

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EXECUTIVE SUMMARY: WALTER SISULU NATIONAL BOTANICAL GARDENS

The core message of Walter Sisulu National Botanical Gardens (WSNBG) is the enjoyment of nature “where luscious nature welcomes visitors and the rushing water of the Witpoortjie Waterfall, gushing from a height of 70 metres, soothes and revitalises careworn city-dwellers.”

Overall the site is beautiful and had a number of positive observations such as the interesting and unique layout of different garden sections, the Garden invites visitors to explore, very friendly and helpful staff, ample space for visitor numbers and ease of movement through a pristine environment. Some of the negative observations related to limited ablution facilities, problematic access to visitors that make use of public transport (taxi and bus routes about 3km from entrance) and limited branded signage enroute to the site.

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

Number of responses:

SITE	PRE	POST
Walter Sisulu Gardens	212	215

Profile of respondents

The profile of the respondents shows that more than a third were local visitors staying within a 15 – 40 km radius of the Gardens followed by visitors from other provinces who make up just over a quarter of the respondents. Female respondents dominated both samples. Approximately half of the respondents fell in the 36 – 50 age bracket and the level of education was quite high with the majority of visitors having secondary education and above. At approximately 80% Whites dominated the sample.

Trip behaviour

Most respondents agreed that it was their own choice to visit the Gardens, followed by companions' choice and the majority were day visitors. Most of the sample was repeat visitors with an average visitation of more than 20 times. For both the pre and post questionnaire, the main focus of the visit was to experience the whole site. Majority of the respondents of the post questionnaire indicated that they were not visiting any other attractions but of those that did, the Cradle of Humankind was the most



popular other attraction. Word of mouth and the site's website proved to be the most used sources of information.

Motivation to visit

The highest score was given to the beautiful surroundings, followed by spending time with family and friends and to have a positive life experience. The lowest scoring motivation for visiting is to socialise with other visitors. Nature/plants/trees/grass together with peace/tranquillity/quiet are the words most used to describe what is top-of-mind when respondents think about Walter Sisulu Botanical Gardens. These are closely followed by beauty, waterfall and eagles.

Some significant results between types of visitors and motivations were found, amongst others first time visitors were motivated significantly more to experience a new place never visited before than repeat visitors and visitors aged over 50 were motivated more than visitors between 36 and 50 to socialise with other visitors. African visitors were motivated more to experience beautiful surroundings than Coloured visitors.

The majority of respondents said they would definitely revisit the Gardens, and also that they would definitely recommend others to visit.

Memorable tourism experiences

The aspects that contribute the most to the experience of WSNBG is that tourists feel rejuvenated when they visit WSNBG, enjoy the flowers and birdlife and feel connected to family and friends.

On the MTE scale the items that contributed most to a memorable tourism experience (MTE) at the Gardens were: sense of freedom, real enjoyment and revitalisation.

In comparison to the other sites the Gardens scored higher than the overall mean for all the sites (i.e. Isimangaliso, The Cradle of Humankind, Augrabies National Park and Mapungubwe National Park) on 'sense of freedom', 'revitalisation' and 'place where I really wanted to go'. In the majority of the items where there was a statistically significant difference between the MTE at the Gardens and the overall mean (MTE across all sites), there was a negative difference (the mean score for the Gardens was



lower than the overall mean); except in the case of sense of freedom, revitalisation and place where I really wanted to go, where the Gardens scored higher.

The site specific evaluation showed that the Waterfall experience followed by the Eagle Nesting experience and the geological trail experience scored the highest rating. In terms of activities undertaken the hike to the Waterfall and the picnic experience scored the highest and as far as services are concerned respondents rated the restaurant experience the highest followed by the Strelitzia Hall experience and the Function venue.

Gap analysis (expectations vs experiences)

When looking at visitor expectations the items 'connect with nature', 'safety of person and belongings' and 'authenticity' achieved the highest mean scores.

As far as visitor experiences were concerned 'caters for families/children', 'connect with nature' and 'value for money' achieved the highest mean scores.

On the other items where statistically significant differences were found between visitors' expectations and their experiences negative and positive gaps were indicated (in other words, the attraction performed worse than what was expected in some cases and better than expected in others). The most notable negative gaps are in terms of 'safety of person and belongings', 'excitement viewing rarities', 'good information' and 'affordable activity options'. Positive gaps were found in 'on-site facilities', 'visitor management', 'the general offering' and 'learning' (i.e. the Gardens performed better on these aspects than expected).

At the factor level (i.e. factors were made up of the composite scores of groups of items) as shown in the figure below, three gaps were significant namely content, activities/events and place attachment. All three of these were negative gaps. There were some statistical differences in groups, for example repeat visitors gave higher scores than first time visitors for visitor management, as well as for place attachment and Indian visitors gave higher scores to service quality than Coloured visitors.



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Walter Sisulu National Botanical Gardens: Expectations vs Experiences





1. INTRODUCTION

This study is about understanding expectations of tourists to Walter Sisulu National Botanical Gardens 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 Walter Sisulu National Botanical Gardens, 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:

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.

search 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: WALTER SISULU NATIONAL BOTANICAL GARDENS

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

One of the eight botanical gardens in South Africa, the Walter Sisulu Gardens in Roodepoort is a haven for birds, reptiles and small mammals, and those wanting to escape the bustle of city life. Part manicured lawns, part nature reserve, the focal point is the waterfall, the cliffs of which are home to a breeding pair of Verreaux's Eagles. This Botanical Garden was founded in 1982, but has been a popular venue for outings since the 1800's. The natural vegetation of the area is known as the 'Rocky Highveld Grassland' and consists of a mosaic of grassland and savanna, with dense bush in kloofs and along streams. The variety of habitats accommodates over 600 naturally occurring plant species. The majestic Verreaux's Eagles nest on the cliffs alongside the waterfall. The Garden is home to an abundance of wildlife with over 220 birds species recorded on site. There are also a number of reptiles and small mammals, including small antelope and jackals, which occur naturally in the Nature Reserve.

5.2 Core product (main promotional message)

The core message is related to nature with an apt description being “where luscious nature welcomes visitors and the rushing water of the Witpoortjie Waterfall, gushing from a height of 70 metres, soothes and revitalises careworn city-dwellers.”

Visitors come to WSBG to experience the beauty of nature and to be outdoors in a fresh and beautiful environment, to picnic, use the outdoor gym, exercise, conduct research, as a setting for photoshoots, as a venue for weddings and / or enjoy lunch at the restaurant. The visitors come alone, or with their partners or with groups of families and friends.

5.3 Site observations

Two observation sheets were completed. Some points from the observation include:

- Exceptionally well-maintained site
- Pristine environment
- Clear signage
- Easy access system
- Safe and sufficient parking



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- On-site staff very friendly and helpful
- Interpretive signage very well placed for visitors to understand the natural resources they are viewing
- Interesting and unique layout of different garden sections, inviting visitors to explore
- Ample space for visitor numbers and movement
- Most parts accessible to visitors with disabilities
- Limited ablution facilities
- Problematic access to visitors that make use of public transport (taxi and bus routes about 3km from entrance)
- Limited branded signage en route to the site

Overall, the site is beautiful and natural, and it offers a tranquil setting where visitors encounter small wildlife like tortoises and birdlife. There is ample parking spaces but there is a small bottleneck at the entrance to the WSBG when it opens at 08:00 as visitors are already waiting patiently to pay and enter. The WSBG has adequate directions and benches throughout the gardens. No bins are provided but this is a strategic decision by management who believe that this forces visitors to take their own rubbish back when they leave. The picnic areas are well maintained and the pavements are kept in good order which encourages accessibility to almost all of the grounds. The Waterfall feature attracts a lot of visitors, and people tend to linger taking photographs and enjoy a few minutes respite on the benches. The more serious hikers prefer the hiking trail up the hills to see the nest of the Black Eagle which is an important feature of the WSBG. The visitors constantly meander throughout the WSBG and the tranquility of the site brings out the best in people because they appear more relaxed, and some visitors also like to be left alone to enjoy the peace of WSBG. The picnic areas in the deserted areas are where the couples tend to linger, and in the more open areas is where the families are found. There are a lot of young families with babies, toddlers and little children that enjoy the WSBG either at the playground, the gym area or they meander across the grounds constantly on the move. On Tuesdays which is Pensioners day, the pensioners tend to take slow strolls and most of them stop at the restaurant for something to eat. They also use the restaurant to hold their club meetings and to meet friends and family members.



5.4 Site interviews

Two interviews were conducted (1 with site general manager; 1 with nursery manager)

- The site is significant to the area and have several regular visitors (important resource for surrounding community)
- Exceptional natural beauty and surroundings
- Visitors and the visitor experience is regarded as top priority by management
- Currently not built into international tourists' Gauteng itineraries
- Still limited marketing, but steadily improving
- Mostly positive relationship with hosting local municipalities (falls within both Mogale and Roodepoort – sometimes, especially when there are issues, nobody takes ownership to assist)
- A lot of scope to increase additional activities and better utilisation of the garden (e.g. not part of the internationally renowned 'Park Run' program)
- Some operational challenges (waterfall water not clean; soil erosion at the dam)

5.5 Challenges experienced by researchers

No real challenges were experienced on any of the three days. The weather was fair and the weekend delivered high visitor numbers. The biggest challenge was the size of the WSBG. On the 1st day = six fieldworkers, 2 & 3rd day = 5 fieldworkers who had to cover an area of 300 hectares. It required physical stamina as we had to walk up hills and at times over difficult terrain. Another problem experienced was the temperatures soared to a high of over 30 degrees Celsius which made the afternoons especially difficult, and at times we were dehydrated. Initially, visitors were not receptive as they did not want to be bothered but when advised that the questionnaire pertained directly to their experience in the WSBG, most of them became more receptive. The challenge with the questionnaires from visitors was that it was too long and we were told that a lot of the questions were repetitive. We did explain it was specially designed this way to prove authenticity of the answers and to maintain integrity of the findings.



A special accolade for management and staff of WSNBG from the researchers

The researchers found the site management extremely helpful. Communication around arrangements of the visit ran smoothly and the entry gate knew about the research team's arrival, allowing for effective execution of the survey across three days. Both managers interviewed took time out of their diaries to conduct the interviews and provided insightful information. The restaurant manager welcomed the research team and made a table available to them as a 'workstation'. The Curator impressed the researcher with her professionalism, and her efficient planning as the staff were appraised of our visit and were very welcoming. A special mention must be made to the management team and staff at the Restaurant (outsourced) who went out of their way to assist us in our data collection. They also agreed to collect our questionnaires and keep it safely for us, which was a tremendous help as the fieldworkers were constantly on the move.

5.6 Survey results: Sample profile, motivations and MTEs

5.6.1 Number of respondents

SITE	PRE	POST
Walter Sisulu Gardens	212	215

5.6.2 Profile of respondents

Table1: Demographic profile of respondents

		PRE (%)	POST (%)
Place of residence	Neighbourhood	17	18
	Local	38	37
	Gauteng	10	7
	Domestic	31	25
	International	4	13
Gender	Male	39	34
	Female	61	66



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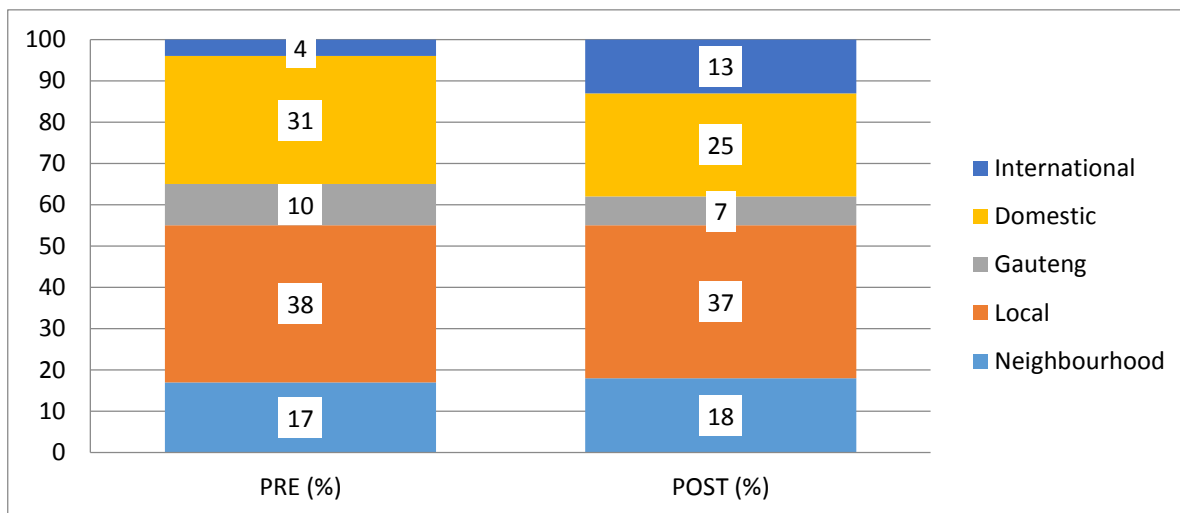
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		PRE (%)	POST (%)
Age	18 - 35	28	22
	36 - 50	44	51
	Over 50	28	27
Level of education	Primary school	1	2
	Secondary school/matric	17	22
	National diploma/certificate	30	24
	Undergraduate degree	21	20
	Postgraduate degree	31	32
Population group	African	6	13
	Coloured	4	1
	Indian	6	3
	White	82	82
	Asian	2	1

The majority of the respondents to both the pre and the post questionnaire were local visitors (15 – 40km radius) (38% pre, 37% post), followed by domestic visitors (other provinces) (31% pre, 25% post). Female respondents dominated both samples. Majority of respondents in both samples were between the ages of 36 – 50 (44% pre, 51% post). Level of education was similarly spread in both the pre and post samples. Majority of respondents in the pre and post samples were white.



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



The results show that the overwhelming majority of visitors are from South Africa this coincides with the 2012 SANBI study.

In the 2012 SANBI study 92% of respondents were from South Africa.



Figure 2: Gender (pre- and post)

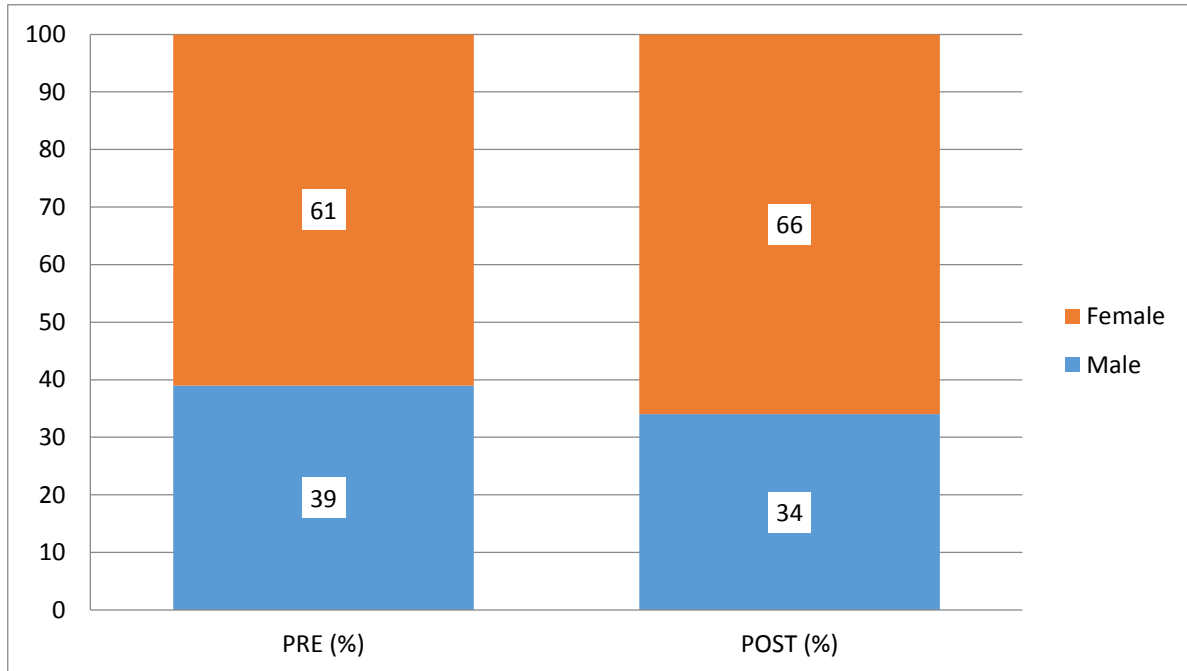
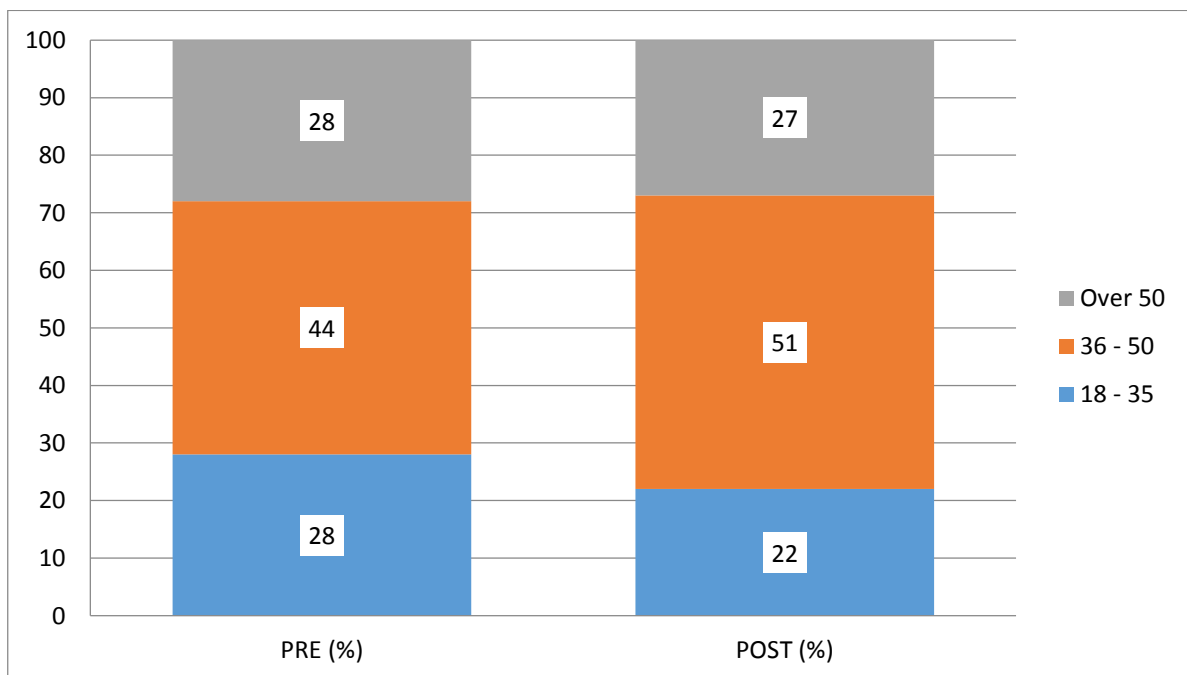


Figure 3: Age range of respondents (pre- and post)



The results show that the 36 -50 age range make up approximately half of the respondents.



The age groups were differently categorised in the SANBI (2012) study but the under 35 group made up approximately half of the respondents.

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

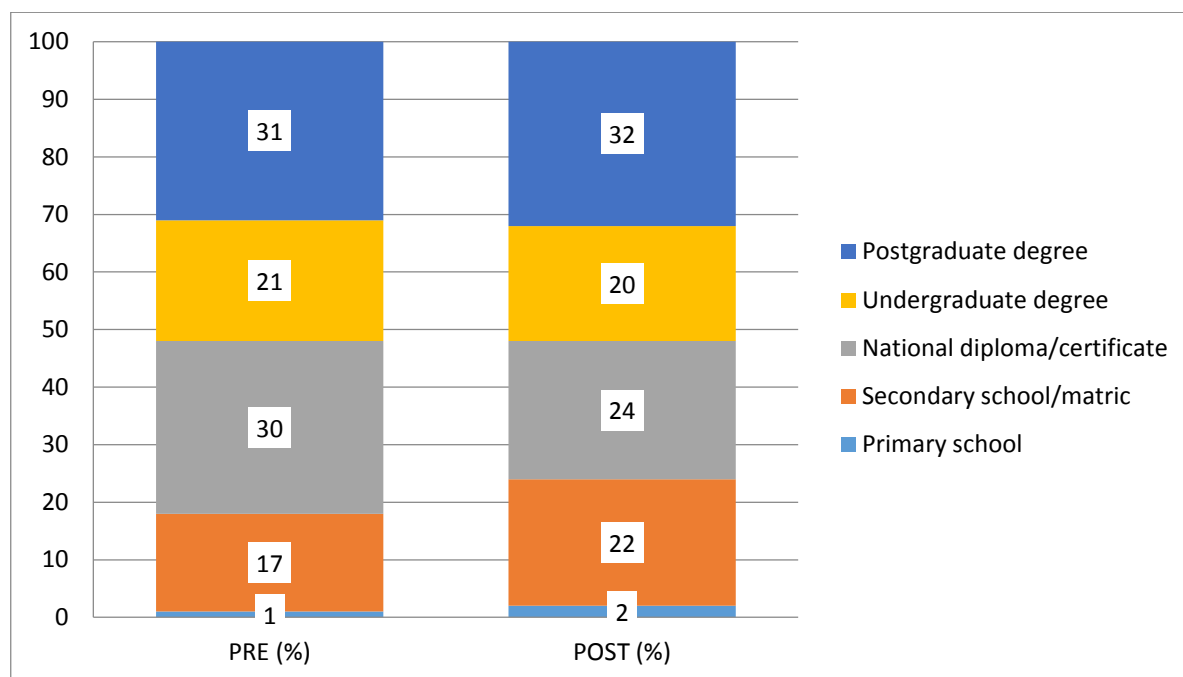
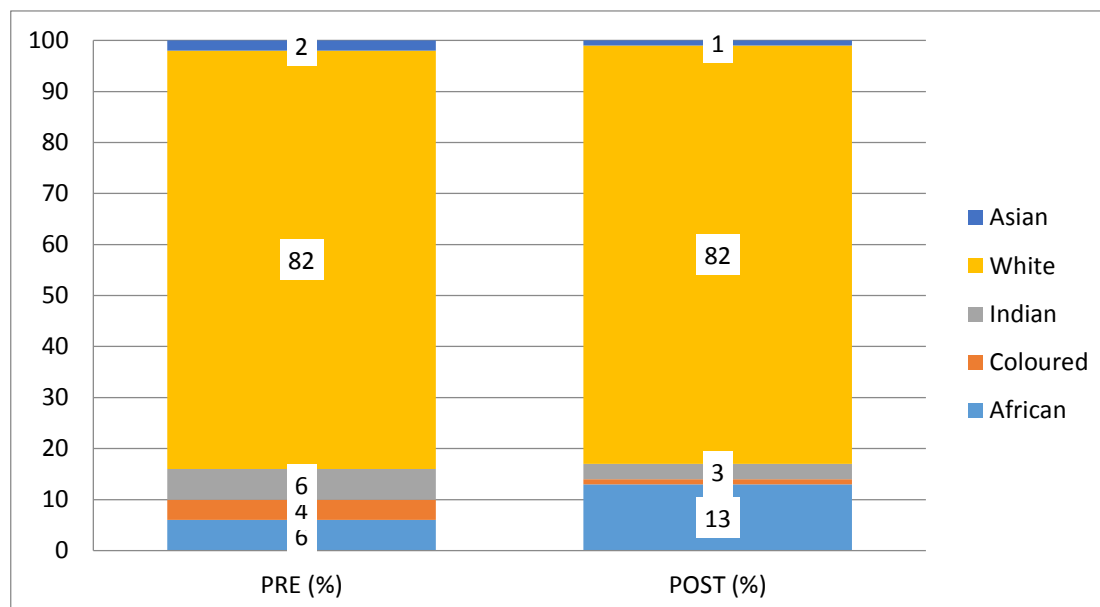


Figure 5: Population group (pre- and post)



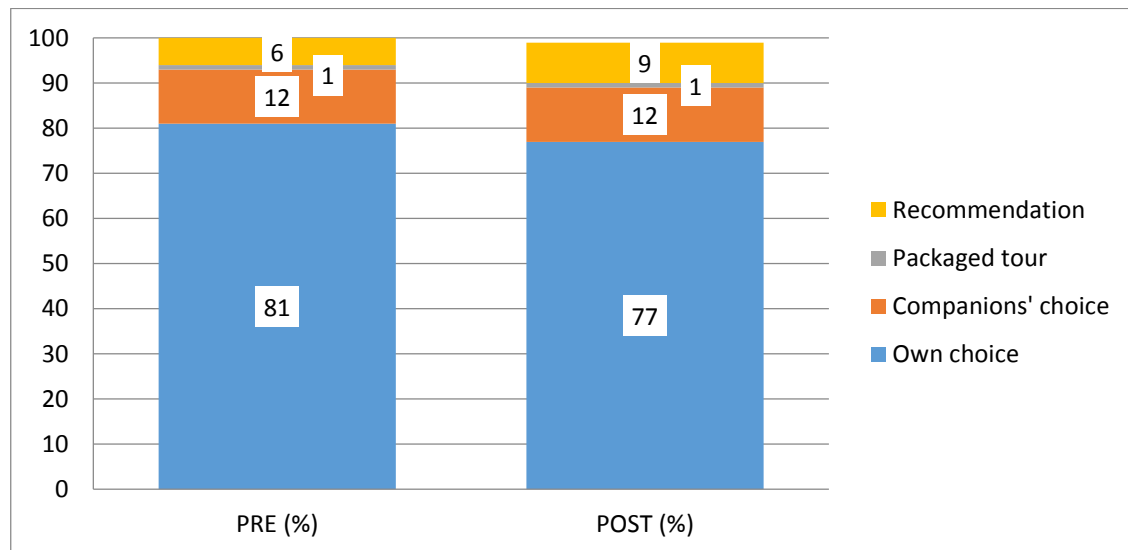


In this survey the majority of respondents were white.

Previous surveys conducted by SANBI (1998, 2005, 2012) showed that black visitors have steadily increased over the years with 2012 showing 43% black visitors.

5.6.3 Trip behaviour

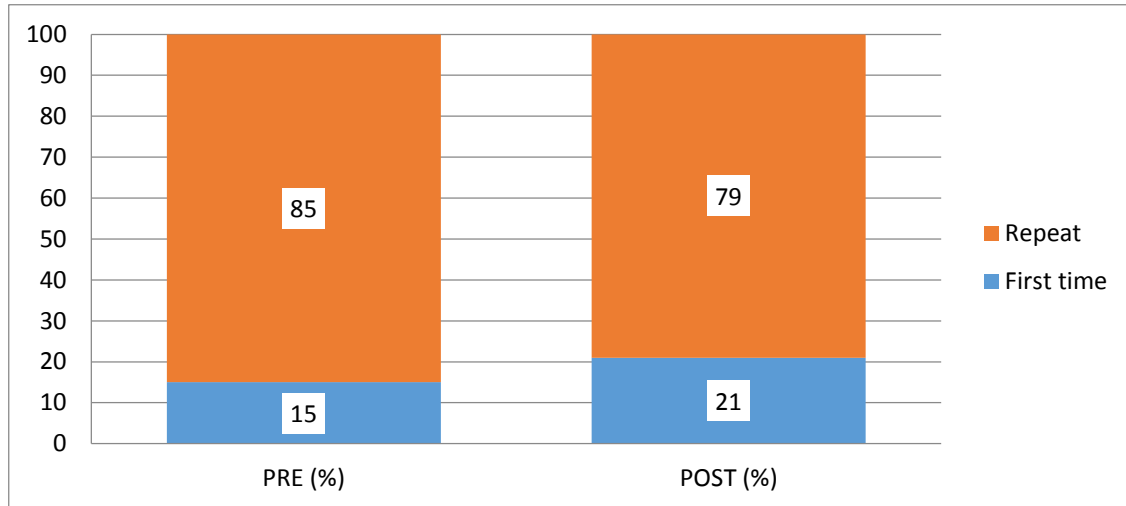
Figure 6: Choice for visitation to site



Most respondents agreed that it was their own choice to visit the Gardens, followed by companions' choice.



Figure 7: Frequency of visits



The results indicate that 85% pre and 79% post visitors were repeat visitors.

According to the SANBI research conducted in 2012 61% of visitors indicated that they were repeat visitors.

Table 2: Last visit to the site

Last visit to the site	PRE (%)	POST (%)
First time	15	21
Less than a year ago	59	56
A year ago	12	7
2 - 3 years ago	6	11
4 - 5 years ago	1	1
More than 5 years ago	7	4

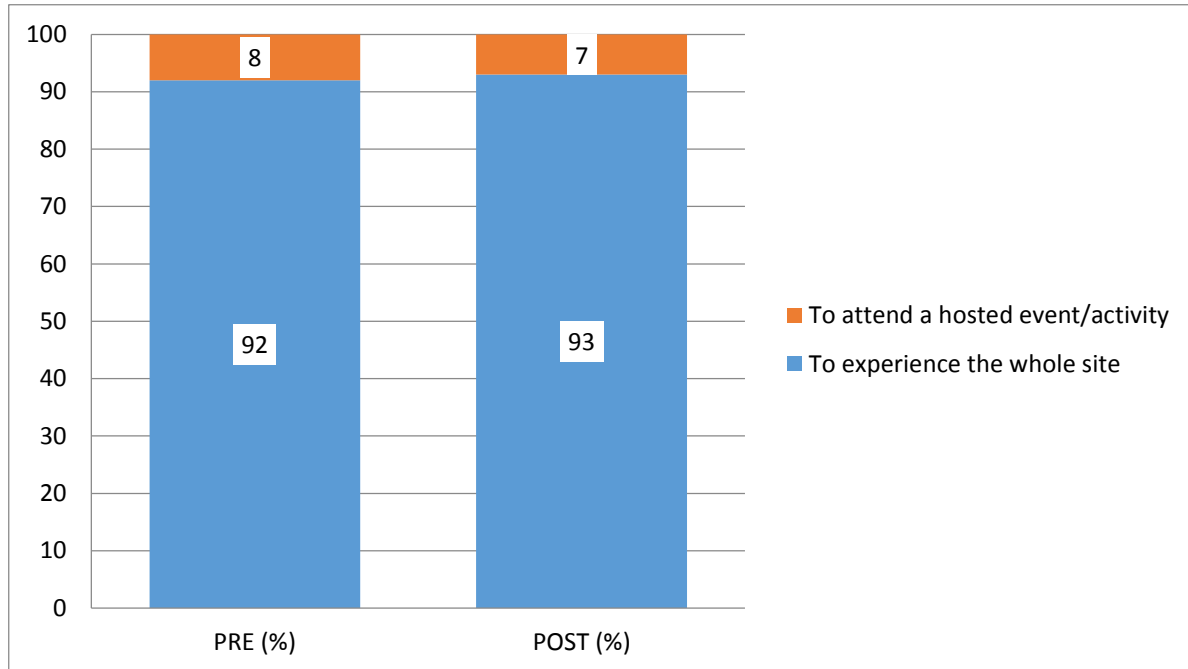
Most of the sample was repeat visitors with an average visitation of 29 times (pre) and 21 (post)



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Figure 8: Purpose of the visit



For both the pre and post questionnaire, the main focus of the visit was to experience the whole site. Majority of the respondents of the post questionnaire indicated that they were not visiting any other attractions.

Also visiting other sites

Other sites mentioned were mainly The Cradle of Humankind (approximately 12 respondents), the Lion and Rhino Park, Kloofendal Nature Reserve, Magaliesberg and Steam Trains.

Table 3: Travel companions

Travel companions	PRE (%)	POST (%)
Family	64	65
Friends	49	55
Alone	7	14
Work colleagues	4	7
Education group	2	3
Special interest group	3	5



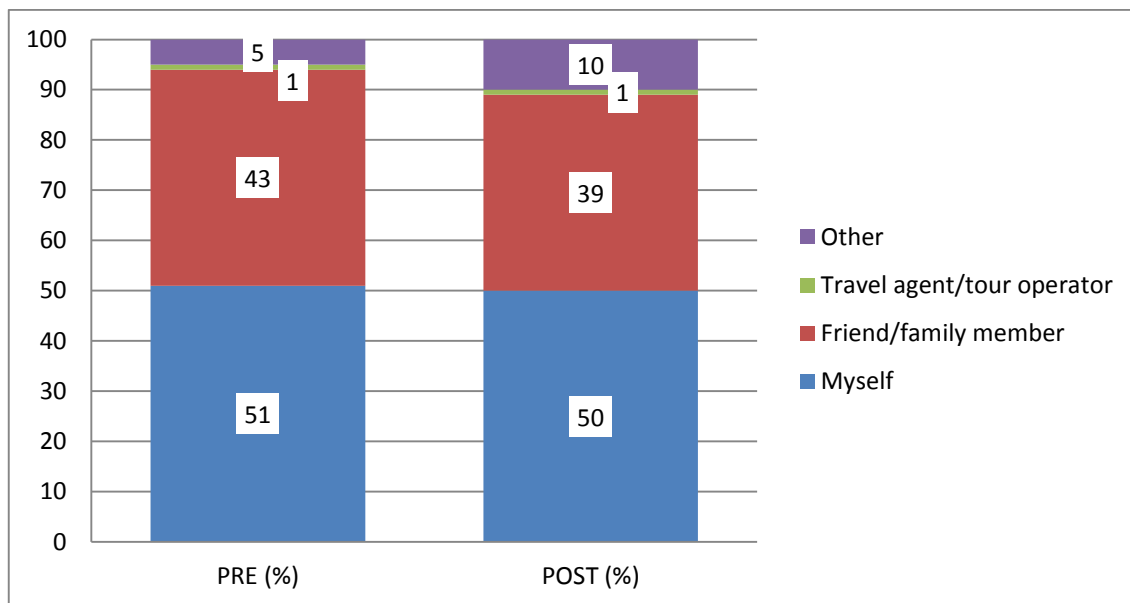
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Other	5	1
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For both the pre and the post questionnaire, the majority of respondents indicated that their family was their travel companions, followed by friends.

Figure 9: Who arranged the visit



For the pre questionnaire, 51% of respondents indicated that they arranged their trip themselves, followed by the trip being arranged by a friend or family member. For the post questionnaire, the majority (50%) also made the arrangements themselves, followed by a friend/family member (39%).

Table 4: Source of information

Source of information	PRE (%)	POST (%)
Site's website	25	36
Site's social media account	6	6
Word of mouth	72	73
DMO website	2	4
VIC of surrounding destination	2	3
VIC of other destination	1	2
Travel agent/tour operator	1	2



Source of information	PRE (%)	POST (%)
Other	10	9

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.

5.6.4 Motivations to visit (pre questionnaire)

Table 5: First thoughts on the site

peace, tranquil, serenity, quiet, calm	42
nature	31
waterfall	29
beauty	26
eagle	17
garden	17
rest, relax	14
green	8
trees	7
fresh air	5
walk	3

Nature/plants/trees/grass/ together with peace/tranquillity/quiet are the words most used to describe what is top-of-mind when respondents think about Walter Sisulu Botanical Gardens. These are closely followed by beauty, waterfall and eagles.

Table 6: Motivation to visit

	Mean	Std. Deviation
Beautiful surroundings	4.64	.703



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	Mean	Std. Deviation
Time with friends and family	4.38	.884
Positive life experience	4.37	.907
	Mean	Std. Deviation
Have a nice holiday	3.91	1.050
Learn new things	3.74	1.036
Self-expression of interests	3.70	1.068
	Mean	Std. Deviation
Spiritual experience	3.41	1.201
New place never visited	3.34	1.305
Socialise with other visitors	2.59	1.298

From the results it is clear that respondents agreed strongly that the beautiful surroundings made them decide to visit the Gardens, followed by spending time with family and friends and to have a positive life experience. The lowest scoring visitor motivation is to socialise with other visitors.



Table 7: Motivations to visit Comparisons between groups

	Last visit	Visit focus	Place of residence	Gender	Level of education	Age	Ethnicity
Beautiful surroundings	-	-	-	-	-		5.650*
Time with friends and family	-	-	3.048**	-	-		-
Positive life experience	-	-	-	7.829*	4.857*		-
Have a nice holiday	-	-	-	6.431**	-		-
Learn new things	-	8.365*	-	5.022**	-	7.881*	-
Self-expression of interests	-	-	-	-	-		-
Spiritual experience	-	-	-	-	-		-
New place never visited	80.768*	-	-	-	-		-
Socialise with other visitors	-	-	-	-	-	6.599*	-

*p<.01

**p<.05

First time visitors were motivated significantly more (n=30, M=4.50) than repeat visitors (n=155, M=3.05) to experience a new place never visited before.

Visitors that came to experience the whole site (n=180, M=3.81) were more strongly motivated to 'learn new things' than those that came to attend an event at the site (the event is the focus) (n=17, M=3.12).

Visitors from wider Gauteng were motivated more (n=18, M=4.72) to spend time with family and friends than visitors originating from the neighbourhood (n=29, M=3.93).

Females (n=122) were more strongly motivated than men (n=77) to have a positive life experience (M=4.51 versus M=4.13); to have a nice holiday (M=4.08, M=3.68); and to learn new things (M=3.88 versus M=3.53).



Individuals with a national certificate/diploma ($n=62$, $M=4.45$) or undergraduate degree level education ($n=42$, $M=4.69$) were more strongly motivated by the desire for a positive life experience, than those with a senior certificate/matric ($n=34$, $M=3.91$).

Visitors aged over 50 ($n=53$) were motivated more than visitors between 36 and 50 to socialise with other visitors ($M=3.14$ versus $M=2.30$) and to learn new things ($M=4.10$ versus $M=3.44$).

African visitors ($n=11$, $M=4.91$) were motivated more to experience beautiful surroundings than Coloured visitors ($n=8$, $M=4.13$).

Future intention

Seventy percent of respondents said they would definitely revisit the Gardens, and 77% of respondents indicated that they would also definitely recommend others to visit. Twenty-seven percent were not sure whether they would revisit the site; and twenty percent not sure whether they would recommend the site.



5.6.5 Memorable tourism experience

Table 8: Memorable tourism experience (post questionnaire)

FACTORS (new)	Mean	Std. Deviation	Overall mean	Significance
Hedonism				
Thrill about having a new experience	3.68	1.033	3.89	6.425**
Indulgence in the activities	3.38	1.074	3.62	8.001*
Real enjoyment	4.31	.727	4.19	-
Excitement	3.80	.925	3.92	-
Novelty				
Once-in-a lifetime experience	3.09	1.280	3.47	13.628*
Uniqueness	3.87	1.046	3.98	-
Different from previous experiences	3.52	1.026	3.78	9.744*
Something new	3.46	1.171	3.74	9.631*
Accomplishment	3.53	1.168	3.64	-
Self-discovery	3.53	1.192	3.58	-
Knowledge gain	3.65	1.047	3.92	10.458*
New culture	2.99	1.245	3.49	25.014*
Refreshment				
Sense of freedom	4.45	.793	4.08	28.569*
Revitalisation	4.28	.817	3.94	24.710*
Meaningfulness	4.06	.964	4.04	-
Involvement				
Place where I really wanted to go	4.20	.925	4.02	5.539**
Activities really wanted to do	3.72	1.141	3.75	-
Main activity of great interest	3.60	1.054	3.76	4.108**
Exploration	3.92	1.002	3.97	-

* p<.01

**p<.05



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The items that contributed most to a memorable tourism experience at the Gardens were: sense of freedom, real enjoyment and revitalisation.

In all of the items where there was a statistically significant difference between the MTE at the Gardens and the overall mean (MTE across all sites), it was a negative difference (the Gardens was given a lower score than the overall mean). Only in the instances of 'sense of freedom', 'revitalisation' and 'place where I really wanted to go, did the Gardens score higher.

Table 9: Memorable tourist experience comparisons between groups

FACTORS (new)	Hedonism	Novelty	Refresh- ment	Involve- ment
α	.747	.895	.793	.828
Focus of the visit	-	-	-	4.937**

Visitors that came to experience to whole site (n=184, M=3.89) had a greater experience of 'involvement' than those only attending an event at the site (n=13, M=3.22). In other categories, no meaningful difference were found.

5.6.6 Gap analysis

Table 10: Expectations vs experiences

FACTORS (new)	PRE	POST	Significance
On-site facilities and infrastructure			
Easy accessible visitor facilities	4.13	4.30	4.052**
Well-maintained facilities	4.25	4.27	-
Internet access	2.50	2.58	-
Book additional activities	3.29	3.32	-
Able to buy souvenirs	2.82	3.15	7.917*
Universal accessibility	4.04	4.11	-



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FACTORS (new)	PRE	POST	Significance
Safety of person and belongings	4.67	4.15	54.764*
Unique design infrastructure/architecture	3.95	3.86	-
Quality infrastructure/architecture	3.88	3.67	4.943**
Signage/directions	4.39	4.35	-
General offering			
Cater for families/children	4.42	4.65	7.860*
Value for money	4.52	4.38	-
Match marketing material	4.10	4.17	-
Accessibility			
Convenient to get to	4.43	4.45	-
Short travel distance	4.12	4.24	-
Efficient parking/access system	4.44	4.41	-
Content			
Challenged to spot/interact	4.09	4.00	-
Surprised by unusual things	4.10	3.74	15.003*
Guided by rules/regulations	3.89	3.98	-
Variety of things	4.31	3.99	13.107*
Authenticity	4.56	4.29	11.283*
Close encounters	4.50	4.12	19.640*
Excitement viewing rarities	4.49	4.04	27.435*
Learning			
Engage with other visitors	3.05	3.43	10.515*
Articulate guide	3.30	3.17	-
Talks	3.19	3.07	-
Literature	3.43	3.24	-
Interpretation facilities	3.31	2.99	6.874*
Audio guide	3.03	2.62	10.922*
Activities/events			
Variety of recreational activities	3.49	3.44	-



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FACTORS (new)	PRE	POST	Significance
Specific event/exhibition of interest	3.54	3.31	3.936**
Affordable activity options	3.91	3.45	21.109*
Visitor management			
Good information	4.06	3.61	23.941*
Viewing in predictable locations	3.98	3.83	-
Well-structured layout	3.91	3.91	-
Easy movement between areas	4.08	4.29	8.251*
Viewing time in one spot	4.24	4.43	5.665**
Service quality			
Efficient service reception/entry	4.43	4.35	-
Helpful friendly staff	4.61	4.37	13.631*
Personalised service	3.71	3.61	-
Local culture			
Experience local way of life	3.79	3.61	-
Engage with informative locals	3.56	3.38	-
Place attachment			
Most favourite place to visit	4.01	3.86	-
Finally seeing unique thing	4.25	3.95	12.244*
Fulfilment			
Connect with nature	4.70	4.46	9.781*
Connect with mankind	3.45	3.48	-
Connect with history	3.69	3.56	-

* p<.01

**p<.05

The items 'connect with nature', 'safety of person and belongings' and 'authenticity' achieved the highest mean scores in terms of visitor expectations. 'Caters for families/children', 'connect with nature' and 'value for money' achieved the highest mean scores in terms of visitor experiences.



From the table above it is clear that in majority of the instances where statistically significant differences were found between visitors' expectations and their experiences (indicated with * or **), a negative gap was found (in other word, the attraction performed worse than what was expected). The most notable differences are in terms of 'safety of person and belongings', 'excitement viewing rarities', 'good information' and 'affordable activity options'.

Aspects where positive gaps were found related to aspects of the on-site facilities, visitor management, the general offering and learning.

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

FACTORS (new)	α (pre)	α (post)	Comp mean score PRE	Comp mean score POST	Significance
On-site facilities and infrastructure	.771	.788	3.80	3.85	-
General offering	.736	.704	4.37	4.41	-
Accessibility	.700	.739	4.33	4.36	-
Content	.818	.858	4.26	4.02	15.262*
Learning	.839	.899	3.28	3.18	-
Activities/events	.739	.835	3.64	3.43	6.187**
Visitor management	.812	.778	4.06	4.03	-
Service quality	.618	.765	4.24	4.12	-
Local culture	.631	.669	3.68	3.54	-
Place attachment	.767	.721	4.13	3.91	7.461*
Fulfilment	.503	.613	3.98	3.87	-

*p<.01

**p<.05



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Three gaps were significant when tested at the factor level namely content, activities/events and place attachment. All three of these were negative gaps.

Figure 10: Graphic illustration of expectations vs experiences (gap analysis)

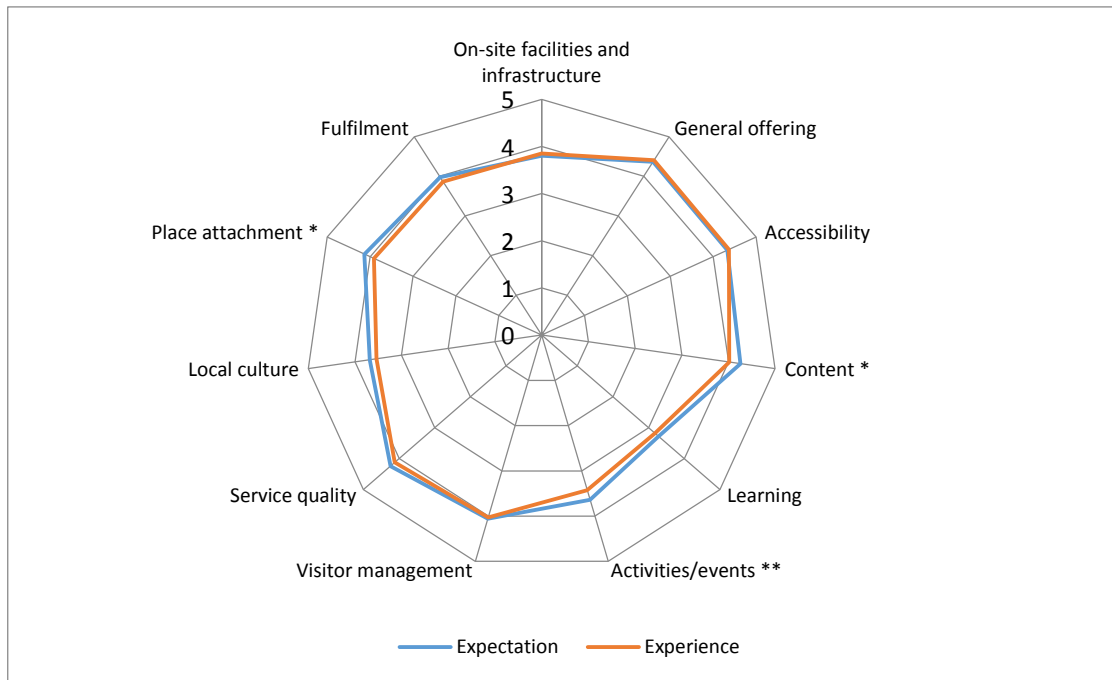


Table 12: Experience comparisons between groups

FACTORS	Last visit	Population group
On-site facilities and infrastructure	-	-
General offering	-	-
Accessibility	-	-
Content	-	-
Learning	-	-
Activities/events	-	-
Visitor management	6.673**	-



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FACTORS	Last visit	Population group
Service quality	-	8.042**
Local culture	-	-
Place attachment	6.562**	-
Fulfilment	-	-

Repeat visitors (n=150, M=4.10) gave higher scores than first time visitors (n=39, M=3.84) for visitor management, as well as for place attachment (M=4.00 versus M=3.62).

Indian visitors (n=6, M=4.64) gave higher scores to service quality than Coloured visitors (n=3, M=4.39).

5.7 Site specific evaluation

Table 13: Evaluation of specific features

Specific features	Experienced (%)	Performance (Mean score)
Witpoortjie waterfall experience	87	4,6
Eagle nesting cliffs experience	74	4,5
Geological trail experience	61	4,36
Water-wise garden experience	67	4,33
Cycad garden experience	77	4,33
Geological garden experience	64	4,29
Succulent rock garden experience	70	4,24
Water-wise garden visited	64	4,23
Viewing bush and blood lily experience	49	4,21
Children's garden experience	62	4,2
Arboretum experience	45	4,18
Bird and butterfly garden experience	60	4,14
Wild flower area experience	57	4,13



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Specific features	Experienced (%)	Performance (Mean score)
People's plant garden experience	59	4,07
Fern trail experience	56	4,02

Respondents scored the Waterfall experience highest of the specific features at WSBG followed by the Eagle Nesting experience and the geological trail experience.

Table 14: Evaluation of activities done

Activities done	Experienced (%)	Performance (Mean score)
Hike to waterfall experience	76	4.55
Picnic experience	74	4.53
Bird hide experience	50	4.44
Walking trails experience	81	4.42
Bird-spotting experience	60	4.30
Concerts experience	39	3.94
Carols by candlelight experience	26	3.94
Art markets experience	31	3.74
Astrological evenings experience	22	3.65

In terms of activities undertaken the hike to the Waterfall and the picnic experience scored the highest.



Table 15: Evaluation of services used

Services used	Experienced (%)	Performance (Mean score)
Restaurant experience	80	4.22
Strelitzia Hall experience	8	4.20
Function venue experience	27	4.16
Nestle Env Edu Centre experience	16	4.06
Visitor Information Centre experience	35	3.90
Imbizo Training Centre experience	16	3.87
Lapa experience	20	3.87

As far as services are concerned respondents rated the restaurant experience the highest followed by the Strelitzia Hall experience and the Function venue.

Table 16: Overall aspects contributing to tourist experience (descending order)

	N	Mean
Rejuvenate outdoors	207	4.42
Flowers	204	4.34
Birdlife	202	4.28
Connected to family/friends	198	4.17
Value for money	202	4.15
Geological features	202	4.13
Achievement of physical activity	205	4.01
Small animals and reptiles	199	3.99
Variety of activities	192	3.48

The aspects that contribute the most to the experience of WSNBG is that tourists feel rejuvenated when they visit WSNBG, enjoy the flowers and birdlife and feel connected to family and friends.



6. DISCUSSION OF RESULTS

The profile of the respondents show that more than a third of respondents were local visitors staying within a 15 – 40 km radius of the Gardens followed by visitors from other provinces who make up just over a quarter of the respondents. In this survey female respondents dominated both samples. Approximately half of the respondents fell in the 36 – 50 age bracket and the level of education was quite high with the majority of visitors having secondary education and above. At approximately 80% whites dominated the sample. Most respondents agreed that it was their own choice to visit the Gardens, followed by companions' choice and the majority were day visitors. Most of the sample was repeat visitors with an average visitation of more than 20 times. For both the pre and post questionnaire, the main focus of the visit was to experience the whole site. Majority of the respondents to the post questionnaire indicated that they were not visiting any other attractions but of those that did the Cradle of Humankind was the most popular other attraction. Word of mouth and the site's website proved to be the most used sources of information.

In terms of the motivation to visit, the highest score was given to the beautiful surroundings, followed by spending time with family and friends and to have a positive life experience. The lowest scoring motivation for visiting is to socialise with other visitors. Nature/plants/trees/grass/ together with peace/tranquillity/quiet are the words most used to describe what is top-of-mind when respondents think about Walter Sisulu Botanical Gardens. These are closely followed by beauty, waterfall and eagles.

Some significant results between types of visitors and motivations were found, amongst others first time visitors were motivated significantly more to experience a new place never visited before and visitors aged over 50 were motivated more than visitors between 36 and 50 to socialise with other visitors and African visitors were motivated more to experience beautiful surroundings than Coloured visitors.

The majority of respondents said they would definitely revisit the Gardens, and also that they would definitely recommend others to visit.



The items that contributed most to a memorable tourism experience (MTE) at the Gardens were: sense of freedom, real enjoyment and revitalisation.

On the MTE scale the Gardens scored higher than the overall mean for all the sites (i.e. Isimangaliso, The Cradle of Humankind, Augrabies National Park and Mapungubwe National Park) on 'sense of freedom', 'revitalisation' and 'place where I really wanted to go'. In all of the items where there was a statistically significant difference between the MTE at the Gardens from the overall mean (MTE across all sites), there was a negative difference (the mean score for the Gardens was lower than the overall mean).

When looking at visitor expectations the items 'connect with nature', 'safety of person and belongings' and 'authenticity' achieved the highest mean scores.

As far as visitor experiences were concerned 'caters for families/children', 'connect with nature' and 'value for money' achieved the highest mean scores.

On the other items where statistically significant differences were found between visitors' expectations and their experiences a negative gap was indicated (in other words, the attraction performed less well than what was expected). The most notable differences are in terms of 'safety of person and belongings', 'excitement viewing rarities', 'good information' and 'affordable activity options'. Positive gaps were found in 'on-site facilities', 'visitor management', 'the general offering' and 'learning' (i.e. the Gardens performed better on these aspects than expected).

At the factor level (i.e. factors were made up of the composite scores of groups of items) three gaps were significant namely content, activities/events and place attachment. All three of these were negative gaps. There were some statistical differences in groups, for example repeat visitors gave higher scores than first time visitors for visitor management, as well as for place attachment and Indian visitors gave higher scores to service quality than Coloured visitors.

The site specific evaluation showed that the Waterfall experience followed by the Eagle Nesting experience and the geological trail experience scored the highest rating. In terms of activities undertaken



the hike to the Waterfall and the picnic experience scored the highest and as far as services are concerned respondents rated the restaurant experience the highest followed by the Strelitzia Hall experience and the Function venue.

7. RECOMMENDATIONS

Respondents had a number of suggestions which are incorporated below with recommendations taken from the results of the survey:

On-site facilities and infrastructure

Concerns raised by respondents related to the inadequacy of dustbins, the state of the interpretation centre, the children's playground, the cleanliness of the bathrooms and the state of the toilets/ablutions. A nursing and feeding room for babies is also a requirement. Safety was a concern for a number of visitors and suggestions were for more safety measures on walking trails. The survey clearly shows that visitors expect a high level of safety for themselves and their belongings and there was a significant negative gap between expectations and experience at the Gardens. This needs careful attention.

The survey suggests that improvement is needed at the VIC, the Training Centre and the Lapa experience.

General offering

The general offering proved to be a positive aspect from the results of the survey in terms of catering for family and children. Respondents suggested that (more) open days be held.

Accessibility

Wheelchair accessibility to the restaurant is a problem, maintenance is required of the geological trail and signage appears inadequate. A map and tour guide were also among the suggestions given. More parking was also suggested.

Content

Results from the survey showed that the Gardens did not perform up to expectation on a number of items such as 'surprised by unusual things', 'rules and regulations', 'variety' and 'authenticity'. It is recommended that these aspects be considered and suggestions for closing the gap be debated by



management. One respondent suggested that a fish pond be established, another referred to the water features in general.

Learning

The Gardens scored positively on the item of engaging with other visitors but the interpretation Centre requires maintenance. One respondent suggested that artists should be better advertised.

Activities/events

Respondents suggested that more events could be hosted such as musical events and movies. A respondent suggested that concerts should be better advertised and patrons be provided with information in advance. More activities for children were also recommended by some respondents. One respondent suggested that weddings not be held right at the Waterfall as it disturbs the peace for others. Given that an important motivation for visits was peace and tranquillity as found in the survey, this needs to be carefully protected.

Visitor management

Both from the survey and respondent comments the availability of information seems to be problematic. An audio guide is suggested.

Service quality

While no respondent comments were generated on the friendliness of staff, the survey shows a negative gap between expectations and experience in this regard and training of staff in effective visitor interaction is advised.

Local culture

The only suggestions from respondents in this regard were for more local artists and events to take place.

Place attachment

The number of repeat visitors and the high number of visits attest to an attachment to the Gardens but some areas need to be looked at such as finding and promoting the unique aspects of the Gardens.



Fulfilment

While one of the primary motivations for visiting the Gardens is to experience nature and this also is generally top-of-mind when people think about the Gardens, management should continue to improve and protect this experience by maintaining the natural attractions of the Gardens.

8. CONCLUDING REMARKS

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

Within the boundaries of the selected sample and limitations of the study, WSNBG proved to have a higher score at a statistically significant level than the overall mean for the other sites on the MTE items eliciting a sense of freedom, revitalisation and 'a place where I really wanted to go'. The WSNBG scored lower on the other items.

The most important aspects of the WSNBG is its ability to provide a unique and authentic experience with nature within beautiful surroundings for the visitors and, given the pressures on resources and people in everyday life, this "Garden of Eden" should be closely guarded into the future.



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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



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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

WALTER SISULU NATIONAL BOTANICAL GARDENS		
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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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)?		
3. Is it near other attractions (similar or different types)?		



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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						
Maropeng						
Walter Sisulu						

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



ANNEXURE B
OBSERVATION SHEET PER SITE

SITE:

DATE:

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



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



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



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ANNEXURE C: PRE-VISIT QUESTIONNAIRE

Consent for participation in a research study

Division Tourism Management

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

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

Dear Respondent

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

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

Please note the following:

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

Please sign the form to indicate that:

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

Respondent's signature

Date



GENERAL

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

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

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

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

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

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



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



<i>Have the opportunity to:</i>						
17. Identify/spot as many species as possible/to interact with as many exhibits as possible	1	2	3	4	5	6
<i>Have the opportunity to learn about the site via:</i>						
18.1 engaging with other visitors	1	2	3	4	5	6
18.2 a knowledgeable articulate guide	1	2	3	4	5	6
18.3 talks	1	2	3	4	5	6
18.4 literature	1	2	3	4	5	6
18.5 an interpretive centre/interactive displays (e.g. videos)	1	2	3	4	5	6
18.6 an audio guide	1	2	3	4	5	6
<i>During the visit I want to ...</i>						
19. Be surprised by unusual things	1	2	3	4	5	6
20. Be guided by rules to behave appropriately	1	2	3	4	5	6
21. See different kinds of animals/species/exhibits	1	2	3	4	5	6
22. Experience wildlife/nature in its natural state	1	2	3	4	5	6
23. Come as close as possible to wildlife/nature/artefacts	1	2	3	4	5	6
24. Be excited by viewing rare species of animals/flowers /artefacts	1	2	3	4	5	6

During the visit I want to ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not
25. Partake in different kinds of recreational activities	1	2	3	4	5	6
26. Attend a specific event/exhibitions that I am interested in	1	2	3	4	5	6
27. Have affordable options for different activities	1	2	3	4	5	6
28. Receive good information (maps, brochures, signage)	1	2	3	4	5	6
29. Easily view animals/nature in predictable locations	1	2	3	4	5	6
30. Easily view exhibits in a well-structured layout	1	2	3	4	5	6
31. Easily move between different sightings/exhibits	1	2	3	4	5	6



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

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?

1. This is the first time	
2. Less than a year ago	
3. A year ago	



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4. 2 – 3 years ago	
5. 4 – 5 years ago	
6. More than 5 years ago	

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

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

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



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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	

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



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UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

ANNEXURE D: WALTER SISULU NATIONAL BOTANICAL GARDENS

Consent for participation in a research study

Division Tourism Management

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

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

Dear Respondent

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

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

Please note the following:

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

Please sign the form to indicate that:

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

Respondent's signature

Date



ON-SITE EXPERIENCES

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

Visiting Walter Sisulu Botanical Gardens 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 Walter Sisulu Botanical Gardens?

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 Gardens (1 = *not at all* and 5 = *very much*).

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



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	I have not experienced ____ at all				
	I have experienced ____ very much				
12. Accomplishment	1	2	3	4	5
13. Self-discovery	1	2	3	4	5
14. A place where I really wanted to go	1	2	3	4	5
15. Activities which I really wanted to do	1	2	3	4	5
16. Main activities of great interest to me	1	2	3	4	5
17. Exploration	1	2	3	4	5
18. Knowledge gaining	1	2	3	4	5
19. New cultures	1	2	3	4	5



SITE-SPECIFIC EXPERIENCES

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

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



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

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



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During the visit I ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Not applicable
32. Am able to spend as much time as I want in the same location viewing my favourite animal/plant/exhibit	1	2	3	4	5	6
33. Experience fast and efficient service at reception/entry	1	2	3	4	5	6
34. Am served by helpful and friendly staff	1	2	3	4	5	6
35. Receive personalized service	1	2	3	4	5	6
36. Have a variety of opportunities to experience local way of life	1	2	3	4	5	6
37. Engage with local people that are willing to share information about the place	1	2	3	4	5	6
38. Spend time at this place as it's my most favourite place to visit	1	2	3	4	5	6
39. See many things unique to the Gardens that I have always been interested in	1	2	3	4	5	6
Have a deep connection with:						
40.1 Nature	1	2	3	4	5	6
40.2 Mankind	1	2	3	4	5	6
40.3 History	1	2	3	4	5	6



UNIQUENESS OF THE SITE

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

6. How likely are you to _____ Walter Sisulu Botanical Gardens

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

7. Indicate which of the following **features** you have already visited within the Gardens 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						
Cliffs for nesting Black eagles			1	2	3	4	5	
Witpoortjie Waterfall			1	2	3	4	5	
Water-wise garden			1	2	3	4	5	
Cycad garden			1	2	3	4	5	
Children's garden			1	2	3	4	5	
Water-wise garden			1	2	3	4	5	
Succulent rockery garden			1	2	3	4	5	
People's plant garden			1	2	3	4	5	
Geological garden			1	2	3	4	5	
Bird and butterfly garden			1	2	3	4	5	
Geological Trail			1	2	3	4	5	
Fern trail			1	2	3	4	5	
Arboretum			1	2	3	4	5	
Wild flower area			1	2	3	4	5	
Viewing the bush lily & blood lily			1	2	3	4	5	



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Other (please specify):

8. Indicate which of the following **activities** you have already undertaken during your visit within the Botanical Gardens 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:

Activities undertaken	Done		<i>Extremely negative</i>					<i>Extremely positive</i>
	Yes	No	1	2	3	4	5	
Hiking (to waterfall)			1	2	3	4	5	
Picnicking			1	2	3	4	5	
Bird hide			1	2	3	4	5	
Bird-spotting			1	2	3	4	5	
Walking trails			1	2	3	4	5	
Art markets			1	2	3	4	5	
Concerts			1	2	3	4	5	
Astrological evenings			1	2	3	4	5	
Carols by Candlelight			1	2	3	4	5	
Other (please specify):								

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

Services used	Done		<i>Extremely negative</i>					<i>Extremely positive</i>
	Yes	No	1	2	3	4	5	
Restaurant			1	2	3	4	5	
Function venue			1	2	3	4	5	
Nestle Environmental Education Centre			1	2	3	4	5	
Imbizo Training Centre			1	2	3	4	5	
Visitor Information Centre			1	2	3	4	5	
Strelitzia Hall								
Lapa			1	2	3	4	5	



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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.

Overall aspect	<div> <i>Not contributing at all</i> <i>Contributing greatly</i> </div>				
The flowers	1	2	3	4	5
The birdlife	1	2	3	4	5
The small animals and reptiles	1	2	3	4	5
The geological features	1	2	3	4	5
Variety of activities	1	2	3	4	5
Feeling connected to my family/friends	1	2	3	4	5
Feeling rejuvenated from a day outdoors	1	2	3	4	5
Feeling a sense of achievement from physical activity	1	2	3	4	5
Value for money	1	2	3	4	5
Other (please specify):					

11. Any suggestions for improvement?

DEMOGRAPHICS

12. Are you (tick all applicable):

1. A day visitor to the Gardens (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 Gardens (staying over at the attraction)	
4. An overnight visitor to the surrounding destination (not staying over at the attraction)	



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13. When last did you visit this attraction?

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

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

14. Are you visiting the Gardens:

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

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

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



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

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

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

1. The Gardens' website	
2. The Gardens' social media account (e.g. Facebook, Twitter)	
3. Word of mouth (family/friends)	
4. The destination's official tourism website (e.g. Gauteng Tourism)	
5. A visitor information centre (the surrounding destination)	
6. A visitor information centre (a different destination e.g. other province)	
7. 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:

1. Male	
2. Female	

20. Please indicate your highest level of qualification:

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



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